

## THE EFFECT OF PROMOTION ON REPURCHASE INTENTION WITH BRAND TRUST AS A MEDIATING VARIABLE (A Study of Evosgoods Product Customers in Denpasar City)

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### Abstract

The development of promotion through social media marketing encourages companies to better understand the factors influencing repurchase intention. This study aims to analyze the effect of promotion on repurchase intention with brand trust as a mediating variable among customers of Evosgoods products in Denpasar City. This research employs a causal associative quantitative approach using a survey method through online questionnaires distributed to 110 respondents selected using purposive sampling techniques. Data analysis was conducted using path analysis supported by SPSS software. The results indicate that promotion has a positive and significant effect on both brand trust and repurchase intention. Brand trust also has a positive and significant influence on repurchase intention. These findings demonstrate that effective promotional strategies through social media play an important role in strengthening brand trust and encouraging customers' repurchase intention toward Evosgoods products.

**Keywords:** promotion, brand trust, repurchase intention

### INTRODUCTION

The rapid development of information technology has shown significant growth, particularly in the increasing number of internet users. The growth of internet usage has transformed the internet from merely a communication medium into a platform for accessing information, employment opportunities, entertainment, and business activities. At the beginning of 2024, the number of internet users in Indonesia increased by approximately 1.5 million people, representing a growth of around 0.8 percent compared to January 2023.

One phenomenon influenced by this development is the shift in consumer purchasing behavior from conventional transactions to online buying and selling activities through e-commerce platforms. E-commerce transactions provide benefits for customers as their needs for goods and services can be fulfilled more efficiently and conveniently (Kusuma, 2023). This condition reflects changes in consumer behavior across various aspects of life, including how individuals meet their daily needs. The high level of internet usage has encouraged offline stores to transform into online stores, particularly through platforms such as Shopee, which has become one of the most widely used e-commerce platforms in Indonesia.

The advancement of information technology, increasing internet users, and changes in online transaction behavior have also influenced well-known esports organizations in Indonesia, such as Evos Esports, managed by PT. Evos Esports Indonesia. The company is

widely recognized within the esports industry, which traditionally focuses on competitive gaming activities (Guntara&Saputri, 2021). Currently, several esports organizations have expanded beyond gaming competitions by engaging in merchandise sales. Evos Esports is one such company that markets products under the Evosgoods brand, including jerseys, t-shirts, pants, bags, jackets or hoodies, dolls, hats, shoes, sandals, socks, lanyards, and keychains.

Evosgoods previously established a physical retail presence by opening a flagship store in South Jakarta in 2019 (Tek.id, 2019). This strategy aimed to introduce Evos not only as an esports team but also as a lifestyle brand.

Promotion activities for Evosgoods products are currently conducted through various channels, including social media platforms and official stores such as Shopee, Tokopedia, TikTok Shop, Instagram, and YouTube. Additionally, promotional efforts involve Evos supporters who act as content creators to increase product exposure. However, these promotional activities have not yet generated significant improvements in attracting broader consumer interest. Therefore, promotional strategies require evaluation to identify effective advertising approaches capable of improving sales performance and attracting customers beyond Evos fans (Zulhansyah, 2024).

Repurchase intention toward Evosgoods products can be observed through official e-commerce stores, where a decline in repeat purchases has been identified, indicating reduced product sales performance. Meanwhile, brand trust can be assessed through product sales volume, customer reviews, and store ratings. The absence of significant sales growth and the decline in several product categories suggest potential issues affecting consumer trust toward Evosgoods products. Consequently, brand trust becomes an important mediating variable in this study to examine whether customers possess sufficient trust in Evosgoods products.

Previous studies have demonstrated that promotion influences repurchase behavior (Permatasari et al., 2022). Effective promotion strategies, including pricing information and online reservations, have been shown to increase purchase intention and revisit intention (Pramanaputra& Santika, 2023). Promotion represents internal marketing activities aimed at communicating product benefits to persuade customers to purchase offered products and serves as a key determinant of marketing program success (Megantara & Permata, 2023). Research findings also indicate that brand trust significantly affects repurchase intention, as demonstrated among Uniqlo customers in Surabaya (Fadlilah&Widyastuti, 2023). Brand trust reflects consumer confidence developed after product usage experiences that encourage repeat purchases (Kusumastuti et al., 2022).

Furthermore, social media marketing promotion has been found to influence repurchase intention through brand trust as a mediating variable, as observed in studies on Adidas Indonesia's Instagram marketing activities (Tong, 2020). Repurchase intention refers to customers' willingness to repurchase based on previous consumption experiences, which contributes to customer loyalty and long-term company profitability (Anggraeni et al., 2015 in Tong, 2020).

Despite extensive research examining promotion, brand trust, and repurchase intention, previous findings remain inconsistent. Some studies report significant positive relationships, while others reveal insignificant or even negative effects. These

inconsistencies indicate the presence of a research gap, thereby justifying further investigation using Evosgoods products as the research context.

Intense competition within the esports merchandise industry requires Evosgoods not only to acquire new customers but also to retain existing customers through increased repurchase intention to ensure long-term business sustainability. Effective promotional strategies supported by accurate information, social media engagement, and attractive offers may stimulate consumer interest, while brand trust strengthens consumer confidence prior to making repeat purchase decisions.

Therefore, this study incorporates brand trust as a mediating variable to examine whether it strengthens the relationship between promotion and repurchase intention. The study also adopts consumer behavior perspectives supported by the Stimulus–Organism–Response (SOR) theory to explain purchasing behavior in response to promotional stimuli. Based on the identified research gap and existing phenomena, this study aims to analyze the influence of promotion on repurchase intention mediated by brand trust in Evosgoods products.

## **RESEARCH METHOD**

This study employs a quantitative approach with a causal associative research design to analyze the effect of promotion on repurchase intention with brand trust as a mediating variable. The research was conducted among consumers of Evosgoods products in Denpasar City, with the research object focusing on consumers' repurchase behavior.

The research population consists of Evosgoods users residing in Denpasar City who have previously purchased products through official stores or e-commerce platforms. The sampling technique used was non-probability sampling with purposive sampling criteria, including respondents aged at least 17 years, possessing social media or e-commerce applications, and having prior purchasing experience of Evosgoods products. The sample size ranged between 100–200 respondents following multivariate sample size recommendations (Sugiyono, 2019; Radjab&Jam'an, 2017; Amruddin et al., 2022).

The research variables include promotion as the independent variable (X), repurchase intention as the dependent variable (Y), and brand trust as the mediating variable (M). Repurchase intention was measured using indicators such as intention to repurchase, resistance to switching brands, and reduced information search prior to repeat purchases. Promotion was measured through promotional messages, promotional media, interaction, and trendiness, while brand trust was assessed through brand reputation, honesty, and product security.

Data were collected using a Google Form–based questionnaire employing a five-point Likert scale. Validity and reliability tests were conducted to ensure the appropriateness of the research instruments (Tong, 2020; Seo & Park, 2018; Megantara & Permata, 2023; Wiko, 2023; Fitriani et al., 2023; Sugiyono, 2019).

Data analysis techniques included descriptive and inferential statistical analysis. Inferential analysis involved classical assumption tests (normality, multicollinearity, and heteroscedasticity), path analysis, and the Sobel test to examine the mediating role of brand trust. Path analysis was used to identify direct and indirect relationships among variables, while the Sobel test evaluated mediation significance. All analyses were conducted using

SPSS software with a significance level of 5 percent to empirically examine causal relationships among variables (Ghozali, 2021; Rahyuda, 2020; Sugiyono, 2019).

## RESULTS AND DISCUSSION

### Company Overview and Research Scope

Evos Esports, managed by PT. Evos Esports Indonesia, is a company operating in the esports industry that is primarily known for its focus on competitive video gaming activities. In addition to its core esports operations, the company has developed a merchandise business unit known as Evosgoods, which produces and markets various merchandise products. These products include jerseys, t-shirts, pants, bags, jackets or hoodies, dolls, hats, shoes, sandals, socks, lanyards, and keychains.

In 2019, Evosgoods officially launched its first physical retail outlet or flagship store located in South Jakarta. However, at present, Evosgoods no longer operates a physical store and instead focuses on promoting its products through digital platforms such as Instagram, YouTube, and TikTok. Product sales are conducted primarily through online channels, including social media platforms and e-commerce marketplaces such as Shopee, Tokopedia, and TikTok Shop.

This study utilized supporting data obtained from scientific articles, academic journals, books, and Evosgoods' official social media platforms to strengthen the analysis. The research is expected to provide a comprehensive understanding of consumer behavior toward Evosgoods products, as well as strategic recommendations related to promotional activities and efforts to enhance brand trust among consumers in Denpasar City.

### Respondent Characteristics

Table 1. Respondent Profile

No Variable	Classification	Number of Respondents (Persons)	Percentage (%)
<b>1 Residential Address</b>	West Denpasar	24	21.8
	South Denpasar	47	42.7
	East Denpasar	29	26.4
	North Denpasar	10	9.1
	<b>Total</b>	<b>110</b>	<b>100</b>
<b>2 Gender</b>	Male	95	86.4
	Female	15	13.6
	<b>Total</b>	<b>110</b>	<b>100</b>
<b>3 Age</b>	17 years	0	0
	18–26 years	83	75.5
	27–35 years	27	24.5
	>36 years	0	0
	<b>Total</b>	<b>110</b>	<b>100</b>

No Variable	Classification	Number of Respondents	Percentage (%)
<b>4 Occupation</b>	Student / University Student	49	44.5
	Private Employee	34	30.9
	Civil Servant	0	0
	Entrepreneur	20	18.2
	Housewife	0	0
	Others	7	6.9
	<b>Total</b>		<b>110</b>

Source: Processed Data, 2025

Based on Table 1, the majority of respondents were domiciled in South Denpasar, accounting for 42.7 percent of the total sample, followed by East Denpasar, West Denpasar, and North Denpasar. In terms of gender distribution, respondents were predominantly male, representing 86.4 percent of the total respondents.

Based on age classification, most respondents were within the 18–26 years age group, indicating that Evosgoods customers are largely dominated by late adolescents and young adults. Furthermore, the majority of respondents were students or university students, suggesting that Evosgoods consumers primarily originate from digitally active young consumer segments.

### Research Instrument Testing

The research instruments were evaluated using validity and reliability tests to ensure that the measurement tools employed were both valid and reliable. Statistical testing was conducted using the Statistical Package for the Social Sciences (SPSS) version 22.

#### Validity Test

**Table 2. Instrument Validity Test Results**

No Variable	Instrument	Pearson Correlation	Significance	Description
<b>1 Promotion (X)</b>	X1.1	0.787	0.000	Valid
	X1.2	0.740	0.000	Valid
	X1.3	0.716	0.000	Valid
	X1.4	0.684	0.000	Valid
<b>2 Brand Trust (M)</b>	M1.1	0.762	0.000	Valid
	M1.2	0.881	0.000	Valid
	M1.3	0.757	0.000	Valid
<b>3 Repurchase Intention (Y)</b>	Y1.1	0.755	0.000	Valid
	Y1.2	0.753	0.000	Valid
	Y1.3	0.899	0.000	Valid

Source: Processed Data, 2025

The results presented in Table 2 indicate that all research indicators for each variable meet the validity requirements and are appropriate for use in this study. Each indicator shows a Pearson correlation value greater than 0.30 with a significance value below 0.05, confirming that all questionnaire items are valid measures of their respective constructs.

### Reliability Test

**Table 3. Instrument Reliability Test Results**

No	Variable	Cronbach's Alpha	Number of Items	Description
1	Promotion (X)	0.701	4	Reliable
2	Brand Trust (M)	0.697	3	Reliable
3	Repurchase Intention (Y)	0.728	3	Reliable

Source: Processed Data, 2025

Table 3 shows that all research variables demonstrate Cronbach's Alpha values exceeding 0.60. Therefore, it can be concluded that all questionnaire items fulfill reliability requirements, indicating consistent measurement across all variables, namely promotion, brand trust, and repurchase intention.

### Description of Research Variables

#### Measurement Criteria of Variable Description

**Table 4. Measurement Scale Criteria**

Measurement Scale	Description
1.00 – 1.79	Very Low
1.80 – 2.59	Low
2.60 – 3.39	Moderate
3.40 – 4.19	High
4.20 – 5.00	Very High

Source: Processed Data, 2025

Table 4 illustrates the interpretation criteria used to classify the mean scores of respondents' answers. Mean scores ranging from 1.00–1.79 are categorized as very low, 1.80–2.59 as low, 2.60–3.39 as moderate, 3.40–4.19 as high, and 4.20–5.00 as very high.

### Promotion Variable

**Table 5. Respondents' Responses to Promotion Variable Statements**

No	Indicator	Frequency of Respondents' Answers					Total Score	Mean	Category
		1	2	3	4	5			
1	Promotional Message	0	13	15	50	32	431	3.92	High
2	Promotional Media	11	10	10	38	41	418	3.80	High
3	Interaction	5	44	20	28	13	330	3.00	Moderate
4	Trendliness	3	21	21	47	18	386	3.51	High
<b>Average Score of Promotion Variable (X)</b>								<b>3.56</b>	<b>High</b>

Based on Table 5, the promotion variable obtained an average score of 3.56, which falls into the high category, indicating that Evosgoods' promotional strategies are perceived as effective in attracting consumer interest. Respondents considered that Evosgoods promotions successfully deliver product information and introduce products to a broader market.

The highest mean score (3.92) was found in the indicator related to the use of attractive and memorable promotional wording and visual content. Meanwhile, the lowest mean score (3.00) was observed in the consumer interaction aspect through social media or online stores, indicating that respondent engagement remains at a moderate level.

### Brand Trust

**Table 6. Respondents' Responses to Brand Trust Variable**

No	Indicator	Frequency of Respondents' Answers					Total Score	Mean	Category
		1	2	3	4	5			
1	Brand Reputation	0	30	25	43	12	367	3.34	Moderate
2	Honesty	1	6	10	54	39	454	4.13	High
3	Product Safety	0	6	5	45	54	477	4.34	High
<b>Average Score of Brand Trust (M)</b>								<b>3.94</b>	<b>High</b>

Source: Processed Data, 2025

Based on Table 6, the brand trust variable achieved an average score of 3.94, categorized as high, indicating that Evosgoods has successfully established customer trust toward its brand and products. The highest score was obtained in the product safety indicator (4.34), while the lowest score appeared in brand reputation (3.34), suggesting that some customers still experience less optimal brand perceptions.

### Repurchase Intention

**Table 7. Respondents' Responses to Repurchase Intention Variable**

No	Indicator	Frequency of Respondents' Answers					Total Score	Mean	Category
		1	2	3	4	5			
1	Intention to Repurchase in the Future	2	18	8	60	22	412	3.75	High
2	Reluctance for Switch to Other Brands	4	18	13	50	25	404	3.67	High
3	Reduced Information Search Before Repurchase	6	33	10	34	27	373	3.39	Moderate
<b>Average Score of Repurchase Intention (Y)</b>								<b>3.60</b>	<b>High</b>

Source: Processed Data, 2025

Based on Table 7, the repurchase intention variable obtained an average score of 3.60, categorized as high, indicating that customers demonstrate strong intentions to repurchase Evosgoods products. The highest score was found in future repurchase planning

(3.75), while the lowest score (3.39) indicates that customers still require additional information prior to making repeat purchases.

**Inferential Statistical Analysis**  
**Path Analysis**

**Table 8. Sub-Structural Path Analysis Model 1**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
1 (Constant)	8.961	.957		9.361	.000
Promotion	.200	.066	.280	3.036	.003
R Square	.079				
F Statistik	9.215				
Sig. F	.003				

Source: Processed Data, 2025

Based on Table 8, the structural equation obtained is:

$$M = 0.280X + e_1$$

This result indicates that promotion has a positive effect on brand trust. The path coefficient value of 0.280 with a significance level below 0.05 confirms that promotion significantly influences brand trust. The R<sup>2</sup> value of 0.079 indicates that promotion explains 7.9% of the variance in brand trust, while the remaining variance is influenced by other variables outside the research model.

**Sub-Structural Equation 2: Effect of Promotion and Brand Trust on Repurchase Intention**

**Table 9. Sub-Structural Path Analysis Model 2**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std.Error	Beta		
(Constant)	1.693	1.368		1.237	.219
1 Promotion	.228	.073	.264	3.130	.002
Brand Trust	.898	.102	.411	4.874	.000
R Square	.299				
F Statistik	22.846				
Sig. F	.000				

Source: Processed Primary Data, 2025

The structural equation obtained is:

$$Y = 0.264X + 0.411M + e_2$$

The results indicate that both promotion and brand trust have positive effects on repurchase intention. Statistical testing shows that both variables significantly influence repurchase intention, with brand trust demonstrating a stronger effect compared to promotion.

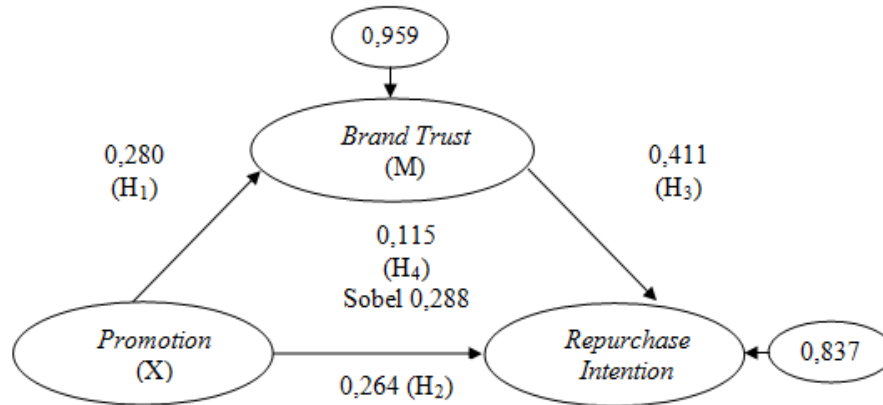
The R<sup>2</sup> value of 0.299 indicates that the model explains 29.9% of the variation in repurchase intention and is statistically significant and feasible.

Promotion directly influences brand trust (0.280) and repurchase intention (0.264), while brand trust directly affects repurchase intention (0.411). The indirect effect of

promotion on repurchase intention through brand trust is 0.115, producing a total effect of 0.379, which confirms the mediating role of brand trust.

The calculated error terms were  $e_1 = 0.959$  and  $e_2 = 0.837$ , with a total coefficient of determination of 0.356, indicating that 35.6% of repurchase intention variation is explained by promotion and brand trust, while 64.4% is influenced by other variables outside the model.

**Figure 1. Path Analysis Diagram**



Source: Processed Primary Data, 2025

Figure 1 illustrates the magnitude of the influence of promotion on brand trust and repurchase intention, as well as the influence of brand trust on repurchase intention based on standardized beta coefficients. The error values indicate that additional variables may be required to strengthen the explanatory power of the research model.

Simultaneous testing shows an F significance value of  $0.000 \leq 0.05$ , indicating that promotion and brand trust jointly have a significant effect on repurchase intention. Partial testing results confirm that:

- Promotion significantly affects brand trust ( $\beta = 0.280$ ; Sig. = 0.003)
- Promotion significantly affects repurchase intention ( $\beta = 0.264$ ; Sig. = 0.002)
- Brand trust significantly affects repurchase intention ( $\beta = 0.411$ ; Sig. = 0.000)

Thus, all research hypotheses are accepted.

**Table 10. Direct, Indirect, and Total Effect Calculation**

Relationship	Direct Effect	Indirect Effect (via M)	Total Effect
X → Y	0.264	0.115	0.379
X → M	0.280	–	0.280
M → Y	0.411	–	0.411

Source: Processed Primary Data, 2025

The results confirm that brand trust strengthens the effect of promotion on repurchase intention compared to direct influence alone.

## Classical Assumption Tests

### 1. Normality Test

**Table 11. Normality Test Results (Model 1)**

	Unstandardized Residual
N	110
Test Statistic	0.083
Asymp. Sig. (2-tailed)	0.061

Source: Processed Primary Data, 2025

**Table 12. Normality Test Results (Model 2)**

	Unstandardized Residual
N	110
Test Statistic	0.084
Asymp. Sig. (2-tailed)	0.056

Source: Processed Primary Data, 2025

Tables 11 and 12 show Asymp. Sig. values greater than 0.05, indicating that both regression models are normally distributed.

### 2. Multicollinearity Test

**Table 13. Multicollinearity Test Results (Model 2)**

Variable	Tolerance	VIF
Promotion (X)	0.921	1.085
Brand Trust (M)	0.921	1.085

Source: Processed Primary Data, 2025

Table 13 shows tolerance values of 0.921 ( $>0.10$ ) and VIF values of 1.085 ( $<10$ ), confirming that the regression model is free from multicollinearity issues.

### 3. Heteroscedasticity Test

**Table 14. Heteroscedasticity Test Results (Model 1)**

Model	Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	2.917	0.585	-	4.989	0.000
	Promotion	-0.062	0.039	-0.151	-1.583	0.116

Source: Processed Primary Data, 2025

**Table 15. Heteroscedasticity Test Results (Model 2)**

Model	Variable	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
1	(Constant)	2.599	0.723	-	3.594	0.000
	Promotion	-0.062	0.032	-0.143	-1.448	0.150
	BrandTrust	-0.006	0.057	-0.010	-.101	0.920

Source: Processed Primary Data, 2025

Tables 14 and 15 indicate significance values greater than 0.05 for all independent variables, confirming that no heteroscedasticity symptoms are present in either regression model.

### **Sobel Test**

Based on the Sobel test results, the indirect effect of promotion on repurchase intention through brand trust was examined by multiplying the path coefficient between promotion and brand trust ( $a = 0.280$ ) and the coefficient between brand trust and repurchase intention ( $b = 0.411$ ).

The calculation results indicate that the indirect standard error ( $Sab$ ) equals 0.040, with a calculated Z-value of 2.88, which exceeds the Z-table value of 1.96 at a 5 percent significance level. These findings confirm that brand trust significantly mediates the effect of promotion on repurchase intention. Therefore, hypothesis  $H_0$  is rejected and  $H_4$  is accepted. Both manual calculation and Sobel calculator testing produced consistent results, confirming that brand trust functions as a significant mediating variable in the relationship between promotion and repurchase intention.

### **Discussion of Research Findings**

#### **The Effect of Promotion on Brand Trust**

The path analysis results indicate that promotion has a positive and significant effect on brand trust, with a path coefficient of 0.280 and a significance value of  $0.003 \leq 0.05$ . Evosgoods' promotional strategies, particularly through attractive visual content and promotional media, have proven effective in building customer confidence and trust toward the brand.

Honest and informative promotional activities further strengthen brand trust, which may subsequently encourage higher repurchase intention. These findings are consistent with the marketing theory proposed by Kotler and Keller (2016) and previous studies suggesting that effective digital promotion enhances consumer trust, particularly among young consumers who are highly active on social media platforms.

#### **The Effect of Promotion on Repurchase Intention**

The results show that promotion has a positive and significant effect on repurchase intention, with a path coefficient of 0.264 and a significance value of  $0.002 \leq 0.05$ . Evosgoods promotional activities are perceived as effective in maintaining consumer interest and encouraging repeat purchase decisions through creative promotional messages, relevant digital media usage, and trend-oriented content.

Digital promotion conducted through social media and marketplace platforms strengthens long-term relationships with customers, although consumer interaction still requires improvement. This finding supports Kotler and Keller (2016) and previous research indicating that consistent and engaging promotional strategies significantly increase repurchase intention, especially among digitally active young consumers.

### **The Effect of Brand Trust on Repurchase Intention**

The path analysis results reveal that brand trust has a positive and significant effect on repurchase intention, with a path coefficient of 0.411 and a significance value of  $0.000 \leq 0.05$ . This finding indicates that customer trust in product safety and the honesty of information provided by Evosgoods serves as a primary factor influencing repeat purchase decisions.

Higher levels of consumer trust toward a brand increase the likelihood of customers making repeat purchases. This result aligns with Kotler and Keller (2016) and prior studies emphasizing that brand trust represents a crucial determinant in enhancing repurchase intention, particularly among young consumers who prioritize trusted brands.

### **The Mediating Role of Brand Trust in the Relationship Between Promotion and Repurchase Intention**

The Sobel test result showing a Z-value of  $2.88 > 1.96$  confirms that brand trust significantly mediates the effect of promotion on repurchase intention. This finding suggests that promotional activities implemented by Evosgoods become more effective in increasing repurchase intention when they successfully build customer confidence and perceived product security.

Promotional strategies supported by demonstrated product quality and brand credibility strengthen the relationship between promotion and consumers' repeat purchase decisions. These findings are consistent with Kotler and Keller (2016) and previous studies indicating that effective promotion enhances repurchase intention through the formation of brand trust as a mediating variable.

### **CONCLUSION**

Based on the findings of this study, several conclusions can be drawn:

1. Promotion has a positive and significant effect on brand trust among Evosgoods customers. Effective promotional strategies that accurately communicate product information and align promotional messages with actual product offerings enhance customers' positive perceptions of the Evosgoods brand reputation.
2. Promotion has a positive and significant effect on repurchase intention. Effective, attractive, trend-oriented, and consistent promotional strategies encourage customers' willingness to repurchase Evosgoods products in the future.
3. Brand trust has a positive and significant effect on repurchase intention. Consumers with higher levels of trust toward Evosgoods products are more likely to engage in repeat purchasing behavior due to perceived product security and reliability. Brand trust demonstrates a stronger influence in increasing repurchase intention compared to promotion.
4. Brand trust significantly mediates the relationship between promotion and repurchase intention. By building customer trust through appropriate promotional strategies, companies can enhance customers' repurchase intention activities. Brand trust serves as a key factor strengthening the effectiveness of promotional strategies in encouraging repeat purchases.

Overall, this study reinforces the importance of promotion and brand trust in increasing repurchase intention and provides additional empirical insight into the relationship among these three variables.

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