

The Influence of Social Media Marketing, Content Quality, and Electronic Word of Mouth (eWOM) on Repurchasing Intention with Brand Trust as a Mediating Variable in the Okezone.Com News Portal

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ABSTRACT: This study examines the influence of Social Media Marketing, Content Quality, and Electronic Word of Mouth (eWOM) on Repurchasing Intention with Brand Trust as a mediating variable in the context of the digital news portal Okezone.com. In response to increasing competition in digital media, news platforms are required to strengthen audience trust and engagement to encourage repeated access behavior. This research adopts a quantitative approach with a descriptive-explanatory design, using data collected from 200 active readers in the Jabodetabek area through purposive sampling, and analyzed using Structural Equation Modeling (SEM) with LISREL 8.80. The results show that Brand Trust has a positive and significant effect on Repurchasing Intention ($\beta = 0.215$, $t = 2.922$), while Social Media Marketing ($\beta = 0.208$, $t = 2.803$), Content Quality ($\beta = 0.212$, $t = 2.992$), and eWOM ($\beta = 0.280$, $t = 4.123$) also have positive and significant effects on Repurchasing Intention. Furthermore, Social Media Marketing ($\beta = 0.306$, $t = 3.777$), Content Quality ($\beta = 0.260$, $t = 3.346$), and eWOM ($\beta = 0.231$, $t = 3.114$) significantly influence Brand Trust. Mediation analysis using the Sobel test confirms that Brand Trust significantly mediates the relationship between Social Media Marketing (indirect effect = 0.066, $Z = 2.311$), Content Quality (indirect effect = 0.056, $Z = 2.201$), and eWOM (indirect effect = 0.050, $Z = 2.131$) on Repurchasing Intention, with the model explaining 63.3% of Brand Trust and 51.3% of Repurchasing Intention, indicating moderate explanatory power.

KEYWORDS: Social Media Marketing; Content Quality; Electronic Word of Mouth (eWOM); Brand Trust; Repurchasing Intention.

I. INTRODUCTION

Okezone.com is one of the leading digital news portals under PT Media Nusantara Citra Tbk (MNC), the largest integrated media group in Indonesia and Southeast Asia. Since its establishment in 2007, Okezone has positioned itself as a pioneer of internet-based media by offering fast, real-time, and easily accessible information through digital devices. Over time, Okezone has expanded its content coverage across various categories, including national, politics, economy, lifestyle, entertainment, sports, technology, and religion, to meet the diverse needs of its audience and strengthen its position as a reliable news portal. In response to the increasingly competitive digital media landscape, Okezone continues to innovate by adopting multiplatform strategies such as Okezone TV and Okezone Radio, as well as actively utilizing social media platforms including Instagram, TikTok, Facebook, X (Twitter), and YouTube to enhance information dissemination and audience engagement (Okezone.com, 2025).

Preliminary research involving 40 respondents indicates that Social Media Marketing activities are generally perceived positively, with 82.5% of respondents considering the content relevant and up-to-date, 10% perceiving it as moderately relevant, and 7.5% expressing critical concerns such as sensational headlines and inconsistency. In terms of content sharing, 70% expressed willingness to share content when it is relevant and impactful, 20% were reluctant due to perceived clickbait, and 10% rarely or never shared content. Interaction aspects show that 57.5% perceived engagement as active, 27.5% were passive users, and 15% considered it suboptimal, while community building was rated positively by 67.5%, moderately by 17.5%, and negatively by 15%. Regarding Content Quality, most respondents rated performance at 72.5%, reliability at 75%, and conformance to journalistic standards at 82.5% as positive, although some highlighted limitations related to depth, visual quality, and consistency. For eWOM, 75% of respondents reported sharing or discussing content under certain conditions, 15% occasionally, and 10% never, with 60% expressing positive opinions, 32.5% neutral, and 7.5% non-evaluative. These findings are reflected in Brand Trust, where 70% of respondents perceive Okezone as credible, although varying levels of skepticism remain regarding neutrality and framing, while

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Repurchasing Intention shows a positive tendency, with 67.5% continuing to access Okezone, although some do so based on exposure and others do not consider it as a primary news source, indicating that despite generally positive perceptions of Social Media Marketing, Content Quality, and eWOM, these factors have not fully translated into strong audience loyalty.

Previous studies have shown inconsistent findings regarding the relationships among Social Media Marketing, Content Quality, eWOM, Brand Trust, and Repurchase Intention. Social Media Marketing has been found to have a positive and significant effect on Brand Trust and Repurchase Intention through interactive and transparent communication (Ali et al., 2025; Haudi et al., 2022; Ibrahim et al., 2021). However, several studies report that this effect becomes insignificant when the quality of interaction is low or not well managed (Fauzi & Evanita, 2024; Permataningrum & Vania, 2024; Tong & Subagio, 2020). Similarly, Content Quality plays an important role in building Brand Trust when content is relevant, informative, and consistent (Ningrum et al., 2021; Sultoni et al., 2019; Tunsakul, 2024). However other studies show that its influence may not be significant when consumers rely more on direct experience than online information (Abbas & Thahir, 2025; Nasta'in et al., 2023; Prista et al., 2025). In addition, eWOM has been shown to positively influence Brand Trust and Repurchase Intention through recommendations and shared experiences (Bhandari & Rodgers, 2018; Bulut & Karabulut, 2018; Matute et al., 2016), although its effect may weaken when personal experience dominates or when online information is perceived as less relevant (Fatimah & Widodo, 2023; Haeruddin, 2025; Ismunandar & Ernawati, 2020).

Furthermore, Brand Trust is widely recognized as an important factor that encourages Repurchase Intention because it reduces perceived risk and strengthens long-term relationships between consumers and brands (Anaya-Sánchez et al., 2020; Subawa et al., 2020; Sutanto & Kussudyarsana, 2024). However, several studies also report that its effect on Repurchase Intention is not always significant or may vary depending on the context (Angelina & Supriyono, 2024; Aprilia & Andarini, 2023; Lestari & Ratnawati, 2025). These inconsistent findings indicate a research gap in understanding how Social Media Marketing, Content Quality, and eWOM jointly influence Repurchase Intention through Brand Trust, particularly within the context of digital news consumption on platforms such as Okezone.com.

Moreover, based on the findings from the preliminary study and previous literature, there is a clear inconsistency in research results regarding the influence of Social Media Marketing, Content Quality, and eWOM on both Brand Trust and Repurchase Intention. Some studies report positive and significant effects, while others find weak, insignificant, or even negative relationships in certain contexts. In addition, the mediating role of Brand Trust also shows mixed results, indicating that there is still no consistent conclusion regarding the mechanism among these variables. This research gap becomes more relevant when aligned with the preliminary findings from Okezone.com, which show that positive perceptions of digital marketing activities and content quality have not fully translated into strong audience preference. Therefore, further empirical investigation is needed to re-examine these relationships in the context of Okezone.com in order to provide a more comprehensive understanding of the factors influencing digital audience repurchase intention.

II. THEORETICAL AND LITERATURE REVIEW

A. Theoretical Review

Social Media Marketing

Social media marketing refers to marketing activities that utilize social media platforms to create content, build interactions, and encourage consumer engagement in order to achieve organizational marketing objectives (Priansa, 2017). It emphasizes two-way communication between brands and consumers through digital channels such as Instagram, Facebook, and YouTube, enabling real-time feedback and the development of long-term relationships with audiences (Li et al., 2021). Social media marketing also plays an important role in expanding market reach and improving marketing effectiveness through creative and interactive content strategies (Khraiwish & Alsharif, 2024).

Content Quality

Content quality refers to consumers' perception of the quality of information provided by a brand on digital platforms, including completeness, accuracy, relevance, and timeliness of information (Carlson et al., 2018). It is not only determined by the informational content itself but also by user engagement and audience responses within digital platforms (Agichtein et al., 2008). In addition, attractive and emotionally engaging content has greater potential to capture consumer attention and increase engagement with the brand (Berger & Milkman, 2012).

Electronic Word of Mouth (eWOM)

Electronic word of mouth (eWOM) is a form of consumer-to-consumer communication through digital media that includes reviews, recommendations, and experiences regarding a product or brand (Kotler & Keller, 2016). eWOM has developed as part of viral digital marketing, where information spreads rapidly through social media and online communities (Babić Rosario et al.,

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2020). Its importance has increased as it influences consumer perceptions and purchase decisions based on the experiences of other users, which are considered more credible and trustworthy (Verma & Yadav, 2021).

Brand Trust

Brand trust is defined as consumers' belief in a brand's ability to fulfill expectations and provide consistent and reliable experiences (Aaker, 1996). It is formed through consumers' perceptions of a brand's reliability, competence, and consistency in delivering information and value (Chan-Olmsted & Kim, 2023). Brand trust reflects consumers' expectations that a brand will deliver benefits and value that meet or exceed their expectations (Nasib et al., 2024).

Repurchase Intention

Repurchase intention refers to consumers' tendency to repurchase a product or service based on previous satisfactory consumption experiences (Tjiptono, 2014). It reflects the level of satisfaction and confidence consumers have toward a brand that has provided positive experiences (Ajzen, 1991). Repurchase intention is also influenced by functional value, emotional value, and social experiences obtained during the consumption process (Kim et al., 2012).

B. Literature Review and Hypotheses

Brand trust is an important determinant of repurchase intention as it reduces perceived risk and strengthens long-term customer–brand relationships (Anaya-Sánchez et al., 2020). Several studies show that higher brand trust increases consumer willingness to repurchase due to perceived reliability and consistency of the brand (Subawa et al., 2020). Trust also enhances emotional attachment that supports repeat purchasing behavior (Sutanto & Kussudyarsana, 2024). However, other findings indicate that brand trust does not always significantly influence repurchase intention because consumer decisions may be driven by other factors such as price or switching behavior (Lestari & Ratnawati, 2025). In some cases, brand trust has been found to have no direct effect on repurchase intention (Aprilia & Andarini, 2023). Additionally, trust may not automatically translate into repeat purchase behavior when alternative choices are more attractive (Angelina & Supriyono, 2024). Therefore, brand trust plays a crucial role in shaping consumers' intention to repurchase a brand.

H1: Brand Trust has a significant effect on repurchase intention.

Social media marketing enhances consumer engagement and strengthens emotional connections with brands, which positively influences repurchase intention (Cheung et al., 2021). It also improves consumer awareness and interaction that encourages repeat purchasing behavior (ElSayad & Md Saad, 2024). Furthermore, effective social media marketing increases consumer attachment and loyalty, leading to higher repurchase intention (Tarabieh et al., 2024). However, some studies show that social media marketing may not significantly affect repurchase intention due to low engagement quality or irrelevant content (Tong & Subagio, 2020). In certain cases, its effect is even negative when consumers perceive excessive promotional content (Leksono & Prasetyaningtyas, 2021). Other findings also show no significant relationship when consumer trust is not established (Lestari & Ratnawati, 2025). Therefore, social media marketing is an important factor that can influence consumers' repurchase intention.

H2: Social media marketing has a significant effect on repurchase intention.

High-quality content improves consumer perception and strengthens purchase intention through better information value (Wilson et al., 2019). It also enhances consumer satisfaction and encourages repeat usage or purchase behavior (Ibrahim et al., 2021). Engaging and relevant content further strengthens consumer decision-making (Dinar, 2025). However, some studies report that content quality does not significantly influence repurchase intention due to stronger influence of external factors such as price or experience (Prista et al., 2025). In other cases, content marketing fails to directly affect repeat purchase behavior (Nasta'in et al., 2023). Additionally, content quality alone may not be sufficient to drive repurchase intention without trust or satisfaction (Pangestika et al., 2022). Therefore, content quality may contribute to consumers' intention to repurchase.

H3: Content quality has a significant effect on repurchase intention.

eWOM plays an important role in influencing consumer purchase decisions through peer-generated information (Matute et al., 2016). Positive reviews and recommendations strengthen consumer confidence in repurchasing (Rachbini et al., 2021). It also reduces uncertainty in online purchasing decisions (Maduretno & Junaedi, 2021). However, eWOM may not always significantly affect repurchase intention due to differences in consumer preferences and reliance on personal experience (Haeruddin, 2025). In some cases, eWOM has no significant effect despite positive reviews (Fitri & Nisa, 2022). Furthermore, changing consumer needs can weaken the influence of eWOM on repurchase decisions (Sya'roni & Fikriah, 2024). Therefore, electronic word of mouth is an influential factor in shaping consumers' repurchase intention.

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H4: Electronic word of mouth has a significant effect on repurchase intention.

Social media marketing increases brand trust through interactive communication and transparent engagement (Haudi et al., 2022). It also strengthens perceived credibility of brands through consistent digital presence (Ali et al., 2025). Consumer engagement in social media further builds trust in brands (Heidari et al., 2023). However, low-quality content can weaken trust formation (Fauzi & Evanita, 2024). Overly promotional content may also reduce credibility perception (Permataningrum & Vania, 2024). In addition, weak interaction strategies limit trust-building effectiveness (Upadhyay et al., 2022). Therefore, social media marketing plays a significant role in building consumer trust toward a brand.

H5: Social media marketing has a significant effect on brand trust.

Content quality strengthens brand trust by providing accurate and reliable information (Tunsakul, 2024). It also enhances perceived credibility and brand reliability (Sultoni et al., 2019). Informative content improves consumer confidence in brands (Fauzi & Evanita, 2024). However, some studies show that content quality alone does not always build trust without supporting factors (Nugraha & Wilujeng, 2025). In certain cases, content quality has no significant effect on brand trust (Abbas & Thahir, 2025). Additionally, promotional content without credibility fails to build trust effectively (Sanjani & Karmila, 2025). Therefore, content quality is an important determinant in developing consumer trust toward a brand.

H6: Content quality has a significant effect on brand trust.

eWOM enhances brand trust through credible peer reviews and shared experiences (Bhandari & Rodgers, 2018). It strengthens perceived reliability of brands in digital environments (Seifert & Kwon, 2019). Positive online discussions improve consumer trust (Abd Elsalam & Ezzat, 2022). However, eWOM may not always significantly influence trust due to skepticism toward online information (Ismunandar & Ernawati, 2020). In some cases, eWOM does not affect trust when interaction quality is low (Fadzila et al., 2025). It may also fail to build trust without proper brand response management (Fatimah & Widodo, 2023). Therefore, electronic word of mouth contributes significantly to the formation of brand trust.

H7: Electronic word of mouth has a significant effect on brand trust.

Social media marketing increases repurchase intention through brand trust by creating interactive and meaningful engagement (Ibrahim et al., 2021). It strengthens trust which leads to repeat purchase behavior (Tarabieh et al., 2024). Community building in social media also supports long-term loyalty (Salhab et al., 2023). However, the effect becomes weak when brand trust is not established (Menhard et al., 2025). Low-quality interaction reduces the effectiveness of this relationship (Lestari & Ratnawati, 2025). Additionally, lack of engagement weakens indirect influence on repurchase intention (Sumira et al., 2024). Therefore, brand trust acts as an important mechanism that strengthens the influence of social media marketing on repurchase intention.

H8: Social media marketing has a significant effect on repurchase intention through brand trust.

Content quality enhances repurchase intention through brand trust by improving credibility perception (Alfraihat et al., 2024). It also strengthens long-term consumer relationships (Ningrum et al., 2021). Consistent content increases trust and loyalty (Naily et al., 2025). However, the mediation effect is sometimes insignificant (Prista et al., 2025). Brand trust does not always translate into repurchase intention (Sari & Darma, 2022). In some cases, content quality fails to influence purchase behavior indirectly (Amaris & Ekawati, 2024). Therefore, brand trust serves as a key mediating factor in the relationship between content quality and repurchase intention.

H9: Content quality has a significant effect on repurchase intention through brand trust.

eWOM influences repurchase intention through brand trust by providing credible peer information (Bulut & Karabulut, 2018). Trust strengthens the impact of online reviews on purchase decisions (Firdaus & Firdaus, 2024). It also enhances consumer confidence in digital environments (Hasan & Elviana, 2023). However, trust does not always mediate this relationship effectively (Raka & Abror, 2025). In some contexts, eWOM has no indirect effect through trust (Kadang & Berlianto, 2022). Consumer evaluation of risk can weaken mediation effects (Bogdan et al., 2025). Therefore, brand trust plays a crucial mediating role in the effect of electronic word of mouth on repurchase intention.

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H10: Electronic word of mouth has a significant effect on repurchase intention through brand trust.

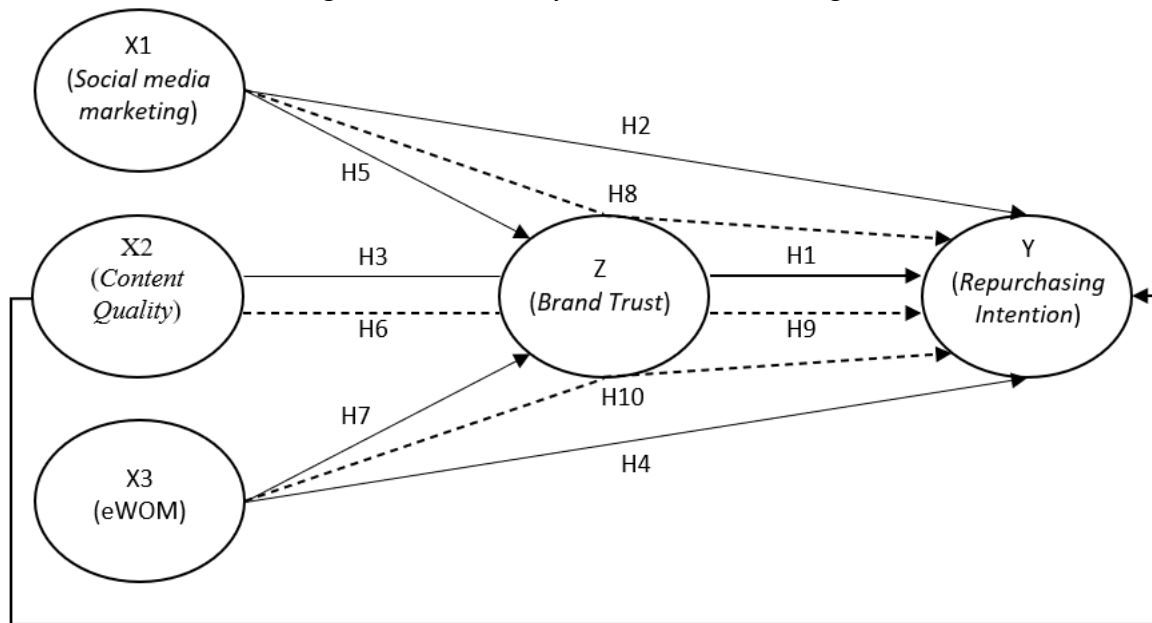


Figure 1. Conceptual Framework

III. RESEARCH METHODS

This study employs a quantitative approach with a descriptive-explanatory design aimed at systematically examining and explaining the relationships among variables based on numerical data. The research was conducted in December 2025 in the Greater Jakarta area (Jabodetabek), consisting of Jakarta, Bogor, Depok, Tangerang, and Bekasi, which represents the largest metropolitan region in Indonesia with high digital media consumption activity. The population of this study is active readers of Okezone.com in Indonesia, while the sample consists of respondents residing in Jabodetabek who are at least 18 years old, have accessed Okezone.com within the last three months, and have interacted with its content on social media. The sampling technique used is purposive sampling, and the sample size is determined using SEM requirements by multiplying the number of indicators by 10. This study includes 19 indicators across all constructs, resulting in a minimum sample size of 190 respondents based on the 10-times rule in SEM (J. F. Hair et al., 2021). A total of 200 respondents were collected to improve data accuracy. Data were collected using a structured online questionnaire distributed via Google Forms and measured using a 6-point Likert scale to avoid neutral responses and improve response consistency (Chomeya, 2010). The use of a six-point Likert scale is also considered effective in eliminating midpoint bias and encouraging more decisive responses from respondents (Okunbanjo et al., 2024).

Data analysis in this study uses Structural Equation Modeling (SEM) with LISREL 8.80 to examine complex causal relationships between latent variables, including social media marketing, content quality, electronic word of mouth (eWOM), brand trust, and repurchase intention. SEM is applied because it allows simultaneous testing of measurement and structural models with high accuracy in evaluating theoretical constructs (Riadi, 2024). The analysis process includes measurement model testing (validity and reliability), model fit evaluation using Goodness of Fit indices, and structural model testing to examine direct and indirect effects among variables. Convergent validity is assessed using standardized loading factor with a minimum value of 0.5 (J. Hair et al., 2010). Construct reliability is considered adequate when the value is ≥ 0.70 , while Average Variance Extracted must be > 0.50 (Qomusuddin & Romlah, 2023). Model fit is evaluated using several indices such as RMSEA, CFI, NFI, and others (Suharto & Ligery, 2018). Path analysis is used to test direct and mediated relationships among variables in the research model (Trianto, 2015).

IV. RESEARCH RESULTS

A. Validity and Reliability Test

The validity and reliability tests in this study were conducted to ensure that each indicator accurately and consistently measures the intended construct. Convergent validity was assessed using the Standardized Loading Factor (SLF), while construct reliability was evaluated through Construct Reliability (CR) and Average Variance Extracted (AVE). An indicator is considered valid if it has an SLF value ≥ 0.50 , as recommended by Hair et al. (J. Hair et al., 2010).

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Table 1 Validity Assessment Based on Standardized Loading Factor (SLF)

Variable	Measurement Item	Standardized Loading Factor (SLF)
Social Media Marketing (SMM)	SMM11	0,833
	SMM12	0,803
	SMM13	0,810
	SMM21	0,822
	SMM22	0,812
	SMM31	0,787
	SMM32	0,783
	SMM41	0,849
	SMM42	0,862
	SMM43	0,850
Content Quality (CQ)	CQ11	0,870
	CQ12	0,865
	CQ13	0,860
	CQ21	0,832
	CQ22	0,812
	CQ31	0,802
	CQ32	0,811
	CQ41	0,792
	CQ42	0,830
	CQ51	0,850
Electronic Word of Mouth (eWOM)	E11	0,878
	E12	0,868
	E21	0,806
	E22	0,852
	E31	0,797
	E32	0,835
Brand Trust (BT)	BT11	0,846
	BT12	0,831
	BT21	0,822
	BT22	0,821
	BT31	0,869
	BT32	0,847
	BT41	0,839
	BT42	0,831
Repurchasing Intention (RI)	RI11	0,868
	RI12	0,846
	RI21	0,853
	RI22	0,830
	RI31	0,818
	RI32	0,822

Source: Author (2026)

The results of the validity test show that all indicators across the study variables meet the required criteria of convergent validity, with all standardized loading factor (SLF) values exceeding 0.50. The Social Media Marketing (SMM) construct demonstrates satisfactory convergent validity, with SLF values ranging from 0.783 to 0.862. The highest loading is observed for SMM42 (0.862),

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indicating that following Okezone's social media accounts to obtain the latest information is the strongest indicator representing the Social Media Marketing construct. Likewise, the Content Quality (CQ) construct exhibits SLF values ranging from 0.792 to 0.870, with CQ11 (0.870) showing the highest loading, suggesting that the quality of content presentation is the strongest indicator of perceived content quality. The Electronic Word of Mouth (eWOM) construct records SLF values between 0.797 and 0.878, where E11 (0.878) represents the highest loading, indicating that the frequency of content sharing is the strongest indicator of electronic word-of-mouth behavior. Similarly, the Brand Trust (BT) construct demonstrates SLF values ranging from 0.821 to 0.869, with BT31 (0.869) exhibiting the highest loading, indicating that audience confidence in Okezone as a trustworthy news source is the strongest indicator of brand trust. Finally, the Repurchasing Intention (RI) construct shows SLF values between 0.818 and 0.868, with RI11 (0.868) recording the highest loading, suggesting that positive prior experiences are the strongest indicator of users' intention to continue accessing Okezone's social media content. Overall, these findings confirm that all measurement indicators meet the requirements of convergent validity and are considered valid and suitable for subsequent structural model analysis (J. Hair et al., 2010).

Subsequently, to further evaluate the quality of the measurement model, construct validity was assessed using Average Variance Extracted (AVE), while construct reliability was examined using Construct Reliability (CR) at the first-order level. The results indicate that the Social Media Marketing (SMM), Content Quality (CQ), Electronic Word of Mouth (eWOM), Brand Trust (BT), and Repurchasing Intention (RI) constructs all achieve AVE values above 0.50 and CR values above 0.70. These findings indicate that all constructs possess adequate convergent validity and satisfactory internal consistency, confirming that the measurement model is both valid and reliable.

Table 2 Average Variance Extracted (AVE) Validity and Construct Reliability (CR)

Variable	Average Variance Extracted (AVE)	Construct Reliability (CR)
Social Media Marketing (SMM)	0,675	0,954
Content Quality (CQ)	0,696	0,962
Electronic Word of Mouth (eWOM)	0,705	0,935
Brand Trust (BT)	0,703	0,950
Repurchasing Intention (RI)	0,705	0,935

Source: Author (2026)

Based on the results presented in Table 2, all constructs in this study, namely Social Media Marketing (SMM), Content Quality (CQ), Electronic Word of Mouth (eWOM), Brand Trust (BT), and Repurchasing Intention (RI), have met the required criteria, with Average Variance Extracted (AVE) values ranging from 0.675 to 0.705 and Construct Reliability (CR) values ranging from 0.935 to 0.962. The highest AVE value is obtained by the Electronic Word of Mouth (eWOM) and Repurchasing Intention (RI) constructs (0.705), while the lowest AVE value is found in the Social Media Marketing (SMM) construct (0.675). Meanwhile, the highest CR value is achieved by the Content Quality (CQ) construct (0.962), whereas the lowest CR value is obtained by the Electronic Word of Mouth (eWOM) and Repurchasing Intention (RI) constructs (0.935). Overall, all AVE values exceed the recommended threshold of 0.50, and all CR values are well above the minimum criterion of 0.70, indicating that each construct demonstrates adequate convergent validity and good internal consistency. Based on the calculation, when constructs meet the criteria of $AVE > 0.50$ and $CR > 0.70$, they can be considered valid, reliable, and internally consistent (Qomusuddin & Romlah, 2023). Therefore, the measurement model in this study is appropriate for further structural analysis. Specifically, $AVE > 0.50$ indicates that each construct is able to explain more than 50% of the variance of its indicators, while $CR \geq 0.70$ confirms that the constructs have good reliability in measuring the underlying latent variables.

B. Model Fit

Furthermore, a Goodness of Fit test was conducted to evaluate the extent to which the structural model developed in this study is able to represent the overall empirical data. This assessment involves three categories of fit indices, namely absolute fit, incremental fit, and parsimonious fit, with a good model fit indicated by $RMSEA < 0.10$; $P\text{-Value} > 0.05$; NFI , $NNFI$, CFI , IFI , and $RFI > 0.90$; and $RMR < 0.10$ (Suharto & Ligery, 2018).

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Table 3 Overall Goodness of Fit Test

Goodness-of-Fit Index	Value	Threshold Value	Model Fit Assessment
RMSEA	0,065	< 0,08	Fit
P-Value	0,000	> 0,05	Marginal Fit
NFI	0,965	> 0,90	Fit
NNFI	0,981	> 0,90	Fit
PNFI	0,898	0,8 – 0,9	Marginal Fit
CFI	0,982	> 0,90	Fit
IFI	0,982	> 0,90	Fit
RFI	0,962	> 0,90	Fit
RMR	0,049	< 0,10	Fit
SRMR	0,038	< 0,10	Fit

Source: Author (2026)

Based on Table 3, the majority of the goodness-of-fit indices indicate a good model fit, suggesting that the proposed Structural Equation Modeling (SEM) model adequately represents the empirical data. Specifically, RMSEA = 0.065 is below the recommended threshold of 0.08, indicating an acceptable level of approximation error. Although the P-Value = 0.000 does not meet the recommended criterion of > 0.05 and is therefore categorized as marginal fit, this result is acceptable considering that the chi-square statistic is highly sensitive to sample size. In the incremental fit category, NFI = 0.965, NNFI = 0.981, CFI = 0.982, IFI = 0.982, and RFI = 0.962 all exceed the recommended threshold of 0.90, demonstrating that the proposed model performs well in explaining the relationships among the latent variables compared to the baseline model. Meanwhile, PNFI = 0.898 falls within the 0.80–0.90 range, indicating a marginal but acceptable level of model parsimony. Additionally, RMR = 0.049 and SRMR = 0.038 are well below the 0.10 threshold, indicating low residual errors and a close correspondence between the observed and model-implied covariance matrices. Overall, these findings confirm that the structural model demonstrates a satisfactory level of fit across the absolute fit, incremental fit, and parsimonious fit indices, indicating that the proposed model is appropriate for further hypothesis testing and structural analysis (Suharto & Ligery, 2018).

C. Path Analysis and Hypothesis Testing

The analysis in this study is classified as multivariate analysis because it involves more than two interrelated variables. Through this analysis, it is possible to determine the magnitude of direct effects, indirect effects, and total effects among variables in the research model. The intervening variable functions as a mediator that bridges the relationship between exogenous and endogenous variables within the model (Trianto, 2015). After the model was confirmed to have a good level of fit through the Goodness of Fit test, the next stage involved path analysis and hypothesis testing to examine the structural relationships among the variables using LISREL 8.8 based on path analysis techniques (Qomusuddin & Romlah, 2023).

Table 4 Hypothesis Testing Results

Path	Path Coefficient	Std. Error	T-Statistics	R-Squares	Result
Brand Trust (BT) -> Repurchasing Intention (RI)	0,215	0,074	2,922	0.633	H1: Accepted
Social Media Marketing (SMM) -> Repurchasing Intention (RI)	0,208	0,074	2,803		H2: Accepted
Content Quality (CQ) -> Repurchasing Intention (RI)	0,212	0,071	2,992		H3: Accepted
eWOM (E) -> Repurchasing Intention (RI)	0,280	0,069	4,123	0.513	H4: Accepted
Social Media Marketing (SMM) -> Brand Trust (BT)	0,306	0,081	3,777		H5: Accepted
Content Quality (CQ) -> Brand Trust (BT)	0,260	0,078	3,346		H6: Accepted
eWOM (E) -> Brand Trust (BT)	0,231	0,074	3,114		H7: Accepted
Social Media Marketing (SMM) -> Brand Trust (BT) -> Repurchasing Intention (RI)	0,066	0,028	2,311*		H8: Accepted

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Content Quality (CQ) -> Brand Trust (BT) -> Repurchasing Intention (RI)	0,056	0,025	2,201*		H9: Accepted
eWOM (E) -> Brand Trust (BT) -> Repurchasing Intention (RI)	0,050	0,023	2,131*		H10: Accepted

Source: Author (2026)

*The T-statistics values for the mediation effects were obtained using the Sobel test.

The hypothesis testing results indicate that all proposed hypotheses are supported, as evidenced by T-statistics values exceeding the critical value of 1.96. Brand Trust (BT) has a positive and significant effect on Repurchasing Intention (RI) ($\beta = 0.215$, $T = 2.922$), while Social Media Marketing (SMM) ($\beta = 0.208$, $T = 2.803$), Content Quality (CQ) ($\beta = 0.212$, $T = 2.992$), and Electronic Word of Mouth (eWOM) ($\beta = 0.280$, $T = 4.123$) also have positive and significant direct effects on Repurchasing Intention. In addition, Social Media Marketing ($\beta = 0.306$, $T = 3.777$), Content Quality ($\beta = 0.260$, $T = 3.346$), and eWOM ($\beta = 0.231$, $T = 3.114$) each have a positive and significant effect on Brand Trust. The mediation analysis further confirms that Brand Trust significantly mediates the relationship between Social Media Marketing and Repurchasing Intention ($\beta = 0.066$, $T = 2.311$), Content Quality and Repurchasing Intention ($\beta = 0.056$, $T = 2.201$), as well as eWOM and Repurchasing Intention ($\beta = 0.050$, $T = 2.131$), indicating a meaningful indirect effect alongside the direct relationships. Moreover, the R-square values show that the model explains 63.3% of the variance in Brand Trust and 51.3% of the variance in Repurchasing Intention, indicating moderate explanatory power of the structural model.

Table 5 Hypothesis Testing Results

Mediation Path	a	SEa	b	SEb	ab	Z Sobel
SMM → BT → RI	0,306	0,081	0,215	0,074	0,066	2,311
CQ → BT → RI	0,260	0,078	0,215	0,074	0,056	2,201
eWOM → BT → RI	0,231	0,074	0,215	0,074	0,050	2,131

Source: Author (2026)

Based on Table 5, the Sobel test results indicate that Brand Trust significantly mediates the relationships between Social Media Marketing (SMM), Content Quality (CQ), and Electronic Word of Mouth (eWOM) and Repurchasing Intention (RI). The highest Sobel Z-value is observed for the SMM → BT → RI path ($Z = 2.311$), indicating that Brand Trust provides the strongest mediating effect in the relationship between Social Media Marketing and Repurchasing Intention. Meanwhile, the eWOM → BT → RI path records the lowest Sobel Z-value ($Z = 2.131$), although it remains statistically significant. Since all Sobel Z-values exceed the critical value of 1.96, the indirect effects are considered significant at the 5% significance level. Furthermore, because the direct effects of Social Media Marketing, Content Quality, and Electronic Word of Mouth on Repurchasing Intention are also significant, the mediation effect of Brand Trust is classified as partial mediation, indicating that Brand Trust strengthens, rather than fully explains, the relationships between these variables and Repurchasing Intention.

V. DISCUSSION

Effect of Brand Trust on Repurchase Intention

Based on the hypothesis testing results, Brand Trust (BT) has a positive and significant effect on Repurchasing Intention (RI), with a path coefficient of 0.215, a standard error of 0.074, and a T-Statistics value of 2.922 (> 1.96), indicating that Hypothesis 1 is accepted. The positive path coefficient indicates that an increase in Brand Trust leads to a corresponding increase in Repurchasing Intention, assuming other variables remain constant. The relatively small standard error indicates good estimation precision, while the T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that greater audience trust in Okezone.com, reflected through its credibility, reliability, honesty, and consistency in delivering quality news content, increases users' intention to continue accessing and engaging with the platform.

Effect of Social Media Marketing on Repurchase Intention

Based on the hypothesis testing results, Social Media Marketing (SMM) has a positive and significant effect on Repurchasing Intention (RI), with a path coefficient of 0.208, a standard error of 0.074, and a T-Statistics value of 2.803 (> 1.96), indicating that Hypothesis 2 is accepted. The positive path coefficient indicates that an increase in Social Media Marketing leads to a corresponding increase in Repurchasing Intention, assuming other variables remain constant. The relatively small standard error

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indicates good estimation precision, while the T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that effective social media marketing activities, including engaging content, consistent information sharing, responsive interactions, and active community building, enhance users' intention to continue accessing and engaging with Okezone.com.

Effect of Content Quality on Repurchase Intention

Based on the hypothesis testing results, Content Quality (CQ) has a positive and significant effect on Repurchasing Intention (RI), with a path coefficient of 0.212, a standard error of 0.071, and a T-Statistics value of 2.992 (> 1.96), indicating that Hypothesis 3 is accepted. The positive path coefficient indicates that an increase in Content Quality leads to a corresponding increase in Repurchasing Intention, assuming other variables remain constant. The relatively small standard error indicates good estimation precision, while the T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that high-quality content, reflected in its performance, reliability, visual features, consistency, and conformity with journalistic standards, enhances users' intention to continue accessing and engaging with Okezone.com.

Effect of Electronic Word of Mouth on Repurchase Intention

Based on the hypothesis testing results, Electronic Word of Mouth (eWOM) has a positive and significant effect on Repurchasing Intention (RI), with a path coefficient of 0.280, a standard error of 0.069, and a T-Statistics value of 4.123 (> 1.96), indicating that Hypothesis 4 is accepted. The positive path coefficient indicates that an increase in Electronic Word of Mouth leads to a corresponding increase in Repurchasing Intention, assuming other variables remain constant. The relatively small standard error indicates good estimation precision, while the highest T-Statistics value among the direct paths to Repurchasing Intention confirms that eWOM is the strongest predictor of users' intention to continue accessing Okezone.com. Substantively, these findings suggest that positive user-generated communication, including content sharing, recommendations, and online discussions, plays a crucial role in encouraging continued engagement with the platform. Furthermore, the R-square value of 0.513 indicates that Social Media Marketing (SMM), Content Quality (CQ), Electronic Word of Mouth (eWOM), and Brand Trust (BT) jointly explain 51.3% of the variance in Repurchasing Intention, while the remaining 48.7% is attributable to other factors outside the proposed model.

Effect of Social Media Marketing on Brand Trust

Based on the hypothesis testing results, Social Media Marketing (SMM) has a positive and significant effect on Brand Trust (BT), with a path coefficient of 0.306, a standard error of 0.081, and a T-Statistics value of 3.777 (> 1.96), indicating that Hypothesis 5 is accepted. The positive path coefficient indicates that an increase in Social Media Marketing leads to a corresponding increase in Brand Trust, assuming other variables remain constant. The relatively small standard error indicates good estimation precision, while the T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that effective social media marketing activities such as producing high-quality content, delivering relevant information, maintaining responsive interactions, and building active online communities play a crucial role in shaping audience trust toward Okezone.com, with Social Media Marketing emerging as the strongest contributor among the predictors of Brand Trust.

Effect of Content Quality on Brand Trust

Based on the hypothesis testing results, Content Quality (CQ) has a positive and significant effect on Brand Trust (BT), with a path coefficient of 0.260, a standard error of 0.078, and a T-Statistics value of 3.346 (> 1.96), indicating that Hypothesis 6 is accepted. The positive path coefficient indicates that an increase in Content Quality leads to a corresponding increase in Brand Trust, assuming other variables remain constant. The relatively small standard error indicates good estimation precision, while the T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that high-quality content characterized by accuracy, reliability, strong visual presentation, consistent quality over time, and adherence to journalistic standards plays a crucial role in shaping audience perceptions of credibility and strengthening their trust toward Okezone.com.

Effect of Electronic Word of Mouth on Brand Trust

Based on the hypothesis testing results, Electronic Word of Mouth (eWOM) has a positive and significant effect on Brand Trust (BT), with a path coefficient of 0.231, a standard error of 0.074, and a T-Statistics value of 3.114 (> 1.96), indicating that Hypothesis 7 is accepted. The positive path coefficient indicates that an increase in Electronic Word of Mouth leads to a corresponding increase in Brand Trust, assuming other variables remain constant. The relatively small standard error indicates good estimation precision, while the T-Statistics value confirms that the relationship is statistically significant. Substantively, these findings suggest that positive electronic word of mouth in the form of content sharing, online opinions, and detailed user-generated information

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plays a crucial role in strengthening audience trust toward Okezone.com. Furthermore, the R-square value of 0.513 indicates that Social Media Marketing (SMM), Content Quality (CQ), and Electronic Word of Mouth (eWOM) jointly explain 51.3% of the variance in Brand Trust, while the remaining 48.7% is explained by other factors outside the model.

Effect of Social Media Marketing on Repurchase Intention through Brand Trust

Based on the hypothesis testing results, Social Media Marketing (SMM) has a positive and significant indirect effect on Repurchasing Intention (RI) through Brand Trust (BT) as a mediating variable, with an indirect effect value of 0.066 and a Z Sobel value of 2.311 (> 1.96), indicating that Hypothesis 8 is accepted. The results confirm that Brand Trust acts as a significant partial mediator in the relationship between Social Media Marketing and Repurchasing Intention. This means that, in addition to its significant direct effect, Social Media Marketing also exerts a meaningful indirect influence on users' intention to revisit Okezone.com through the enhancement of brand trust. Substantively, these findings suggest that social media marketing is more effective in driving repurchasing intention when it is able to build and strengthen audience trust toward the brand, highlighting the importance of integrating trust-building elements within social media marketing strategies.

The Effect of Content Quality on Repurchase Intention through Brand Trust

Based on the hypothesis testing results, Content Quality (CQ) has a positive and significant indirect effect on Repurchasing Intention (RI) through Brand Trust (BT) as a mediating variable, with an indirect effect value of 0.056 and a Z Sobel value of 2.201 (> 1.96), indicating that Hypothesis 9 is accepted. The results confirm that Brand Trust acts as a significant partial mediator in the relationship between Content Quality and Repurchasing Intention. This indicates that, in addition to its direct effect, Content Quality also exerts a meaningful indirect influence on users' intention to revisit Okezone.com through the development of brand trust. Substantively, these findings suggest that high-quality content not only drives repurchasing intention directly but also strengthens it indirectly by first enhancing audience trust toward the brand, highlighting the importance of integrating credibility and reliability in content development strategies.

The Effect of Electronic Word of Mouth on Repurchase Intention through Brand Trust

Based on the hypothesis testing results, Electronic Word of Mouth (eWOM) has a positive and significant indirect effect on Repurchasing Intention (RI) through Brand Trust (BT) as a mediating variable, with an indirect effect value of 0.050 and a Z Sobel value of 2.131 (> 1.96), indicating that Hypothesis 10 is accepted. The results confirm that Brand Trust acts as a significant partial mediator in the relationship between eWOM and Repurchasing Intention. This indicates that, in addition to its direct effect, eWOM also exerts a meaningful indirect influence on users' intention to revisit Okezone.com through the formation of brand trust. Substantively, these findings suggest that positive electronic word of mouth, including content sharing, recommendations, and user-generated experiences, strengthens audience trust, which in turn enhances their intention to continue accessing the platform, highlighting the importance of managing and encouraging positive online discussions as part of digital marketing strategy.

VI. CONCLUSIONS AND SUGGESTIONS

The findings of this study demonstrate that all proposed hypotheses are supported. Brand Trust (BT), Social Media Marketing (SMM), Content Quality (CQ), and Electronic Word of Mouth (eWOM) each have a positive and significant direct effect on Repurchasing Intention (RI). Among these relationships, eWOM exhibits the strongest direct influence on RI, indicating that positive online recommendations, content sharing, and user-generated communication play a crucial role in encouraging audiences to revisit Okezone.com. Furthermore, SMM, CQ, and eWOM also have significant positive effects on Brand Trust, with SMM emerging as the strongest predictor of trust, suggesting that effective social media activities contribute substantially to strengthening audience confidence in the news portal.

The mediation analysis further confirms that Brand Trust serves as a significant partial mediator in the relationships between SMM, CQ, and eWOM and Repurchasing Intention. These findings indicate that digital marketing activities and content-related strategies are more effective in increasing audiences' intention to revisit Okezone.com when they simultaneously strengthen trust in the brand. In addition, the structural model demonstrates satisfactory explanatory power, indicating that the proposed variables collectively explain a substantial proportion of the variance in both Brand Trust and Repurchasing Intention.

From a managerial perspective, Okezone.com should prioritize strengthening its social media marketing strategy, continuously improving content quality, and encouraging positive electronic word of mouth to enhance audience engagement and revisit intention. Maintaining high journalistic standards, transparent editorial practices, consistent content quality, and active audience interaction is essential for reinforcing Brand Trust, which has been shown to play a central role in translating digital marketing

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efforts into stronger audience loyalty. Encouraging content sharing, optimizing social media engagement, and implementing effective fact-checking mechanisms may further support sustainable audience retention

Future studies are encouraged to extend this research by employing second-order construct models, comparing different social media platforms, incorporating additional mediating or moderating variables such as customer satisfaction, brand loyalty, or perceived value, and conducting comparative studies across multiple digital news portals. Such extensions would provide a more comprehensive understanding of consumer behavior in the digital news industry and contribute to the development of more effective digital marketing strategies for online media organizations.

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