

The Effect of Social Media Marketing Activities (SMMA) on Repurchase Intention with Customer Satisfaction and Customer Trust as Mediatory Variables (Case Study on PT Bagus Trans Wisata (OTe Family Travel) 2024-2025)

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Abstract. *The increasing popularity of digital marketing through social media and the intense competition in the travel industry prompted this study. To succeed in this market, businesses must perform a dual role: attracting new customers and retaining existing ones by increasing their likelihood of repeat purchases. However, what we saw at PT Bagus Trans Wisata (OTe Family Travel) shows that more social media marketing doesn't necessarily translate into more customers, resulting in a gap between marketing plans and results. The purpose of this study is to examine the correlation between Social Media Marketing Activities (SMMA) and repurchase intention through the lens of customer satisfaction and trust as mediators. To better understand how repurchase intention is formed, this study model combines the correlations between SMMA, satisfaction, and trust, with a focus on experience-based tourism businesses. The research strategy used in this study is exploratory quantitative. All clients of OTe Family Travel (PT Bagus Trans Wisata) from November 2024 to October 2025 constitute the population. A total of 131 respondents were selected using a purposive sampling approach. To be included in the sample, the following conditions must be met: (1) customers must have used OTe Family Travel services at least once in the last 12 months; (2) they must be at least 45 years old; (3) they must be from the upper-middle economic segment and have monthly expenses exceeding IDR 5,000,000; and (4) they must have viewed the company's social media marketing campaigns on WhatsApp, Instagram, Facebook, and Threads. A structured questionnaire with a 5-point Likert scale was used to collect data. Based on the Partial Least Squares (PLS) technique, Structural Equation Modeling (SEM) was used to analyze the data. According to the findings, there is a positive relationship between social media marketing activities and repurchase intention, the following results: SMMA influences customer satisfaction & customer trust; customer satisfaction and trust influence repurchase intention; and social media marketing activities influence repurchase intention indirectly through customer satisfaction and trust as intermediary variables. These findings demonstrate that the effectiveness of social media marketing is not solely determined by the intensity of activity, but also by its ability to build customer satisfaction and trust. This study contributes theoretically by developing an integrative*

model that simultaneously examines the mediating roles of satisfaction and trust, as well as providing practical insights for companies in designing more effective digital marketing strategies to increase customer loyalty.

Keywords: *Customer Satisfaction; Customer Trust; Repurchase Intention; SEM-PLS; Social Media Marketing Activities.*

1. Introduction

Increasingly intense and competitive business competition requires business operators to effectively manage their operations. One crucial indicator for closing deals on services and fostering repeat purchase intentions is customer satisfaction and trust in the company's products and services. This customer satisfaction and trust can be achieved through reliable service and marketing techniques implemented by management. Among the marketing techniques employed is the use of appropriate marketing media tailored to consumer preferences. Marketing media serves as a strategic tool used by companies to attract consumer attention until the ultimate goal is achieved, namely the formation of customer loyalty.

The tourism industry, as a service sector, can be considered a red ocean and faces high levels of competition. This is especially true as travel trends begin to recover following the COVID-19 pandemic. Amidst the flood of information and consumer choices, travel agencies are required to effectively convey the value of their services through various marketing strategies. In this environment, customers easily switch to other travel agencies without significant difficulty, given the variety of similar product offerings. In an increasingly competitive business environment, retaining customers is more important than simply attracting new ones. This concept aligns with relationship marketing theory, which emphasizes the importance of building long-term relationships with customers. Repurchase intention is a key indicator of the success of a customer retention strategy. Customers with repeat purchase intentions demonstrate positive experiences, high levels of satisfaction, and trust in their experiences with products and services.

Looking at the developments in information and communication technology over the past two decades, it has fundamentally changed the way companies interact with consumers. Digital transformation has not only altered distribution and transaction patterns but also shifted the marketing communications paradigm from a conventional approach to a more interactive, participatory, and real-time digital-based approach using social media. Social media has become a key instrument in this change.

Indonesia itself is a country with significant growth in internet and social media users. Platforms like Instagram, TikTok, Facebook, and WhatsApp are no longer just used for interpersonal communication, but have evolved into platforms for social media and business transactions. This phenomenon is driving companies to shift the majority of their marketing budgets to digital platforms to reach consumers more effectively and efficiently. Social media allows companies to disclose product information, offer promotions, build brand image, and interact directly with consumers without geographical limitations. Unlike traditional marketing media, which are one-way, marketing through social media is two-way, even multidirectional, allowing consumers to respond, comment, and share information with their social networks. This interaction makes social media a marketing tool with a significant influence on consumer behavior.

PT Bagus Trans Wisata, better known as OTe Family Travel, is a travel agency serving international tours and has been operating in the industry since October 2015. In addition to offering a variety of unconventional destinations, the company's unique and distinctive characteristic is its emphasis on family and community ties throughout its journeys. This strong community bond is further enhanced by a customer base comprised of the mature/senior generation and the upper-middle class. Travel agencies with this customer base face different challenges than those targeting younger segments. Mature consumers generally have broader travel experience, more specific preferences, and higher expectations for service quality, comfort, safety, and professionalism. Furthermore, the relatively stable economic climate means that consumers in this segment no longer prioritize price, but rather emphasize added value, company reputation, and brand trust.

These characteristics also influence how consumers respond to the marketing media used. Mature consumers in the upper-middle class are relatively more selective in receiving promotional information, compared to the younger segment, which is considered more adaptable to technology and more familiar with social media. This situation can create a potential mismatch between the marketing media used by a company and the characteristics of its primary consumers. Without a proper understanding of consumer characteristics, companies risk using social media in a suboptimal manner that does not significantly impact customer interest or loyalty.

2. Research Methods

This study uses a quantitative approach, a causal research method (explanatory research). Explanatory research is associative in nature, with the goal of determining the correlation between two or more variables (Sugiyono, 2017). The purpose of this approach is to test the influence of the independent variable on the dependent variable through an intermediary or mediating variable, based on data collected from respondents.

This study aims to explain hypothesis testing, with the aim of examining and verifying causal relationships between variables based on empirical data, thereby strengthening the theory used as a guide. This study examines the effect of SMMA on repurchase intention through customer satisfaction and trust.

3. Results and Discussion

3.1. Sample Description

The data in this study were obtained through primary data collected through the distribution of questionnaires to customers who had used the travel services of OTe Family Travel (PT Bagus Trans Wisata). The questionnaires were distributed online to customers who had used the travel services of OTe Family Travel (PT Bagus Trans Wisata). minimum 1 time participating in the OTe Family Travel tour during the research period.

Based on the data collection results, 131 respondents completed the questionnaire. However, before conducting further analysis, researchers conducted a data screening process to ensure respondents met the established research criteria. The respondent criteria for this study were:

1. Respondents are aged > 45 years
2. Respondents have been exposed to OTe Family Travel's social media promotions
3. Respondents have a minimum monthly expenditure of IDR 5,000,000

After the data selection and filtering process was carried out based on the research criteria, the number of respondents who met the research criteria were:

Table Sample Screening

Criteria	Amount
Total respondents filled out the questionnaire	131
Age < 45 years	11
Not exposed to social media OTe	6

Criteria	Amount
Expenditure < Rp. 5 million	3
Total criteria not met	20
Number of research samples	111

Source: Processed primary data (2026)

So the number of respondents used as research samples was 111 people.

3.2. Descriptive Statistical Analysis

In the following section, the researcher will detail the data obtained from the respondents. Descriptive data provides an overview of the respondents' circumstances or conditions that need to be considered.

a. Descriptive Characteristics of Respondents

Based on the data filtering process carried out, only respondents who met all research criteria were included in the analysis. These criteria include: (1) having used OTe Family Travel services at least once in the last 12 months, (2) being at least 45 years old, (3) having an expenditure level of > Rp. 5,000,000 per month, (4) having been exposed to the company's social media marketing activities, and (5) having the ability to make decisions independently.

Respondents who did not meet these criteria were not included in further analysis, as a result the results of this study fully represent the characteristics of respondents who are in accordance with the company's segmentation.

b. Descriptive Analysis of Research Variables

To facilitate data collection and presentation, the variables were described using descriptive analysis. The variables in this study were SMMA, customer satisfaction, customer trust, and repurchase intention. These variables were measured using a Likert scale, with the lowest score being 1 (strongly disagree) and the highest being 5 (strongly agree).

To understand the intensity of the condition of each variable, it can be determined by multiplying the highest score in each variable by the number of question items in each variable, which are then divided into 5 categories, namely:

$$RS = (mn) / k . RS = (5-1) / 5 = 0.80$$

Where : RS : scale range

m : maximum score

n : minimum score

k : number of desired categories

Based on the data above, the respondent's answer categories can be explained as follows:

0.80 - 1.60 : Very low or very bad shows that the variable situation is still very low or very small.

1.61 – 2.40 : Low or not good shows that the variable situation is still low or small.

2.41 – 3.20 : Moderate or sufficient shows the variable situation is moderate or sufficient

3.21 – 4.00 : High or good shows the situation where the variable is high or good

4.01 – 5.00 : Very high or very good shows that the variable situation is very high or very good.

c. Descriptive Analysis of SMMA Variables

The SMMA variable represents respondents' perceptions of promotional activities carried out by OTe Family Travel through various social media platforms such as Instagram, Facebook, and WhatsApp, etc.

This variable is measured using five indicators related to the quality of promotional information, the attractiveness of social media content, interaction with customers, and the influence of customer reviews on decisions to use travel services.

Table Respondents' Answers to the Social Media Marketing Activities (SMMA) Variable

Indicator	STS	TS	KS	S	SS	N	Average
Informativeness	0	5	23	34	49	111	4.14
Trendiness	1	5	21	37	47	111	4.12
Interactivity	4	13	22	36	36	111	3.78

Indicator	STS	TS	KS	S	SS	N	Average
Personalization	0	3	25	45	38	111	4.06
E-WOM	7	8	34	37	25	111	3.59
Total average							3.94

Source: Processed primary data (2026)

The table above shows that the average SMMA score is 3.94, which is in the high category. This indicates that respondents generally believe that OTe Family Travel's marketing activities through social media have been effective. Information regarding travel packages provided through social media is considered clear and easy to understand by customers. Furthermore, promotional content showcasing travel experiences and travel documentation is also considered to be engaging.

The parameters with the highest average scores were informativeness and trendiness, indicating that customers perceived promotional information shared through social media as informative and relevant to their needs. Meanwhile, the e-WOM indicator had a relatively lower average score, indicating that the influence of customer reviews or testimonials on social media on purchasing decisions is still not a primary factor for some respondents. This suggests that some customers still rely more on personal experience or community recommendations when making decisions about using travel services.

d. Descriptive Analysis of Customer Satisfaction Variables

The customer satisfaction variable represents the level of customer satisfaction with the travel experience provided by OTe Family Travel. This variable is measured using four indicators related to satisfaction with service, travel quality, and the suitability between promotional information and the travel experience.

Table Respondents' Answers to Customer Satisfaction Variables

Indicator	STS	TS	KS	S	SS	N	Average
Product Satisfaction	0	1	24	41	45	111	4.17

Indicator	STS	TS	KS	S	SS	N	Average
Service Satisfaction	0	1	16	45	49	111	4.28
Value Satisfaction	0	1	28	45	37	111	4.06
Overall Satisfaction	0	2	20	42	47	111	4.21
Total average							4.18

Source: Processed primary data (2026)

The table above shows that the average customer satisfaction score is 4.18, which is in the very high category. This indicates that customers are generally satisfied with the travel services provided by OTe Family Travel. This level of satisfaction is reflected in customers' perceptions of the quality of service provided during their trip and the travel experience they gained.

The parameter with the highest average score was service satisfaction, indicating that customers felt the service provided by the OTe Family Travel team met their expectations. Furthermore, customers also assessed that the travel experience met the expectations established through previous promotional information. This high level of customer satisfaction is a crucial factor in building customer loyalty, as indicated by repeat purchases on subsequent trips.

e. Descriptive Analysis of Customer Trust Variables

The customer trust variable represents the level of customer confidence in OTe Family Travel's credibility, integrity, and ability to provide promised travel services. This variable is measured using five indicators related to customer trust in the company's reputation, transaction security, and the consistency of service provided.

Table Respondents' Answers to Customer Trust Variables

Indicator	STS	TS	KS	S	SS	N	Average
Corporate Honesty	0	3	28	38	42	111	4.07

Indicator	STS	TS	KS	S	SS	N	Average
Company Reliability	0	2	22	44	43	111	4.15
Transaction Security	0	2	23	26	60	111	4.30
Corporate Responsibility	0	2	18	38	53	111	4.28
Information Consistency	0	2	25	45	39	111	4.09
Total average							4.18

Source: Processed primary data (2026)

The table above shows that the average customer trust variable score is 4.18, which falls into the very high category. This indicates that customers have a very high level of trust in OTe Family Travel as a travel service provider. Customers assess the company as having a good reputation and providing reliable service.

The parameter with the highest average score was transaction security, demonstrating customers' confidence that OTe Family Travel can deliver a travel experience that meets their expectations and promises. Furthermore, customers felt secure in making payments and believed that the information disclosed by the company matched the actual service provided.

This high level of trust is an important factor in creating long-term relationships between companies and customers.

f. Descriptive Analysis of Repurchase Intention Variables

The repurchase intention variable represents a customer's tendency to use OTe Family Travel's travel services again in the future. This variable is measured using five indicators related to the customer's intention to use the company's services again, loyalty to the travel provider, and the tendency to continue choosing OTe Family Travel as their primary travel choice.

Table Respondents' Answers to the Repurchase Intention Variable

Indicator	STS	TS	KS	S	SS	N	Average
Repurchase intention	0	1	28	30	52	111	4.20
OTe preference as the primary choice	0	2	28	40	41	111	4.08
Willingness to continue use	0	3	24	42	42	111	4.11
No intention of changing providers	2	7	36	41	25	111	3.72
Possibility of reuse	0	2	23	39	47	111	4.18
Total average							4.06

Source: Processed primary data (2026)

The table above shows that the average repurchase intention variable is 4.06, which is in the very high category. This indicates that customers generally have a strong tendency to return to OTe Family Travel's travel services in the future. A high repurchase intention score indicates that customers have had a positive travel experience and are highly satisfied with the service provided by the company.

The parameters with the highest average scores were the repurchase intention and likelihood of reuse indicators, indicating that customers had a strong intention to return to travel with OTe Family Travel and were willing to use the company's services again on their next trip. This indicates a high level of customer loyalty to the company.

Meanwhile, the indicator of not intending to change providers has a relatively lower average figure compared to other indicators, showing that some customers still consider price factors or offers from other travel service providers when making repeat purchase decisions, this is common in the travel service industry with a fairly high level of competition.

However, overall, the average repurchase intention figure is in the very high category, indicating that OTe Family Travel has good potential in retaining customers and building long-term customer loyalty.

4. Conclusion

Based on the problem formulation that has been planned previously in this study, namely to test the influence of SMMA on repurchase intention with mediating variables of customer satisfaction and customer trust at PT Bagus Trans Wisata (OTe Family Travel), then after the data collection process was carried out, data processing using the Structural Equation Modeling (SEM) method with the Partial Least Squares (PLS) approach, as well as analysis of the research results, several conclusions can be obtained as follows:

1. SMMA has a significant positive impact on customer satisfaction. This demonstrates that OTe Family Travel's social media marketing activities have significantly increased customer satisfaction. Information shared through social media platforms like Instagram, Facebook, and WhatsApp can help customers gain a clear understanding of the travel services provided, thus creating expectations that align with their travel experiences.
2. SMMA has a significant positive impact on customer trust. This study shows that consistent, transparent, and interactive social media promotional activities can increase customer trust in a company. This trust is built through the delivery of clear information, travel documentation, and customer testimonials displayed on social media.
3. Customer satisfaction has a significant positive impact on repurchase intention. This indicates that customers who are satisfied with their travel experience at OTe Family Travel are more likely to use the company's services again in the future. High customer satisfaction is a crucial factor in fostering customer loyalty and increasing the likelihood of repeat purchases.
4. Customer trust has a significant positive impact on repurchase intention. These findings indicate that the higher a customer's trust in a company, the greater the likelihood of them returning to OTe Family Travel. Customer trust can reduce perceived risk and increase confidence when making repeat purchase decisions.
5. Social Media Marketing Activities do not have a significant direct effect on customer repurchase intention. This finding indicates that promotions through social media have not been able to directly encourage customers to make repeat purchases. For OTe Family Travel customers, who are predominantly senior Generation X, the decision to use the company's services again is more influenced by actual experiences during the trip, the level of perceived satisfaction, and trust in the company than solely digital promotional activities. Therefore, customer satisfaction and customer trust are proven to act as full mediators in the relationship between SMMA and repurchase intention.
6. This study shows that the relationship between Social Media Marketing Activities, customer satisfaction, customer trust, and repurchase intention is contextual. Although

the research model used refers to previous studies, empirical results in the travel agency industry with respondents characterized by Generation X and mature Millennials indicate that SMMA does not directly influence repurchase intention. These findings reinforce that the application of digital marketing models can produce different relationships when applied to different industry contexts and customer characteristics, thus providing an empirical contribution to the development of digital marketing theory and consumer behavior.

Overall, the results of this study show that customer satisfaction and customer trust have an important role in mediating the correlation between SMMA and customer repurchase intention at OTe Family Travel.

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