



The Mediating Effect of Consumer Brand Engagement on the Relationship between Social Media Marketing and Repurchase Intention

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ABSTRACT

Social media has become the primary marketing to enhance repurchase intention in e-commerce. However, only a few companies in Indonesia use it to increase sales and gain profits. In addition, some literature reveals that the effect of social media marketing is insignificant on repurchase intention. Several studies have shown that the dimensions of social media marketing have no significant effect on consumer behavior. This study aimed to investigate the influence of social media marketing on repurchase intention through consumer brand engagement. The data were collected from 100 consumers of online Muslim fashion products in Central Java. Data were analyzed using the model partial least square structural equation (PLS-SEM) with two steps, namely confirmatory and structural analysis. The result indicated that social media marketing positively correlated with repurchase intention. Moreover, consumer brand engagement can mediate the relationship between social media marketing and the repurchase intention of Muslim fashion products in Indonesia. The theoretical implication of this study is to provide an overview of the factors that shape consumer repurchase intention based on the Stimulus-Organism-Response theory. The practical implication is that business practitioners should pay more attention to marketing through social media than conventional marketing.

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Introduction

The arrival of the Covid 19 pandemic caused a change in marketing that led to digital usage (El

Junusi, 2020), such as social media marketing. Digital marketing and sales transformation are strategies to maintain and increase sales (Adhitya, 2021). Indonesian social media users' penetration has been very high over the last ten years. Based on the data, the number of active

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users in 2021 is 193.43 million, estimated to reach 236.97 million in 2026. The largest market share is Facebook (70%), followed by YouTube (20.05%), Instagram (3.87%), Twitter (3.97%), and others (2.3%) (statista.com, 2021). Social media has, in practice, developed into a valuable advertising and marketing tool for well-known brands (Nurhayati-Wolf, 2021). It is no exception in fashion businesses that often experience changes. Marketing uses social media as a promotional tool (Ahmad *et al.*, 2015).

Optimizing social media can increase market share and sales of products (Nafiuddin & Hamdan, 2020). Muslim fashion products in Indonesia are increasing because they are supported by social media marketing (Khoirunnisa & Astini, 2021). The fashion business has great potential to contribute to Indonesia's economic growth (Immanuel & Bianda H.S., 2021). The price data shows that the two Muslim fashion brands with the largest social media visitors are Hijup and Hijabenka. The data illustrates that active social media users tend to increase, and marketing methods through social media are considered very effective (Pujiatuti *et al.*, 2022; Trihudiyatmanto *et al.*, 2022; Violinda *et al.*, 2022).

Brands and companies around the world today are mandatory to present social media networks as a consumer-enterprise interaction (Brandão *et al.*, 2019). Experts believe in using social media marketing (SMM) to build business relationships and increase sales (Ancillai *et al.*, 2019; Cartwright *et al.*, 2021). The use of social media has been shown to affect marketing (Patma *et al.*, 2021) and is one of the determinants of repurchase intention (Khoirunnisa & Astini, 2021; Phuong & Dai Trang, 2018; Subawa *et al.*, 2020).

However, the opposite finding of Hanaysha (2018) reveals that the influence of social media marketing on purchasing decisions is insignificant. In addition, Prasetyo *et al.* (2021) research shows that the influence of the online customer review variable does not indicate a high impact on the purchase decision. Another state is that entertainment and interaction drive consumers' consuming, contributing, and creating behaviors, but only trendiness drives creating behavior, and customization has a non-significant impact on consumers' behaviors (Cheung *et al.*, 2021). The impact of social media marketing on repurchase intention is insignificant (Hanaysha *et al.*; Ibrahim, 2022).

The description of the study gap above indicates that the relationship between social media marketing and repurchase intention examined can give an inconsistent result. Therefore, this study was conducted by integrating customer brand engagement (CBE) as the mediating role in the effect of social media marketing and repurchase intention. The company must create interest with consumers to generate repurchase intention from consumers. This interest is commonly referred to as CBE. CBE is a fast-growing trend for marketers in today's competitive market, and CBE is an essential construct to build customer brand love, satisfaction, and loyalty (Islam & Rahman, 2016). CBE is the level of motivation, cognitive activity, emotions, thoughts, and behavior of consumers toward the brand, indicated by the level of direct brand interaction (Hollebeek *et al.*, 2016). CBE positively influences loyalty with the social networking brand community as an informative customer learning platform with co-creation, collaborative learning, and interactivity (Chiang *et al.*, 2017). Marketers seek to understand how CBE are formed,

maintained, and sustained and incorporate possible behavioral outcomes (Hollebeek *et al.*, 2016). However, social media marketing is considered a new strategy, with a limited understanding of its consequences. Customer brand engagement is fundamental in processing consumer loyalty, including repurchase intention (Febrian & Ahluwalia, 2021). The intention to purchase is positively influenced by social media and consumer engagement (Gani *et al.*, 2022).

Based on research gaps and inconsistent studies, this research aimed to determine the relationship between social media marketing and repurchase intention with mediating role of customer brand engagement. It was carried out on consumers of online Muslim fashion products in Central Java. In addition, this research examines the theory of digital marketing to increase customer loyalty based on consumer emotions.

Literature Review

Stimulus-Organism-Response (S-O-R)

In order to predict the effects of social marketing activities such as interactivity, informativeness, word-of-mouth (WOM), personalization, and trends on online consumer commitment, trust, satisfaction, and repurchase intention, researchers have extensively employed organism-stimulus response theory (Ho *et al.*, 2022; Malarvizhi *et al.*, 2022; Sohaib *et al.*, 2022; Svtowa *et al.*, 2020; Yu *et al.*, 2021). Several studies based on the theory of SOR reveal that social media platforms and social brand management have a positive impact on the intention to buy online market products (Hajli, 2014; Hutter *et al.*, 2013; Vo Minh *et al.*, 2022). The SOR theory also shows that electronic consumer stimuli

play a positive role in consumer buying behavior in e-commerce (Alanadoly & Salem, 2022).

Consumer Engagement

Customer engagement marketing defined as a firm's deliberate effort to motivate, empower, and measure customer contributions, marks a shift in marketing research and business practice (Harmeling *et al.*, 2017). Customer involvement is a multi-dimensional, behavior, process, and disposition of customers towards the company. For companies, customer involvement will generate satisfaction, trust, loyalty, purchase intention, and word-of-mouth (Ng *et al.*, 2020). Customer engagement can be increased through digital marketing content (Hollebeek & Macky, 2019); social media communication, brand equity and brand engagement (Huerta-Álvarez *et al.*, 2020); customer involvement, customer participation, and self-expressive brand (Algharabat *et al.*, 2020).

Repurchase Intention

Repurchase intention is defined as a manifestation of customer loyalty and has a direct impact on e-commerce profits (Zhang *et al.*, 2011). Some researchers describe repurchase intention as the initial positive attitude of consumers towards e-commerce which has an impact on repurchase behavior (Andriani *et al.*, 2021; Tandon *et al.*, 2021). Barger *et al.* (2016) described that social media can be leveraged to increase consumer engagement into highly profitable relationships with brands, content, products, consumers, and markets effect.

Social Media Marketing and Customer Brand Engagement

The marketing 4.0 approach has become so

common in the modern business environment, due to client connectivity and social media that is constantly evolving (Dash *et al.*, 2021). Kotler *et al.* (2020) explained that in the digital economy customers are socially connected in a horizontal community network. Social media is actively used for integrated advertising and marketing and interaction with consumers (Kim & Ko, 2012). Tuten (2020) argued that social media marketing is a form of online advertising that uses the cultural context of social communities including social networks, virtual worlds, and national news sites. Hasan and Sohail (2021) stated that the growing usage of social media has provided marketing a better space for consumer engagement.

Social media marketing (SMM) is defined as one of the marketing concepts that are closely related to the involvement of consumer brands (Ganawati & Sumardi, 2021). Cheung, Pires, and Rosenberger (2020) explained that the potential of social media marketing in building consumer-brand relationships is to involve several tactics in the elements used, namely entertainment, interaction, trendiness, customization, and electronic word-of-mouth (EWOM). Sharing videos, games and fun participation when using social media platforms is a means for marketers to create entertainment experiences for consumers (Manthiou *et al.*, 2013). Building a sense of intimacy with the brand and strengthening consumer purchase intention is the result of social media marketing (Dessart *et al.*, 2015). The entertainment value of the brand can be interpreted as a positive consumer experience (Ji *et al.*, 2021). Through these interactions, marketers offer opportunities for two-way information sharing and the exchange of opinions on social media platforms (Dessart *et al.*, 2015; Kim & Ko, 2012). Interaction allows consumers to discuss with other like-minded

consumers which are expected to help in researching and evaluating certain products (Muntinga *et al.*, 2011). Consumer-brand interactions provide shared interests between consumers and companies, which results in higher levels of enthusiasm and subsequent development of affection (Vivek *et al.*, 2012). Such affection ultimately strengthens consumer activation and subsequent consumer behavior engagement development (Chen *et al.*, 2011; Harrigan *et al.*, 2016).

According to Liu *et al.* (2021) trendiness is the extent to which a brand disseminates the latest and most trendy information about the brand on social media. Trendy information includes updated brand-related information and new ideas about brands initiated by marketers and consumers (Cheung, Pires, & Rosenberger, 2020; Cheung *et al.*, 2021). Trendiness drives consumers' motivation to look for the latest information on brand pages, thereby helping in developing positive brand perceptions, as well as strengthening consumers' cognitive presence in brand-related interactions (Chan *et al.*, 2014). So, the trendier the information a social media brand page carries, the more effective it will be in attracting consumers (Dessart *et al.*, 2015). Customization refers to the extent to which services are customized to satisfy the personal preferences of consumers (Cheung, Pires, & Rosenberger, 2020; Cheung, Pires, Rosenberger, Leung, *et al.*, 2020). Thus, when brands offer services tailored to consumer preferences, this can have a positive impact on perceived brand usefulness, along with increasing their affection for the brand (Godey *et al.*, 2016; Phan *et al.*, 2011).

Electronic word of mouth (EWOM) refers to communications made by former, actual, or potential former customers about a brand, product, or company through digital channels such as social media platforms or websites (Chu

& Kim, 2011; Hennig-Thurau *et al.*, 2004; Suryani *et al.*, 2021). EWOM has a positive influence on consumers' evaluation of services and goods (Schulze *et al.*, 2015), which helps attract consumers to invest more cognitive effort in reading E-WOM (Kudeshia & Kumar, 2017). The sharing and creation of E-WOM among consumers build a sense of closeness and emotional connection between brands and their consumers (Brodie *et al.*, 2013; Chae *et al.*, 2015), engendering positive feelings among consumers which is useful in strengthening consumers' relationship with the brand (de Vries *et al.*, 2012). A study by Farook and Abeysekara (2016) demonstrated that social media marketing exerts a significant influence on customer online engagement.

Based on several studies, the more intensive social media marketing, the higher the level of involvement or bond between consumers and the brand in question. This argument provides the first hypothesis:

H1: *Social media marketing affects customer brand engagement.*

Social Media Marketing and Repurchase Intention

Social media marketing is a very essential factor to predict customer repurchase intention (Khoirunnisa & Astini, 2021; Subawa *et al.*, 2020). Previous research has shown that different perceptions of the characteristics of E-WOM can determine consumer attitudes and consumer behavior towards online stores (Zhang *et al.*, 2011). Other research results also provide a statement that there is a positive relationship between social media marketing on customer behavior such as purchase intention and re-purchase (Alalwan, 2018; Duffett, 2015; Erlangga *et al.*, 2021; Nasidi *et al.*, 2021). A study by Kudeshia and Kumar

(2017), Arif (2019), and (Prahawan *et al.*, 2021) explains that eWOM on social networking has been identified as a predictor of customer repurchase intention. Based on the result of previous studies, the second hypothesis can be declared:

H2: *Social media marketing affects repurchase intention.*

Customer Brand Engagement and Repurchase Intention

Customer brand engagement (CBE) is defined as a motivation state occurring when people experience a product or service (Calder *et al.*, 2016), the psychological process of consumers becoming more loyal to a brand is characterized by increasing levels of commitment and trust, resulting in repeat purchases (Febrian & Ahluwalia, 2021). Repurchase intention is a positive assessment of previous purchase activities so that an intention arises to be willing to repurchase (Hellier *et al.*, 2003). Repurchase intention occurs at the cognitive, affective, conative, or behavioral intention, and action or actual behavior levels (Amoako *et al.*, 2021). The consumer's past consumption experience and the perceived value of the product are the fundamental reasons for the consumer's repurchase intention (Wu *et al.*, 2014). Previous research has shown that CBE have a positive effect on brand loyalty outcomes, including repurchase intentions (Cheung, Pires, Rosenberger, & De Oliveira, 2020; Hollebeek *et al.*, 2016), and its positive effect on enterprises performance (Musa *et al.*, 2016). So the third research hypothesis proposed:

H3: *Customer brand engagement affects repurchase intention.*

Many factors affect the online repurchase intention including service-information quality, satisfaction, trust, and word-of-mouth

(Nguyen *et al.*, 2021; Phuong & Dai Trang, 2018). Dash *et al.* (2021) also suggest the need to use elements of social media such as word-of-mouth to increase consumer engagement. The relationship between social media marketing and repurchase intention has been carried out and found that social media marketing such as Instagram has been shown to have a positive influence on consumers' purchase intentions (Hardiyanto *et al.*, 2020). The previous study states social media marketing activities have a positive influence on customer relationships, brand equity, and repurchase intentions in e-commerce companies (Maskuroh *et al.*, 2022). However, Hutter *et al.* (2013) Abzari *et al.* (2014), Ahmed and Zahid (2014), Nugraha *et al.* (2018), Ardiansyah and Sarwoko (2020), Angelyn and Kodrat (2021), and (Masuda *et al.*, 2022) in their research found indirect effect social media on e-loyalty such as repurchase intention. The statement of the four research hypotheses can be declared:

H4: *Social media marketing has a indirect influence on repurchase intention with the mediation of customer brand engagement.*

Based on the arguments presented in the hypothesis development, the research framework model of this research can be described in the following diagram (Figure 1).

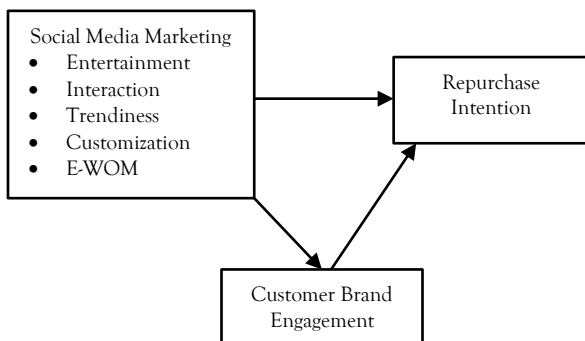


Figure 1- Research Framework

The Method, data, and analysis

The study was designed a quantitative with survey method. The population in this research was conducted on consumers of online Muslim fashion products in Central Java. The sampling technique used is convenience sampling with selected 100 respondents. The descriptive of respondents in Table 1 show that dominantly a female (82%), aged between 21-25 years old (62%), and educational background in senior high school (77%).

Table 1.
Profile of Respondents

Demographic	Characteristic	F	%
Sex	Female	82	82.0
	Male	18	18.0
Age	15-20 year	28	28.0
	21-25 year	62	62.0
	25-30 year	10	10.0
Education	Yunior School	2	2.0
	Senior High School	77	77.0
	Bachelor Degree	21	21.0

There is 3 latent constructs in this study, name social media marketing (SMM), customer brand engagement (CBE), and repurchase intention (RI). Especially SMM, the variable is measured using a second-order confirmatory factor analysis (Awang, 2012; Koufteros *et al.*, 2009) with five dimensions and each is measured by tree indicators (Cheung, Pires, & Rosenberger, 2020; Cheung, Pires, Rosenberger, Leung, *et al.*, 2020; Ganawati & Sumardi, 2021). The CBE questionnaire was adopted from a previous study with three

indicators (Brodie *et al.*, 2013; Febrian & Ahluwalia, 2021; Hollebeek, 2011), and the RI measurement is carried out with three indicators (Nguyen *et al.*, 2021; Nurcholis & Miftaqlismay, 2021).

The data collecting method is using a Google questionnaire to get more efficient time. The research instrument was arranged in the closed questions on a five-choice Likert scale, ranging from 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). The questionnaire was distributed from July to September 2021.

The data analysis technique used the partial least square structural equation model (PLS-SEM) (Hair Jr *et al.*, 2017). This is because the model analyzed uses several unobserved variables, its can estimate models in large and complex systems and has relationships between variables that are considered important for theory and practice development (Scaliza *et al.*,

2022). Two-step used in SEM-PLS, namely the measurement model and structural model assessment In the measurement model assessment, the outer loading of all indicators > 0.7. The reliability test used the Cronbach alpha > 60, the composite reliability (CR) > 0.7, and the average variance extracted (AVE) > 0.5, so it can be said that is reliable. The second step evaluates the overall model through R-Square and t-value of direct and indirect effects (Hair Jr *et al.*, 2021).

Result and Discussion

A variety of advanced software is available for use in PLS-SEM multivariate analysis. We carried out the data analysis using SmartPLS version 3.2.8. (Ringle *et al.*, 2015). Furthermore, the bootstrapping method was chosen with resampling of a number of 5,000 and 5% two-tailed significance. Figure 2 presents the graphic for calculating estimates result.

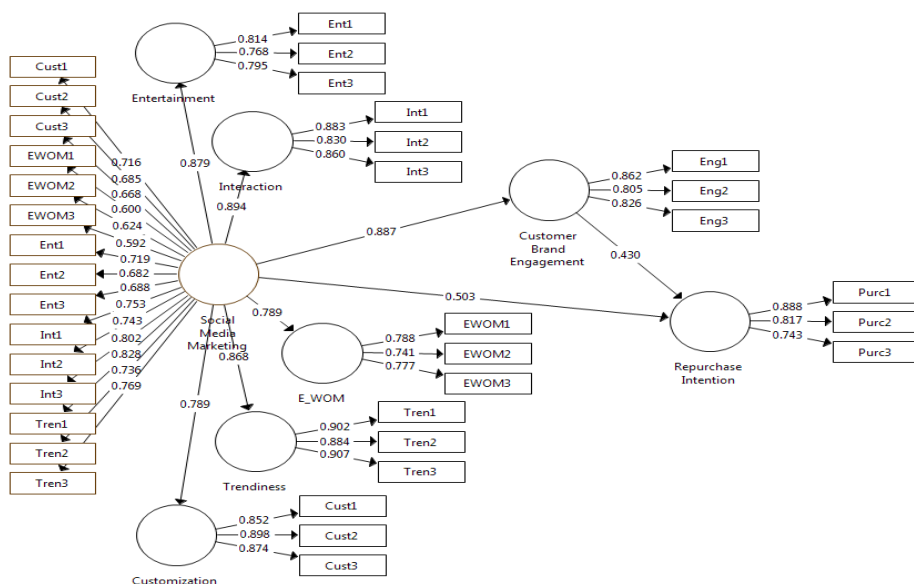


Figure 2- Standardized Calculate Result

In the first step, we analyze the measurement model by examining convergent validity and construct reliability. Table 2 shows the results of the first-order CFA. The loading factor value for social media marketing items is 0.741 to 0.907, customer brand engagement is 0.805 to 0.826, and repurchase intention is 0.743 to 0.888. All loading factor values above 0.7 so the instrument can be declared valid (Hair Jr *et al.*, 2021).

Furthermore, the results of the second-order CFA test in Table 3 show a satisfactory value

with a loading factor value of > 0.50. Overall the validity data of all items have met the recommended (Benitez *et al.*, 2020).

Table 4 shows construct reliability results. The Cronbach's Alpha, ρ_A , and Composite Reliability of all variables are higher than 0.70, and they meet the required threshold (Nunnally, 1994). Another, the value of Average Variance Extracted is higher than 0.50, so it can be concluded that construct validity and reliability are adequate (Hair Jr *et al.*, 2021).

Table 2.

Results of the first-order CFA

Construct, Dimension, Indicator	Loading Factor
Social Media Marketing	
<i>Entertainment</i>	
Ent1-Content from social media is entertaining	0.814
Ent2-Spending time using social media for fashion products	0.768
Ent3- The content of fashion product social media is interesting	0.795
<i>Interaction</i>	
Int1-Fashion product social media allows sharing information with others	0.883
Int2-Fashion product social media enables conversation with others	0.830
Int3-It's easy to give opinions through social media for these fashion products	0.860
<i>Trendiness</i>	
Tren1-Social media content of fashion products up to date	0.902
Tren2-The social media of these fashion products provides the latest information	0.884
Tren3-The social media of these fashion products uses modern applications	0.907
<i>Customization</i>	
Cust1-Social media of fashion products can be tailored to the needs of consumers	0.852
Cust2-Social media design service processes to help meet consumer needs	0.898
Cust3- Social media from fashion products is able to understand consumer needs	0.874
<i>E-WOM</i>	
E-WOM1-The content of the fashion product's social media is entertaining	0.788
E-WOM2-I pay attention to the quality of E-WOM fashion products	0.741
E-WOM3-I pay attention to the quantity of E-WOM fashion products	0.777
<i>Customer Brand Engagement</i>	
Eng1-Consumers always think about fashion products from online shops	0.862
Eng2-Fashion products from the online shop make happy	0.805
Eng3-Consumers use fashion products more than other fashion products	0.826
<i>Repurchase Intention</i>	
Purc1-Consumers return to using these fashion products	0.888
Purc2-Consumers make fashion products the main choice in their next purchase	0.817

Purc3-Consumers have a strong intention to try other products

0.743

Table 3.

Second Order Confirmatory Factor Analysis

Dimension of SMM	Loading Factor
Entertainment	0.719, 0.685, 0.688
Interaction	0.753, 0.743, 0.802
Trendiness	0.828, 0.736, 0.769
Customization	0.719, 0.685, 0.668
E-WOM	0.600, 0.624, 0.592

Table 4.

Reliability Model Assessment

Variable	C.A.	ρ_A	C.R.	AVE
Entertainment	0.703	0.704	0.835	0.628
Interaction	0.820	0.821	0.893	0.736
Trendiness	0.880	0.883	0.926	0.806
Customization	0.847	0.847	0.907	0.766
E-WOM	0.653	0.653	0.812	0.591
Social Media Marketing	0.929	0.932	0.938	0.504
Customer Brand Engagement	0.777	0.781	0.870	0.691
Repurchase Intention	0.750	0.760	0.858	0.669

C.A. = Cronbach's Alpha C.R.= Composite Reliability; AVE =Average Variance Extracted

Table 5.

Hypothesis Result

Relationship	B	T-statistic	P-Values	R ²
H1: SMM → CBE	0.887	27.747	0.000	0.786
H2: SMM → RI	0.503	4.764	0.000	0.821
H3: CBE → RI	0.430	4.225	0.000	
H4: SMM → CBE → RI	0.381	3.954	0.000	

The second step after assessing the measurement model is the structural or full model assessment. We evaluated this stage with the quality of the R² value, t-statistic value, and probability value. The results are shown in Table 5, with the R² value of the customer brand engagement variable being 0.786 and the

R² value of the repurchase intention variable being 0.821. The R² values are a large category, which means the predictors in the model can explain the variance in the construct (Chin, 1998).

The final step in the PLS-SEM procedure is to

test the hypothesis proposed through the t-test approach. The results in Table 5 show H1 accepted, that there is a positive effect between social media marketing toward consumer brand engagement ($\beta=0.887$, $t\text{-statistic}=27.747>1.96$, and $p\text{-values}=0.000>0.05$). The next result indicates the second hypothesis is accepted, which means there is a positive influence of social media marketing on repurchase intention ($\beta=0.503$, $t\text{-statistic}=4.764>1.96$, and $p\text{-values}=0.000>0.05$). The third result shows the support of H3, that consumer brand engagement has a positive influence on repurchase intention ($\beta=0.430$, $t\text{-statistic}=4.225>1.96$, and $p\text{-values}=0.000>0.05$). The final result confirms the acceptance of H4, that there is an indirect effect between social media marketing on repurchase intention with the mediation of consumer brand engagement ($\beta=0.381$, $t\text{-statistic}=3.954>1.96$, and $p\text{-values}=0.000>0.05$).

Discussion

In organism-stimulus response (OSR) theory, repurchase intention is an assessment of repurchasing, the desire to involve yourself in the future with the service provider and its activities. It is a form of consumer behavior by online buying goods or services repeatedly (Anshu *et al.*, 2022; Constantinides, 2004). In e-commerce, this intention is formed when the consumer has a good experience with the brand. In addition, the shopping satisfaction factor from others is a driving force for consumers to visit again, seek information, and become the first choice to buy products at another time.

The first results showed that hypothesis 1 was accepted, that social media marketing which was built from five elements, namely entertainment, interaction, trendiness,

customization, and EWOM, proved to be effective in building consumer brand engagement. This is because when the social media content of the fashion product is interesting, it can make consumers happy to visit the social media of the fashion product. Furthermore, if consumers can easily provide opinions through social media, supported by up-to-date content presented on social media, consumers will feel happy. Consumers have felt a good service process can help them meet their needs. In addition, the quantity of EWOM can contain two that contain positive reviews that can increase consumer engagement for these fashion products. Barger *et al.* (2016) state that social media marketing can be used to leverage consumer engagement into a highly profitable company. The findings are supporting some previous studies by Farook and Abeysekara (2016), Calder *et al.* (2016), Musa *et al.* (2016) Cheung, Pires, and Rosenberger (2020), and Ganawati and Sumardi (2021).

Based on data analysis, social media marketing have a positive and significant influence on repurchase intention in direct and indirect effect. E-WOM which contains positive reviews as one of the elements of social media marketing will encourage consumers to buy back fashion products. In theory, Chen *et al.* (2011) state that social media facilitate consumers to publicize their evaluation of purchase products and thus provide word-of-mouth communication. Online consumer reviews on Facebook, Instagram, and others are important information sources for the consumers to explore the product or service. So, the result of this study is consistent with the findings by Abzari *et al.* (2014), Ahmed and Zahid (2014), Duffett (2015), Kudeshia and Kumar (2017), Lim *et al.* (2017) Alalwan (2018), Ardiansyah and Sarwoko (2020), Hasan and Sohail (2021), Erlangga *et al.* (2021), and

Masuda *et al.* (2022).

The results of further research prove that consumer brand engagement is effective for building repurchase intention. Consumers will return to using the product if they find cognitive, emotional, interaction, and behavioral activities related to the brand. Hollebeek (2011) states that enhanced insight into customer engagement is expected to enhance customer relationship, retention, and loyalty. This finding is in line with Brodie *et al.* (2013) who describe the consumer engagement process as consisting of a series of sub-processes that reflect the interactive experience of consumers in online brand communities, and the creation of shared value among community participants. Engaged consumers show increased consumer loyalty, satisfaction, empowerment, connection, emotional attachment, trust, and commitment. The result supports the findings by Chan *et al.* (2014); Cheung, Pires, Rosenberger, and De Oliveira (2020); and Ganawati and Sumardi (2021) that E-WOM have a positive influence on consumer brand engagement and repurchase intention. Furthermore, consumer brand engagement has a positive and significant influence on repurchase intention, which means that the increased bond between consumers and brands will increase the chances of consumers doing repurchase intentions for these online Muslim fashion products.

Based on the results, first, this study proposes consumer brand engagement as a mediating role on social media marketing factors in increasing repurchase intention. The results of the study imply that entertainment, interaction, trends, customization, and e-WOM on social media can directly encourage consumers to repurchase fashion products in e-commerce. The second model of increasing repurchase

intention is to include consumer involvement in giving a positive assessment of the product brand. The engagement of the customer brand is a driving force for the presence of brand loyalty so that repeat purchases increase. Consumers' emotional closeness to brands contributes to their intention to purchase products or services again. However, this result supported previous studies on social media marketing.

Based on the conclusion, this study have some suggestions can be given which are expected to be useful for the progress of the online shop owner for the halal fashion product concerned. The implementation that can be done by online shop owners for Muslim fashion products is to implement a strategy with the main goal of entertaining consumers so that CBE and Repurchase Intention can increase. The owner of an online shop for halal fashion products online to be able to build consumer engagement by increasing interaction between admins who control social media concerned with consumers.

Conclusion

Based on the results, it can be concluded that the elements of social media marketing which consist of entertainment, interaction, trendiness, customization, and E-WOM have a positive influence on consumer brand engagement and repurchase intention. Furthermore, consumer brand engagement has a positive and significant influence on repurchase intention, which means that the increased bond between consumers and brands will increase the chances of consumers doing repurchase intentions for these online Muslim fashion products.

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Recommendation

The main limitation of this study is that the respondents were limited to one area in Central Java and involved 100 participants. For this reason, the future study can elaborate on more areas and industries entire Indonesia, to observe more comprehensively and can be used as a comparison with this study. The addition of the determinant factor of repurchase

intention can be considered in future research, such as customer satisfaction.

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