

Research Article

The Influence of Brand Trust, Electronic Word of Mouth, Social Media Engagement, And Customer Loyalty on Repurchase Intention of HMNS Perfume at Grand Indonesia and Its Review from An Islamic Perspective

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Received: 01-09-2025; Accepted: 17-09-2026

Abstract

This study aims to analyze and determine the effect of *brand trust*, *electronic word of mouth*, *social media engagement*, and *customer loyalty* on *repurchase intention* among HMNS Perfume consumers at Grand Indonesia. The research method used a quantitative approach by distributing questionnaires to HMNS Perfume consumers who had purchased HMNS perfume at Grand Indonesia and visited HMNS social media within a certain period, with a target of 112 respondents. The results of this study indicate that: (1) *brand trust* does not affect *repurchase intention* (p-value 0.101). (2) *electronic word of mouth* does not affect *repurchase intention* (p-value 0.695). (3) *social media engagement* has a positive and significant effect on *repurchase intention* (p-value 0.001). (4) *Customer loyalty* has a positive and significant effect on *repurchase intention* (p-value 0.000). (5) Simultaneously, all independent variables have a significant effect on *repurchase intention*. The results of this study are expected to be a reference for other researchers who are interested in understanding the factors that influence repurchase intention at HMNS Parfum. From an Islamic perspective, when purchasing an item, it is recommended to consider the functionality of the item to be purchased so as not to end up wasting money. Islam explains that brand trust, electronic word-of-mouth information, social media engagement, and customer loyalty must be in accordance with Islamic law, namely honesty.

Keywords: *Brand Trust, Electronic Word of Mouth, Social Media Engagement, Customer Loyalty, Repurchase Intention, Islam.*

JEL Classification: M31, M27, L81

How to cite: Khorunnisa, I., Suyana, H., (2026), The Influence of Brand Trust, Electronic Word of Mouth, Social Media Engagement, And Customer Loyalty on Repurchase Intention of HMNS Perfume at Grand Indonesia and Its Review from An Islamic Perspective, *Marketing and Consumer Behavior (MCB)* 1(2), 79-93

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1. Introduction

Nowadays, the era of information and communication technology is developing very rapidly. Many technologies are innovating and competing to create social media with different versions and functions. People now want to try various types of social media.

Social media is very useful for communication, education, recreation, promotion, sharing, and interacting with others. As technology continues to innovate (social media), it has transformed into one of the most familiar sources of information and entertainment for society (Widiastuti, 2018).

Most people have made perfume a necessity and a lifestyle choice. In an article published on (Ratih, 2021), it is stated that the perfume industry could reach a turnover of up to Rp. 935 billion in 2020. The article also quotes psychologist Tara De Thouars, who states that perfume users can experience positive emotional reactions, leading to increased self-confidence. (Wahyuni, 2015) The article notes that consumers feel more confident after using perfume, making it one of the necessities in society.

HMNS is a perfume brand that has become one of the best-selling perfume brands on online shops such as Shopee and Tokopedia. In fact, HMNS ranks fifth after YSL, DIOR, Bvlgari, and Chanel (kontan.co.id). HMNS uses *emotional branding* in its digital marketing communication strategy, which fulfills the five basic dimensions of relationships, sensory experiences, imagination, and vision. This is achieved through the content posted on its social media platforms and also applied in interacting with consumers. The relationship dimension is a key factor in building consumer loyalty toward the brand (Hilmuddin, 2021).

Brand trust is a behavior of willingness among consumers in general to rely on the brand's ability to describe the function of its products, (Chaudhuri & Holbrook 2001). Willingness is not very influential, because the argument is that if a consumer is willing to rely on the perfume, they will make repeat purchases. HMNS Perfume uses high-quality ingredients in the manufacture of its perfumes. Based on research conducted by Navarone and Evanita (2019), Bawono and Subagio (2020). They concluded that Brand Trust has a positive effect on Repurchase Intention. However, this differs from the research by Aprillia and Andarini (2023), which found that *Brand Trust* has a negative and insignificant effect on *Repurchase Intention*.

Furthermore, *electronic word of mouth* can be a more efficient and persuasive communicator compared to other methods. Through comments and reviews from consumers who have purchased and used a product, potential consumers not only learn about the quality of the product but also have a place to exchange ideas and information (Kazmi and Mehmood, 2016). Previous studies include research by Fajar et al. (2022),

Saputra (2021), Prabowo and Sari (2022). Based on the results of the study, *Electronic Word of Mouth* has a positive and significant effect on *Repurchase Intention*, while according to Savitri et al. (2016), there is no direct effect of *eWOM* on *Repurchase Intention*.

Social Media Engagement refers to the use of social media in building engagement with consumers, where social media provides features such as like, share, and comment, which facilitate interaction between consumers and companies, making it easy and spontaneous (Mandasari et al., 2023). As a result, social media is utilized as a marketing tool by most business owners, one of which is perfume products. Research on *social media engagement* and *repurchase intention* conducted by Widya (2016) found that *social media* has a positive effect on *repurchase intentions*.

Loyalty can generally be defined as a person's loyalty to a particular product, whether goods or services. When consumers experience good, friendly service and are satisfied with the product, they will give it good reviews and spread the word with positive results. When positive traits emerge, loyalty to a particular brand will develop. Consumer loyalty is a manifestation and continuation of consumer satisfaction in using the facilities and services provided by the company, as well as remaining a loyal consumer of the company. (Rizqullah and Elida, 2015).

Repurchase Intention occurs after consumers go through the purchasing process stages, namely awareness of needs, search for information, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2009). By continuing to innovate and introduce unique new products, HMNS can increase their competitive advantage in the market. This helps them remain relevant and competitive amid the local Indonesian perfume industry competition. When consumers feel satisfied and comfortable with the products they have previously purchased, it encourages them to buy again, as the intention to repurchase is the stage where respondents are inclined to act after consumers feel satisfied (Resti and Soesanto, 2016).

2. Literature Review and Hypothesis

Repurchase Intention

According to Ibizan et al. (2016) *Repurchase Intention* is the behavior of actual consumers that results in the occurrence of the purchase of products or services that are carried out more than once at the same company. The indicators of *Repurchase Intention* according to (Soleha, 2017), include transactional interest, referential interest, preferential interest, and exploratory interest.

Brand Trust

Ramadhan (2020) states that brand trust is defined as a consumer's positive attitude toward a brand, so that consumers have a strong desire to repurchase the same brand now and in the future. Zohra (2013) states that there are three indicators used in assessing *brand trust*, namely: *Achieving results, acting with integrity, Demonstrating concern*.

Electronic Word of Mouth

Thurau et al. in Tommi and Eristia (2014) state that *electronic word of mouth* is a statement made by actual, potential, or previous consumers about a product or company, where this information is available to individuals or institutions through the internet. In measuring and assessing E-WOM according to Goyette in Maulidi and Pangestuti (2019), it can be measured in three indicators, namely *Intensity, Valence of Opinion, and Content*.

Social Media Engagement

Social Media Engagement is engagement in visitors to interact with content and brands on social media and websites (Loudon, 2017). Tsai & Men, (2017) have revealed that *social media engagement* consists of three indicators, namely: *consumption, contribution, and creation*.

Customer Loyalty

According to Kotler and Keller, Customer loyalty is a deep commitment to purchase and support a preferred product or service in the future despite the influence of circumstances and marketing efforts that have the potential to cause customers to switch. According to Samboro (2018), a company will be successful if it has a relationship with its customers to build strong loyalty. Indicators of strong loyalty are: *Say positive things, recommend to friends, continue purchasing*.

Research Conceptual Framework

The conceptual framework is a synthesis of the relationship between *Brand Trust, Electronic Word of Mouth, Social Media Engagement, and Customer Loyalty* influencing *Repurchase Intention*, which was researched and compiled from several theories described above. The conceptual framework for this study is as follows:

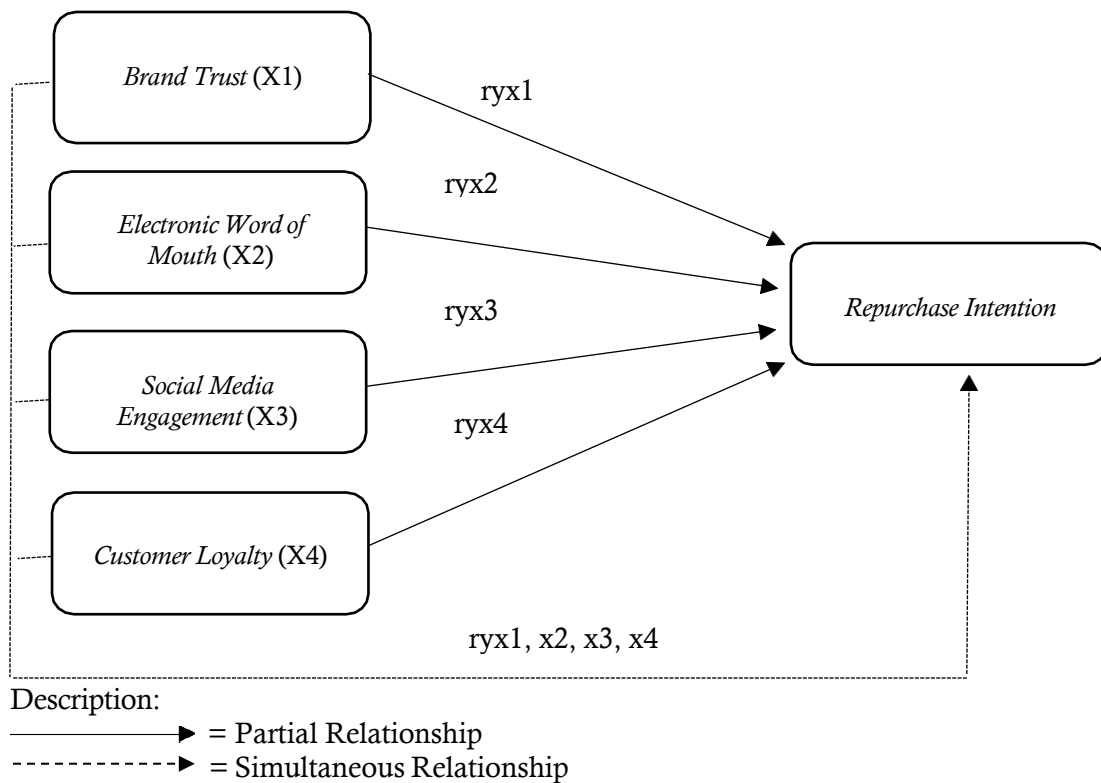


Figure 1. The conceptual framework

Research Hypothesis

Brand trust is an important factor in repurchase intention because consumers directly examine the various HMNS perfume products offered on various online shopping sites, thereby generating trust in the products offered and leading to repurchases. Previous studies conducted by Dharmayana and Rahanatha (2017), Kevin, et al. (2020), and Nauffal and Susi (2019) state that *Brand Trust* has a positive and significant influence on repurchase intention.

H1: *Brand Trust* has a positive effect on *Repurchase Intention*.

Electronic Word of Mouth influences *repurchase intention*. By reading positive reviews and product recommendations online, customers will be influenced to buy the product again. The spread of a product will be faster and wider and will have an impact on the repurchase process. Previous research conducted by Rahayu (2021), Carol et al. (2021) states that *Electronic Word of Mouth* has a positive and significant effect on *Repurchase Intention*.

H2: *Electronic Word of Mouth* has a positive effect on *Repurchase Intention*.

Social Media Engagement is the connection with social media that can influence repurchase because of the assessment of online shopping sites and social media by looking at likes and comments on posts, and the activity of the hmns perfume account will lead to *repurchase intention*. Previous research conducted by Widya, et al (2016), Rohani et al (2020) states that social media has a positive effect on repurchase intention.

H3: *Social Media Engagement* has a positive effect on *Repurchase Intention*.

Customer loyalty is a relationship between a company and its customers that builds trust because customers feel satisfied with the products provided. It is a customer's conscious assessment of the benefits of being loyal to a product, so that the product becomes the first reference that comes to mind when customers make repeat purchases. Previous research conducted by Norhermaya (2016), Andre (2009), Rizqulloh and Elida (2015) states that customer loyalty has a positive and significant effect on *repurchase intention*.

H4: *Customer Loyalty* has a positive effect on *Repurchase Intention*.

Willingness does not have much influence, because the argument believes that if a consumer is willing to depend on a brand, they will make repeat purchases (Morgan and Hunt 1994). *Electronic word of mouth* can be a more efficient and persuasive communicator compared to other methods. Through comments and reviews from consumers who have purchased and used a product, potential consumers not only learn about the quality of the product but also have a place to exchange ideas and information (Kazmi and Mehmood, 2016). *Social Media Engagement* is the involvement of visitors to interact with content and brands on social media and websites (Loudon, 2017). Consumer loyalty is a manifestation and continuation of consumer satisfaction in using the facilities and services provided by the company, as well as remaining a consumer of the company (Rizqullah and Elida, 2015).

H5: *Brand Trust, Electronic Word of Mouth, Social Media Engagement, and Customer Loyalty simultaneously influence Repurchase Intention*

Data and Method ode Type of Research

This research is a quantitative approach that attempts to explain the influence of independent variables on dependent variables. According to Sugiyono (2012), quantitative research is a research method based on positivism philosophy, which studies a specific population or sample, collects data using research instruments, and analyzes data quantitatively or statistically, with the aim of testing predetermined hypotheses.

Data Collection Methods

The data collection methods used in this study were surveys and interviews using questionnaires. According to Sugiyono (2017), a questionnaire is a data collection technique that involves providing respondents with a set of written questions or statements to answer.

Population and Sample

The population in this study was HMNS Perfume consumers at Grand Indonesia who had used HMNS perfume, the exact number of which is unknown. The sampling method used in this study was purposive sampling. Purposive sampling is the determination of samples based on several considerations. The criteria in this study were as follows: 1. Respondents were those who had purchased and used HMNS perfume at Grand Indonesia. 2. Respondents must be at least 18 years old. 3. Respondents must have visited HMNS social media. To determine the number of samples used, this study used the following formula: $N = \text{Number of Indicators} \times 5-10$ $N = 16 \times 7$ $N = 112$ Based on the results obtained above, the minimum number of samples required in this study is 112 respondents.

3. Data Analysis Methods

This process is carried out by grouping data into categories, breaking down data into units, synthesizing, organizing data into patterns, selecting important data to be studied, and drawing conclusions that are easy to understand for oneself and others. To test the effect of two or more independent variables on one dependent variable, multiple linear regression analysis was used with SPSS 25 software.

4. Results

Validity Test

According to Sugiyono (2015), validity testing is the degree of accuracy between the data occurring in the research object and the data obtained by the researcher. Thus, valid data is data that does not differ between the data obtained by the researcher and the actual data occurring in the research object.

Table 1. Validity Test

Variable	Item Question	Calculated R	R-Table	Description
Brand Trust	X1.1	0.528	0.154	Valid
	X1.2	0.526	0.154	Valid
	X1.3	0.515	0.154	Valid
	X1.4	0.517	0.154	Valid
	X1.5	0.528	0.154	Valid
	X1.6	0.609	0.154	Valid
	X1.7	0.491	0.154	Valid
	X1.8	0.592	0.154	Valid
	X1.9	0.539	0.154	Valid
	X1.10	0.655	0.154	Valid
Electronic Word Of Word	X2.1	0.613	0.154	Valid
	X2.2	0.545	0.154	Valid
	X2.3	0.517	0.154	Valid
	X2.4	0.573	0.154	Valid
	X2.5	0.571	0.154	Valid
	X2.6	0.541	0.154	Valid
	X2.7	0.557	0.154	Valid
	X2.8	1.291	0.154	Valid
	X2.9	1,282	0.154	Valid
	X2.10	0.630	0.154	Valid
	X2.11	0.629	0.154	Valid
	X2.12	0.591	0.154	Valid
	X2.13	0.550	0.154	Valid
	X2.14	0.520	0.154	Valid
	X2.15	0.575	0.154	Valid
	X2.16	0.524	0.154	Valid
	X2.17	0.569	0.154	Valid
Social Media Engagement	X3.1	0.594	0.154	Valid
	X3.2	0.597	0.154	Valid
	X3.3	0.594	0.154	Valid
	X3.4	0.573	0.154	Valid
	X3.5	0.535	0.154	Valid
	X3.6	0.622	0.154	Valid
	X3.7	0.515	0.154	Valid
	X3.8	0.573	0.154	Valid
	X3.9	0.527	0.154	Valid
	X3.10	0.517	0.154	Valid
	X3.11	0.571	0.154	Valid
	X3.12	0.592	0.154	Valid
	X3.13	0.655	0.154	Valid
	X3.14	0.562	0.154	Valid
	X3.15	0.515	0.154	Valid
	X3.16	0.567	0.154	Valid
	X3.17	0.499	0.154	Valid
	X3.18	0.491	0.154	Valid
	X3.19	0.623	0.154	Valid
	X3.20	0.506	0.154	Valid
	X3.21	0.509	0.154	Valid
	X3.22	0.545	0.154	Valid

	X3.23	0.587	0.154	Valid
	X3.24	0.567	0.154	Valid
	X3.25	0.587	0.154	Valid
	X3.26	0.636	0.154	Valid
	X3.27	0.607	0.154	Valid
Customer Loyalty	X4.1	0.573	0.154	Valid
	X4.2	0.535	0.154	Valid
	X4.3	0.591	0.154	Valid
	X4.4	0.636	0.154	Valid
	X4.5	0.562	0.154	Valid
	X4.6	0.532	0.154	Valid
	X4.7	0.520	0.154	Valid
	X4.8	0.557	0.154	Valid
Repurchase Intention	Y1	0.594	0.154	Valid
	Y2	0.539	0.154	Valid
	Y3	0.524	0.154	Valid

Source: Data processed based on IBM SPSS

Based on the table above, it can be concluded that all items in *the variables of brand trust, electronic word of mouth, social media engagement, customer loyalty, and repurchase intention* are valid. Thus, the variables in this study are consistent to be used as primary data collection tools that can describe the concepts being studied.

Reliability Test

According to Ghozali (2011), reliability is a tool for measuring a questionnaire that is an indicator of change or construct. The reliability test serves to determine the level of consistency of the questionnaire used in the research. The reliability test of the instrument uses the Cronbach's alpha technique, because the instrument in this study is in the form of a questionnaire with scores ranging from 1 to 5. An instrument is said to be reliable if Cronbach's alpha is greater than 0.60 (Ghozali, 2016).

Table 2. Interpretation of Instrument Reliability

Cronbach's Alpha Value	Interpretation
0.00-0.199	Very Low Reliability
0.20-0.399	Low Reliability
0.40-0.599	Moderate Reliability
0.60-0.799	Strong Reliability
0.80-1.000	Very Strong Reliability

Table 3. Interpretation of Questionnaire Reliability Values

Variable	Value Cronbach's Alpha	Interpretation
Brand Trust	0.961	Very Strong Reliability
Electronic Word of Mouth	0.928	Very Strong Reliability
Social media engagement	0.986	Very Strong Reliability
Customer Loyalty	0.963	Very Strong Reliability
Repurchase Intention	0.893	Very Strong Reliability

Source: Data processed based on IBM SPSS

Based on the data processed above, it can be seen that variables (Y) and (X) are considered reliable because the minimum Cronbach's Alpha required is greater than 0.60 or 60%. It can be seen that the *brand trust* variable has a Cronbach's Alpha value of 0.961, the *electronic word of mouth* variable has a value of 0.928, the *social media engagement* variable has a Cronbach's Alpha value of 0.986, the *customer loyalty* variable has a Cronbach's Alpha value of 0.963, and the *repurchase intention*

variable has a Cronbach's Alpha value of 0.893. Thus, all variables can be considered reliable because each Cronbach Alpha is > 0.60 . Based on Table 4.12, it can be seen that the *brand trust* variable () has an r value of 0.961, the *electronic word of mouth* variable has an r value of 0.928, the *social media engagement* variable has an r value of 0.986, the *customer loyalty* variable has an r value of 0.963, and the *repurchase intention* variable has an r value of 0.893. Thus, it can be concluded that all variables have a very strong interpretation.

Normality Test

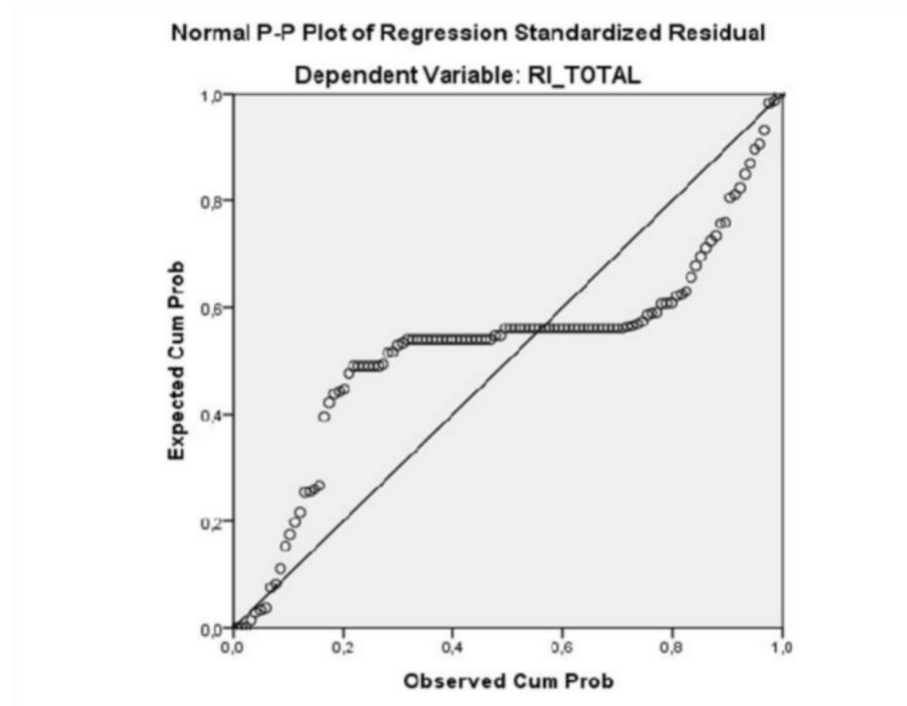


Figure 2. Normality Test Results Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds correlations between independent variables (Ghozali, 2018). To test for the presence or absence of multicollinearity in the regression model, the *tolerance* and *Variance Inflation Factor (VIF)* values can be observed. The multicollinearity test has criteria: if the *tolerance* value is greater than 0.10 or equal to the *VIF* value ≤ 10.00 or close to 1, then there is no multicollinearity.

Table 4. Multicollinearity Test Results

		Coefficients	
	Model	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Trust	0.307	3,262
	Electronic Word of Mouth	0.280	3,575
	Social Media Engagement	0.161	6,220
	Customer Loyalty	0.189	5,303

a. Dependent Variable: Repurchase Intention

Source: Data processed using SPSS software, 2023

Heteroscedasticity Test

According to Ghozali (2018), the heteroscedasticity test aims to test whether there is inequality in the residuals from one observation to another in a regression model. If there is no clear pattern

and the points are scattered above and below the number 0 on the Y axis, then there is no heteroscedasticity. If the significance probability value is above the 5 percent confidence level or 0.05, it can be concluded that the regression model does not contain heteroscedasticity.

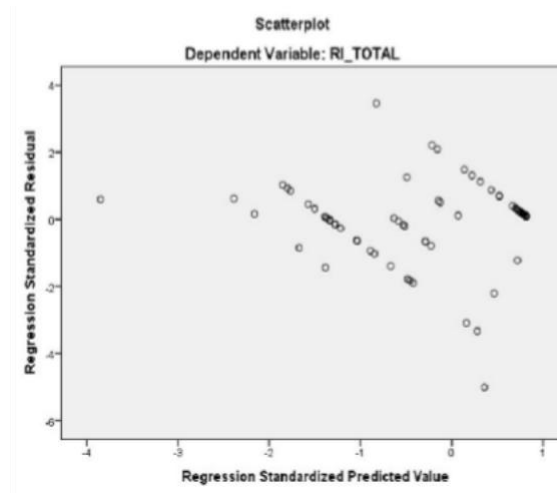


Figure 3. Heteroscedasticity Test Results

In a good regression model, heteroscedasticity does not usually occur. A scatterplot graph can be used to see whether the regression model shows heteroscedasticity or not. If a certain pattern is seen on the graph, this indicates that heteroscedasticity has occurred. It can be seen from the image that the points are distributed randomly and distributed both above and below the number 0 on the Y axis, so it can be concluded that there is no heteroscedasticity in the regression model of this study.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a statistical method used to directly determine the effect of dependent variables (Y) on independent variables (X). The influence of independent variables, namely brand trust (X1), product innovation (X2), product quality (X3), and customer satisfaction (X4) on the dependent variable of repurchase interest (Y). The following are the regression test results.

Table 5. Multiple Linear Regression Test Results

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	0.269	0.511		.526	0.600
Brand Trust	0.039	0.024	0.125	1,653	0.101
Electronic Word of Mouth	0.006	0.015	0.031	.393	0.695
Social Media Engagement	0.043	0.012	0.374	3,588	0.001
Customer Loyalty	0.158	0.036	0.423	4.396	0.000

a. Dependent Variable: Repurchase Intention

Source: data processed by SPSS software, 2023

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e \quad (1)$$

$$Y = 0.269 + 0.039 (X_1) + 0.006 (X_2) + 0.043 (X_3) + 0.158 (X_4) + 0.511 \quad (2)$$

Explanation:

- Y = Purchase Decision α = Constant
 β_1 = Regression Coefficient X_1 = *Brand Trust*
 β_2 = Regression Coefficient
 X_2 = *Electronic Word of Mouth*
 β_3 = Regression coefficient
 X_3 = *Social Media Engagement*
 β_4 = Regression coefficient X_4 = *Customer Loyalty*
 e = Residual

From the IBM SPSS output data and the linear regression equation above, it can be interpreted that:

1. If the variables of *brand trust*, *electronic word of mouth*, *social media engagement*, and *customer loyalty* have constant values, it means that every increase in each unit will result in a *repurchase intention* value of 0.269.
2. The regression coefficient value of the *brand trust* variable (X_1) is 0.039 and is positive, which means that as *brand trust* increases, *repurchase intention* increases. This means that for every one unit increase in *brand trust*, *repurchase intention* increases by 0.039.
3. The regression coefficient value of the *electronic word of mouth* variable (X_2) is 0.006 and is positive, which means that as *electronic word of mouth* increases, *repurchase intention* increases. This means that for every one unit increase in *electronic word of mouth*, *repurchase intention* increases by 0.006.
4. The regression coefficient value for the *social media engagement* variable (X_3) is 0.043 and is positive, which means that as *social media engagement* increases, *repurchase intention* increases. This means that for every one unit increase in *social media engagement*, *repurchase intention* increases by 0.043.
5. The regression coefficient value of the *customer loyalty* variable (X_4) is 0.158 and is positive, which means that as *customer loyalty* increases, *repurchase intention* increases. This means that for every one-unit increase in *customer loyalty*, *repurchase intention* increases by 0.158.

Hypothesis Test Results t-test (partial)

The t-test essentially shows the extent to which an explanatory variable or independent variable individually explains the dependent variable (Ghozali, 2016). The t-test is a test conducted by researchers to determine whether there is a partial effect between the independent variable and the dependent variable. This partial test uses a significance level of 0.05. If the significance is < 0.05 , then H_0 is accepted, meaning that the independent variable individually has a significant effect on the dependent variable. If the significance is > 0.05 , then H_0 is rejected, meaning that the independent variable individually does not have a significant effect on the dependent variable.

Table 6. Results of the t-test (Partial)

Variable	t Table	Calculated t	Sig	Description
(constant)	1.658	0.526	0.600	
Brand Trust	1,658	1,653	0.101	Not Significant
Electronic Word of Mouth	1,658	0.393	0.695	Not Significant
Social Media Engagement	1,658	3,588	0.001	Significant
Customer Loyalty	1,658	4,396	0.000	Significant

Source: data processed using SPSS software, 2023

The t-test (partial) statistical test shows that *brand trust*, *electronic word of mouth*, *social media engagement*, and *customer loyalty* have a partial effect on *repurchase intention*. Based on the table above, the following conclusions can be drawn:

1. It is known that the t-value of the *brand trust* variable (X1) with a value of 1.653 is smaller than the t-table value of 1.658, with a significance value of $0.010 > 0.05$, so H_0 is accepted and H_1 is rejected, which means that *brand trust* (X1) does not affect *repurchase intention* (Y).
2. It is known that the t-value of the *electronic word of mouth* variable (X2) with a value of 0.393 is smaller than the t-table value of 1.658, with a significance value of $0.695 > 0.05$, so H_0 is accepted and H_1 is rejected, which means that *electronic word of mouth* (X2) has no effect on *repurchase intention* (Y).
3. It is known that the t-value of the *social media engagement* variable (X3) with a value of 3.588 is greater than the t-table value of 1.658, with a significance value of $0.001 < 0.05$, so H_0 is rejected and H_1 is accepted, which means that *social media engagement* (X3) has a positive and significant effect on *repurchase intention* (Y).
4. It is known that the t-value of the *customer loyalty* variable (X4) with a value of 4.396 is greater than the t-table value of 1.658, with a significance value of $0.000 < 0.05$, so H_0 is rejected and H_1 is accepted, which means that *customer loyalty* (X4) has a positive and significant effect on *repurchase intention* (Y).

F-test (simultaneous)

The F test is used to test the significance of the simultaneous effects of brand trust, product innovation, product quality, and customer satisfaction on repurchase intention. Using a significance probability value > 0.05 , H_0 is accepted, otherwise H_a is rejected. If the significance level is < 0.05 , H_0 is rejected, otherwise H_a is accepted.

Table 7. Results of the F test (simultaneous)

	Model	Sum of Squares	Df	Mean Square	Calculated F	Sig
1	Regression	204.809	4	51,202	116,646	0.000b
	Residual	46,968	107	,439		
	Total	251,777	111			

Source: data processed using SPSS software, 2023

The results of the ANOVA calculation in Table 4.18 above prove that the hypothesis can be accepted. To determine the F table in this study, we look at the 0.05 column in row 112, and the F table number obtained is 1.658. Based on the SPSS output results, it can be seen that the calculated F is greater than the F-Table, where 116.646 is greater than 1.658, with a significance value of 0.000 less than 0.05. Thus, it is proven that brand trust, electronic word of mouth, social media engagement, and customer loyalty together (simultaneously) have an influence on repurchase intention.

Coefficient of Determination (R^2)

According to Ghazali (2016), the coefficient of determination test aims to measure the extent to which the model can explain the variation of its independent variables. The coefficient of determination (R^2) is used to determine the percentage of independent variables that can collectively explain the dependent variable. An R^2 value close to 1 means that the independent variables provide almost all the information needed to predict the variation in the dependent variable. If the coefficient of determination (R^2) = 0, then the independent variables are unable to explain their effect on the dependent variable (Suliyanto, 2011).

Table 8. Results of the Coefficient of Determination (R^2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	0.902 ^a	0.813	0.806	0.663
Predictors: (Constant), <i>Brand Trust</i> , <i>Electronic Word of Mouth</i> , <i>Social Media Engagement</i> , <i>Customer Loyalty</i>				
<i>b.</i> Dependent Variable: <i>Repurchase Intention</i>				
Source: data processed using SPSS software, 2023				

Based on the Adjusted R Square value in the table above, which is 0.806 or 80.6% in percentage terms, it can be seen that brand trust, electronic word of mouth, social media engagement, and customer loyalty have an 80.6% influence on repurchase intention for HMNS Perfume at Grand Indonesia, while 19.4% is influenced by other factors not discussed in this study.

5. Discussion of Research Results

The Influence of Brand Trust on Repurchase Intention

The results of the study show that brand trust does not have a significant effect on repurchase intention. This condition can be explained by the behavior of perfume consumers in Indonesia, especially among young people who make up the majority of respondents. Although HMNS is known as a local perfume brand with good quality, consumers tend to repurchase not solely because of brand trust, but more because of their direct experience with the scent, durability, and suitability to their lifestyle. In addition, high competition in the local perfume industry with many new brands emerging makes consumers more likely to switch to other brands even though they already trust HMNS. This shows that trust is not always a dominant factor in repurchase intention, especially for products with hedonic characteristics such as perfume. These findings support the research by Sari & Nugroho (2020), but differ from Pratama & Santosa (2021), who found trust to be an important factor. This difference in results confirms that product context and market segmentation greatly influence the role of brand trust.

The Influence of Electronic Word of Mouth (E-WOM) on Repurchase Intention

The electronic word of mouth (e-WOM) variable also had no significant effect on repurchase intention. This can be explained by the nature of perfume products, whose use is highly personal and subjective. Perfume scents are often perceived differently by each individual, so reviews or recommendations from others on social media are not always the basis for repurchase decisions. The majority of respondents in this study who had tried HMNS directly tended to rely more on personal experience than on other people's comments. Therefore, e-WOM plays a greater role in the awareness or first purchase stage () rather than in repurchase decisions. These results differ from the studies by Wijaya (2019) and Kusuma (2021), which found e-WOM to be significant, indicating a difference in the context of consumer behavior for perfume compared to other products such as food or cosmetics.

The Effect of Social Media Engagement on Repurchase Intention

Social media engagement has been proven to have a significant positive effect on repurchase intention. These findings confirm that consumer interaction with brands through HMNS social media for example, by liking, commenting on, or sharing content can foster emotional closeness and a sense of belonging to the brand. High engagement makes consumers feel like they are part of the HMNS community, which in turn strengthens their desire to continue repurchasing products. HMNS's creative content, which is relatable to the lifestyle of young people, also provides a psychological boost for consumers to stay connected with the brand. These results are consistent with Wulandari (2020) and Hermawan (2021), who state that social media engagement is one of the key factors in retaining customers in the digital era.

The Effect of Brand Trust on Repurchase Intention

Customer loyalty also has a significant positive effect on repurchase intention. This is in line with Oliver's (1999) theory, which states that customer loyalty will be reflected in repeat purchase commitment. Consumers who are satisfied with the quality of HMNS perfumes, such as their unique aroma and good durability, will tend to be loyal and make repeat purchases even though there are many alternatives on the market. This loyalty is not only formed from the product, but also from the pleasant experience offered by HMNS through its service, packaging, and digital interaction. This study supports Rahman & Putri (2020) and Lestari (2021), who emphasize that customer loyalty is a strong predictor of repurchase intention.

6. Conclusion

Based on the results of the study, the conclusion of this study is that brand trust and electronic word of mouth do not have a significant effect on repurchase intention. Conversely, social media engagement and customer loyalty have been proven to have a significant positive effect on repurchase intention. Simultaneously, all four independent variables have a significant effect on repurchase intention. These findings contribute theoretically to enriching the literature on consumer behavior, particularly the related to factors that influence repurchase intention in the local perfume industry in the digital era. The results of this study also reveal a research gap from previous studies, particularly regarding the insignificant role of brand trust and electronic word of mouth in the context of HMNS. In practical terms, the managerial implication of this study is the need for companies to increase consumer engagement on social media through interactive, creative content that is in line with target market trends. In addition, building and maintaining customer loyalty through consistent product quality and service is key to encouraging repeat purchases. From an Islamic perspective, repurchase intention should not only be viewed from the business profit side, but also from an ethical standpoint. Islam emphasizes the importance of honesty, trustworthiness, and avoiding excessive consumerism. Therefore, the marketing strategies implemented by companies must be based on the principles of honesty, providing real benefits, and maintaining blessings in every transaction.

Recommendations

Based on the results of the study, local perfume companies are advised to increase consumer engagement through more interactive digital marketing strategies, such as creative content, loyalty campaigns, and membership programs. In addition, maintaining product quality and providing consistent service are key to building customer loyalty and encouraging repurchase intention.

Limitations and Suggestions for Future Research

This study is limited to a relatively small number of respondents and only focuses on HMNS consumers at Grand Indonesia. Future studies could use a broader sample, involve other variables such as brand image or price, and compare local and international perfume brands to obtain more comprehensive results.

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