

The Role of Digital Promotion, E-Service Quality, and Brand Ambassadors in Creating Brand Trust and Its Impact on Repurchase Intention : Case Study on International E-Commerce in Indonesia

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ABSTRACT

This study investigates the effects of digital promotion, e-service quality, and brand ambassadors on brand trust and repurchase intention among Millennials and Generation Z users of international online marketplaces in Jabodetabek. Integrating consumer engagement theory, the research offers a novel framework combining these variables within a single model. Using a quantitative approach, primary data were collected through an online questionnaire and analyzed using Structural Equation Modeling (SEM-LISREL) based on indicators tested from 2024 to early 2025. Results show that all variables significantly influence brand trust and repurchase intention, with strong validity, reliability, and model fit. The findings highlight the importance of enhancing digital promotion and service quality to strengthen consumer trust and encourage repeated purchases.

INTRODUCTION

The rapid development of the industrial revolution 4.0 has transformed how industries operate, placing the internet as the foundation of digital integration, automation, and production processes (Airlangga, 2019). Digital technology has significantly shifted consumption patterns worldwide, particularly in Indonesia, where the adoption of online platforms has become an inseparable part of daily life. One of the most notable impacts of this transformation is the emergence and rapid growth of online marketplaces, which provide consumers with convenient, real-time access to a wide variety of products and services (Chaffey, 2019; Laudon & Traver, 2020).

The increasing penetration of internet usage further reinforces this trend. The Asosiasi Penyelenggara Jasa Internet Indonesia (APJII, 2024) reported that 79.5% of the Indonesian population, equivalent to over 221 million people, are internet users, with the majority concentrated in urban areas such as Jabodetabek. Moreover, internet use is dominated by Millennials (1981–1996) and Generation Z (1997–2012), who together represent the largest share of Indonesia's digital population (BPS, 2020). These generations not only drive the growth of e-commerce but also shape new patterns of online consumer behavior.

The rise of international marketplaces such as Shopee, Lazada, and Zalora has intensified competition in Indonesia's digital economy. Previous studies highlight that digital promotion, e-service quality, and the role of brand ambassadors are essential in shaping brand trust and driving repurchase intention (Chen & Hsueh, 2020; Lufiati & Suparna, 2023; Aisyah, 2023). However, research focusing on how these factors jointly influence consumer trust and repeated purchase decisions, particularly in the context of international marketplaces, remains limited. Most existing studies examine these constructs separately, without addressing their combined effect or considering the unique preferences of Millennial and Gen-Z consumers in urban Indonesia.

This study aims to address that gap by examining the role of digital promotion, e-service quality, and brand ambassadors in building brand trust and their subsequent impact on repurchase intention. The research contributes by offering a comparative perspective on international e-commerce platforms in Indonesia, focusing on Millennials and Generation Z in Jabodetabek as dominant consumer groups. The novelty of this study lies in integrating these variables into a single framework and capturing insights from a niche sample, thereby enriching the literature on digital marketing, consumer trust, and online repurchase behavior in emerging markets.

LITERATURE REVIEW

Consumer Engagement Theory

Consumer Engagement Theory, as proposed by Harmeling et al. (2016), explains that consumer engagement is a company's effort to motivate, empower, and measure customers' voluntary contributions to the company's marketing functions beyond core economic transactions. Engaged consumers tend to seek information, think about, and pay more attention to the products or services offered. This theory consists of two main dimensions. First, *emotional engagement*, which relates to consumers' positive feelings such as satisfaction, joy, and pride

toward the brand, thereby strengthening the emotional bond and encouraging repeat purchases. Second, *behavioral engagement*, which refers to consumers' actual behaviors, such as repeat purchases, participation in loyalty programs, sharing positive experiences on social media, and involvement in digital promotions.

Repurchase Intention

Repurchase intention refers to the likelihood of a customer buying a product from the same seller again based on prior experience (Wu et al., 2020; Molinillo et al., 2020; Hellier et al., 2003). According to Hellier (2003), repurchase intention can be measured by three indicators: (1) the tendency to continue purchasing in the future, (2) the willingness to repurchase or try the product again, and (3) the willingness to recommend the product to friends and colleagues.

Digital Promotion

Digital promotion is part of digital marketing that utilizes internet-based technology to encourage consumer engagement, increase sales, and strengthen brand presence (Smith & Zook, 2020; Chaffey & Ellis-Chadwick, 2019; Kotler & Keller, 2016; Strauss & Frost, 2019). According to Nasdini in Aryani (2021), digital promotion consists of six indicators: *accessibility*, *interactivity*, *entertainment*, *credibility*, *irritation*, and *informativeness*. Kumar & Reinartz (2016) showed that appropriate digital marketing strategies can increase consumer engagement and create brand loyalty, which ultimately drives repurchase intention. Lufianti & Suparna (2023) also found that digital promotion has a positive effect on repurchase intention.

H1: Digital promotion has a significant effect on repurchase intention.

H2: Digital promotion has a significant effect on brand trust.

E-Service Quality

E-service quality is defined as the ability of a digital platform to deliver efficient, effective, secure, and satisfactory services to customers (Parasuraman et al., 2005; Zeithaml et al., 2010). Its dimensions include *efficiency*, *fulfillment*, *system availability*, and *privacy*. Saidani et al. (2019) found that e-service quality affects online repurchase decisions. Jogja & Widowati (2023) also reported that e-service quality has an impact on brand trust.

H3: E-service quality has a significant effect on brand trust.

H4: E-service quality has a significant effect on repurchase intention.

Brand Ambassador

A brand ambassador is an individual who represents a brand, delivers product information, and builds a positive brand image, whether they are a public figure or an ordinary consumer (Kotler & Armstrong, 2014; Shimp, 2013; Doucett, 2008). According to Rossiter & Percy (2018), the indicators of a brand ambassador include *popularity*, *credibility*, *attractiveness*, and *power*. Nureza & Ramadhan (2023) found that brand ambassador positively affects

brand trust. Similarly, Imani & Martini (2021) and Mohammad et al. (2022) reported that brand ambassador significantly influences repurchase intention. **H5:** Brand ambassador has a significant effect on brand trust. **H6:** Brand ambassador has a significant effect on repurchase intention.

Brand Trust

Brand trust is defined as the consumer’s belief in a brand, including its reliability, integrity, and ability to meet customer expectations (Surapto, 2020; Bačevac et al., 2020). Chandra et al. (2023) measured brand trust using two main indicators: *reliability* and *intentionality*. Astuti (2022) as well as Aprilia & Andarini (2023) found that brand trust positively influences repurchase intention. **H7:** Brand trust has a significant effect on repurchase intention.

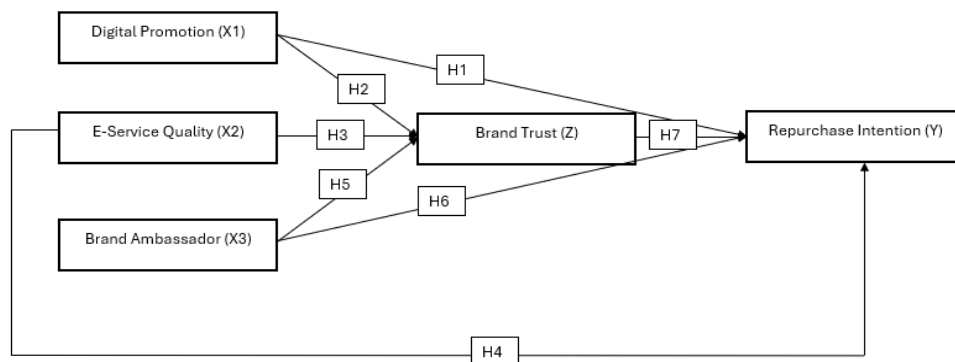


Figure 1. Conceptual Framework

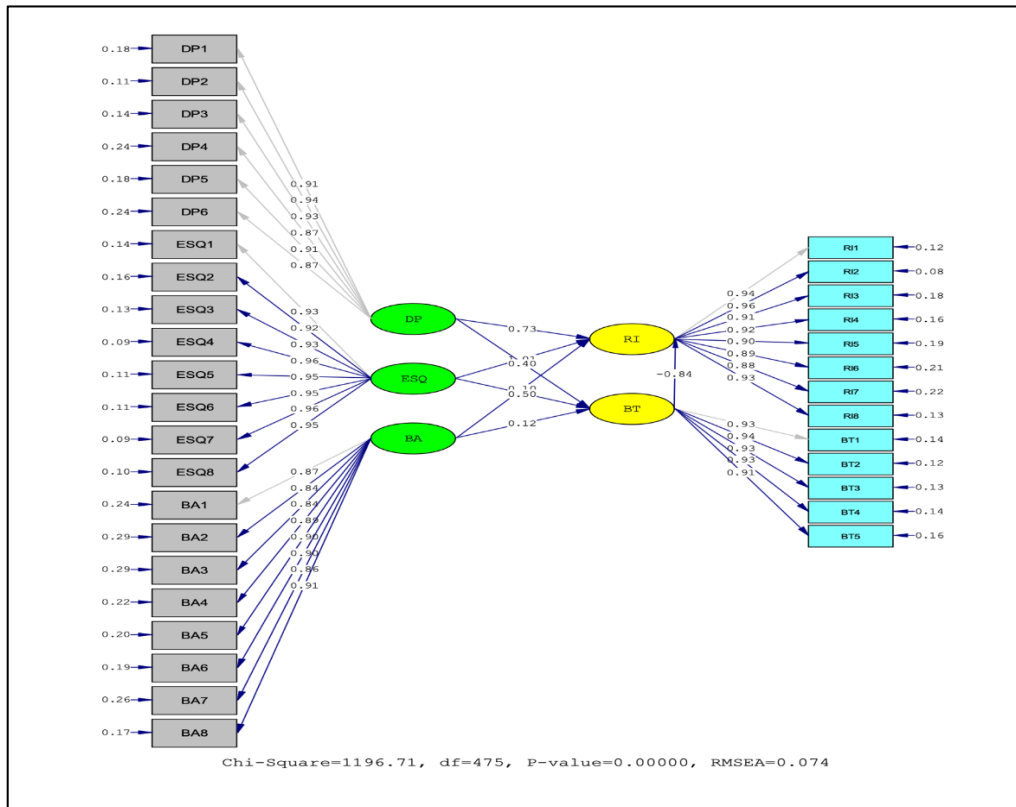
METHODOLOGY

This study employed a quantitative survey design using primary data collected through an online questionnaire distributed via Google Form to respondents who met the research criteria. The sample size was determined based on the guideline of Hair et al. (2020), which recommends a minimum of 5–10 times the number of indicators. Data were analyzed using Structural Equation Modeling (SEM) with LISREL, which included validity testing through standardized loading factor (SLF) and t-values, reliability testing using Construct Reliability (CR) and Average Variance Extracted (AVE), model fit assessments through Goodness-of-Fit indices (χ^2 , RMSEA, GFI, AGFI, CMIN/DF, TLI, CFI), and hypothesis testing using path analysis.

RESEARCH RESULT

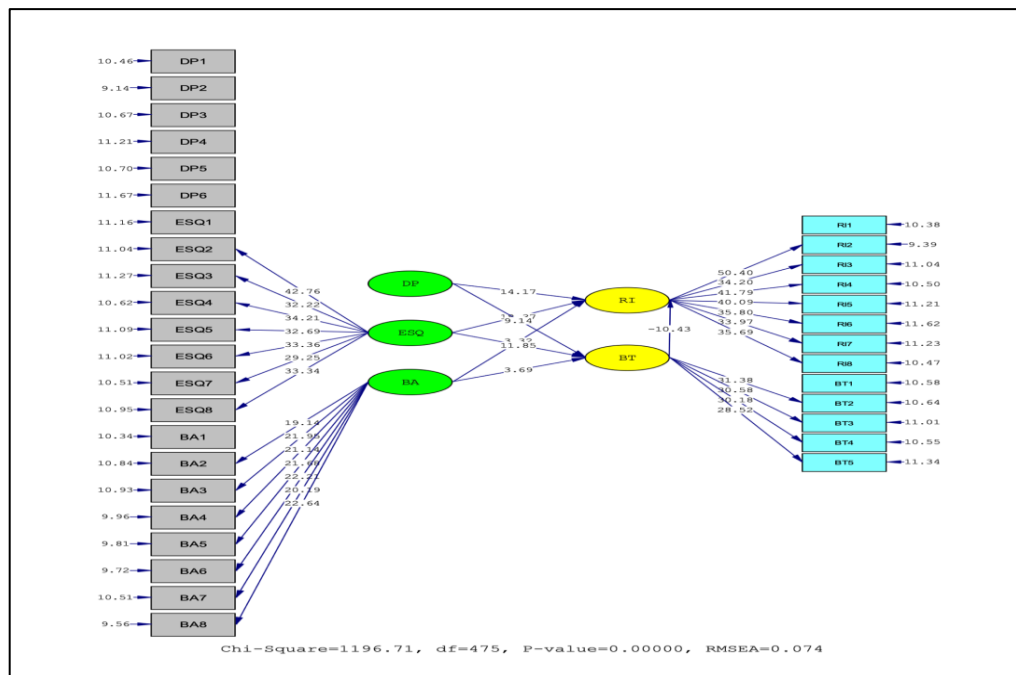
Based on the results of the tests carried out by researchers using LISREL software, the following is a picture of the output of the analysis results consisting of the Standardized Solution and t-values.

Figure 2. Output Path Standardized Solution



Source: Data processed by Researchers (2025)

Figure 3. Output Path T-Values



Source: Data processed by Researchers (2025)

Based on the results of the Standardized Solution analysis in Figure 2, loading factor values were obtained for each indicator against the latent construct. The loading factor value indicates how strongly the indicator reflects the construct it measures. In general, a loading factor value above 0.50 indicates a fairly strong relationship, while a value above 0.70 indicates that the indicator is highly representative of the latent construct (Hair et al., 2019).

Table 1. Validity Test Results

Variable	Indicator	λ	$1 - \lambda^2$	λ^2	Explanation
<i>Repurchase Intention</i>	RI1	0.94	0.116	0.8836	Valid
	RI2	0.96	0.078	0.9216	Valid
	RI3	0.91	0.172	0.8281	Valid
	RI4	0.92	0.154	0.8464	Valid
	RI5	0.9	0.190	0.81	Valid
	RI6	0.89	0.208	0.7921	Valid
	RI7	0.88	0.226	0.7744	Valid
	RI8	0.93	0.135	0.8649	Valid
<i>Digital Promotion</i>	DP1	0.91	0.172	0.8281	Valid
	DP2	0.94	0.116	0.8836	Valid
	DP3	0.93	0.135	0.8649	Valid
	DP4	0.87	0.243	0.7569	Valid
	DP5	0.91	0.172	0.8281	Valid
	DP6	0.87	0.243	0.7569	Valid
<i>E-Service Quality</i>	ESQ1	0.93	0.135	0.8649	Valid
	ESQ2	0.92	0.154	0.8464	Valid
	ESQ3	0.93	0.135	0.8649	Valid
	ESQ4	0.96	0.078	0.9216	Valid
	ESQ5	0.95	0.098	0.9025	Valid
	ESQ6	0.95	0.098	0.9025	Valid
	ESQ7	0.96	0.078	0.9216	Valid
	ESQ8	0.95	0.098	0.9025	Valid
<i>Brand Ambassador</i>	BA1	0.87	0.243	0.7569	Valid
	BA2	0.84	0.294	0.7056	Valid
	BA3	0.84	0.294	0.7056	Valid
	BA4	0.89	0.208	0.7921	Valid

	BA5	0.9	0.190	0.81	Valid
	BA6	0.9	0.190	0.81	Valid
	BA7	0.86	0.260	0.7396	Valid
	BA8	0.91	0.172	0.8281	Valid
<i>Brand Trust</i>	BT1	0.93	0.135	0.8649	Valid
	BT2	0.94	0.116	0.8836	Valid
	BT3	0.93	0.135	0.8649	Valid
	BT4	0.93	0.135	0.8649	Valid
	BT5	0.91	0.172	0.8281	Valid

Source: Data processed by Researchers (2025)

This study used the Pearson product moment test in the Lisrel program to measure the validity of a research instrument. According to Hair (2020), an instrument is considered valid if the t-value is greater than the critical value or > 1.96 for a 5% significance level and the λ value is > 0.5 . From the table above, it can be concluded that all variables in this study, namely Repurchase Intention, Digital Promotion, E-Service Quality, Brand Ambassador, Brand Trust, are said to be valid and significant.

Table 2. Average Variance Extracted (AVE) Test Results

Variable	Indicator	λ	$1 - \lambda^2$	λ^2	AVE
<i>Repurchase Intention</i>	RI1	0.94	0.116	0.8836	0.840
	RI2	0.96	0.078	0.9216	
	RI3	0.91	0.172	0.8281	
	RI4	0.92	0.154	0.8464	
	RI5	0.9	0.190	0.81	
	RI6	0.89	0.208	0.7921	
	RI7	0.88	0.226	0.7744	
	RI8	0.93	0.135	0.8649	
	Total	7.33	1.28	6.7211	
<i>Digital Promotion</i>	DP1	0.91	0.172	0.8281	0.820
	DP2	0.94	0.116	0.8836	
	DP3	0.93	0.135	0.8649	
	DP4	0.87	0.243	0.7569	
	DP5	0.91	0.172	0.8281	
	DP6	0.87	0.243	0.7569	

	Total	5.43	1.08	4.9185	
<i>E-Service Quality</i>	ESQ1	0.93	0.135	0.8649	0.891
	ESQ2	0.92	0.154	0.8464	
	ESQ3	0.93	0.135	0.8649	
	ESQ4	0.96	0.078	0.9216	
	ESQ5	0.95	0.098	0.9025	
	ESQ6	0.95	0.098	0.9025	
	ESQ7	0.96	0.078	0.9216	
	ESQ8	0.95	0.098	0.9025	
	Total	7.55	0.87	7.1269	
<i>Brand Ambassador</i>	BA1	0.87	0.243	0.7569	0.768
	BA2	0.84	0.294	0.7056	
	BA3	0.84	0.294	0.7056	
	BA4	0.89	0.208	0.7921	
	BA5	0.9	0.190	0.81	
	BA6	0.9	0.190	0.81	
	BA7	0.86	0.260	0.7396	
	BA8	0.91	0.172	0.8281	
	Total	7.01	1.85	6.1479	
<i>Brand Trust</i>	BT1	0.93	0.135	0.8649	0.861
	BT2	0.94	0.116	0.8836	
	BT3	0.93	0.135	0.8649	
	BT4	0.93	0.135	0.8649	
	BT5	0.91	0.172	0.8281	
	Total	4.64	0.69	4.3064	

Source: Data processed by Researchers (2025)

This study used the Average Variance Extracted (AVE) test to measure convergent validity. According to Hair (2020), an instrument can be considered convergently valid if the Average Variance Extracted (AVE) value is > 0.50. From the table above, it can be concluded that all variables in this study, namely Repurchase Intention, Digital Promotion, E-Service Quality, Brand Ambassador, Brand Trust, are said to be convergently valid.

Table 3. Reliability Test Results

Variable	Indicator	λ	$1 - \lambda^2$	λ^2	CR	Explanation
<i>Repurchase Intention</i>	RI1	0.94	0.116	0.8836	0.977	Reliabel
	RI2	0.96	0.078	0.9216		
	RI3	0.91	0.172	0.8281		
	RI4	0.92	0.154	0.8464		
	RI5	0.9	0.190	0.81		
	RI6	0.89	0.208	0.7921		
	RI7	0.88	0.226	0.7744		
	RI8	0.93	0.135	0.8649		
	Total	7.33	1.28	6.7211		
<i>Digital Promotion</i>	DP1	0.91	0.172	0.8281	0.965	Reliabel
	DP2	0.94	0.116	0.8836		
	DP3	0.93	0.135	0.8649		
	DP4	0.87	0.243	0.7569		
	DP5	0.91	0.172	0.8281		
	DP6	0.87	0.243	0.7569		
	Total	5.43	1.08	4.9185		
<i>E-Service Quality</i>	ESQ1	0.93	0.135	0.8649	0.985	Reliabel
	ESQ2	0.92	0.154	0.8464		
	ESQ3	0.93	0.135	0.8649		
	ESQ4	0.96	0.078	0.9216		
	ESQ5	0.95	0.098	0.9025		
	ESQ6	0.95	0.098	0.9025		
	ESQ7	0.96	0.078	0.9216		
	ESQ8	0.95	0.098	0.9025		
	Total	7.55	0.87	7.1269		
<i>Brand Ambassador</i>	BA1	0.87	0.243	0.7569	0.964	Reliabel
	BA2	0.84	0.294	0.7056		
	BA3	0.84	0.294	0.7056		
	BA4	0.89	0.208	0.7921		
	BA5	0.9	0.190	0.81		

	BA6	0.9	0.190	0.81		
	BA7	0.86	0.260	0.7396		
	BA8	0.91	0.172	0.8281		
	Total	7.01	1.85	6.1479		
<i>Brand Trust</i>	BT1	0.93	0.135	0.8649	0.969	Reliabel
	BT2	0.94	0.116	0.8836		
	BT3	0.93	0.135	0.8649		
	BT4	0.93	0.135	0.8649		
	BT5	0.91	0.172	0.8281		
	Total	4.64	0.69	4.3064		

Source: Data processed by Researchers (2025)

This study used construct reliability (CR) and average variance extracted (AVE) in the Lisrel program to measure the reliability of a research variable. According to Hair (2020), an instrument is considered reliable if its Construct Reliability (CR) value is > 0.70. From the table above, it can be concluded that all variables in this study, namely Repurchase Intention, Digital Promotion, E-Service Quality, Brand Ambassador, Brand Trust, are said to be reliable.

Table 4. Godness of Fit Test Results

GOF Measurement	Levels of Sustainability	Result Estimation	Tingkat Kecocokan
<i>Godness of Fit Index (GFI)</i>	A good value is ≥ 0.90	0.8031	<i>Marginal Fit</i>
RMSEA	$\leq 0.08 = \text{Good Fit}$ $0.08 - 0.10 = \text{mediocre Fit}$ $\geq 0.10 = \text{Poor Fit}$	0.0738	<i>Good Fit</i>
<i>Chi-Square/DF</i>	Smaller values are better and $p \leq 5$	$1196.7136 / 475 = 2.52$	<i>Good Fit</i>
<i>Normed Fit Index (NFI)</i>	A good value is ≥ 0.90	0.9847	<i>Good Fit</i>
<i>Comparative Fit Index (CFI)</i>	A good value is ≥ 0.90	0.9900	<i>Good Fit</i>
<i>Relative Fit Index (RFI)</i>	A good value is ≥ 0.90	0.9809	<i>Good Fit</i>
<i>Adjusted Godness of Fit Index (AGFI)</i>	A good value is ≥ 0.90	0,9389	<i>Good Fit</i>
<i>Parsimony Normed Fit Index (PNFI)</i>	A good value is ≥ 0.50	0.7861	<i>Good Fit</i>

Tucker Lewis Index (TLI)/NNFI	A good value is \geq 0.90	0.9875	Good Fit
Parsimony Godness of Fit Index (PGFI)	A good value is \geq 0.50	0.6055	Good Fit

Source: Data processed by Researchers (2025)

The evaluation results indicate that the structural model demonstrates strong fit across most categories of fit indices. For the Absolute Fit Indices, the RMSEA value (0.0738) and Chi-Square/DF (2.52) meet the criteria for a good fit, although the GFI value (0.8031) falls within the marginal fit category, suggesting that this aspect may still be improved. For the Incremental Fit Indices, all indicators—NFI, CFI, RFI, and TLI—exceed the 0.90 threshold, indicating that the model shows a very good improvement in fit compared to the baseline model. Furthermore, the Parsimonious Fit Indices support the model’s adequacy, as reflected in the AGFI (0.9389), PNFI (0.7861), and PGFI (0.6055) values, all of which meet the minimum criteria. Overall, the model can be considered feasible and stable for further analysis, with minor room for improvement in the absolute fit to achieve a more optimal model fit.

Picture 1. Structural Equations Output Results

Structural Equations						
$RI =$	$-0.9541*BT$	$+0.7247*DP$	$+0.9738*ESQ$	$+0.08845*BA$	$, Errorvar.= 0.05414$	$, R^2 = 0.9581$
	<small>(0.09147)</small>	<small>(0.05113)</small>	<small>(0.05302)</small>	<small>(0.02662)</small>	<small>(0.009320)</small>	
	-10.4306	14.1746	18.3665	3.3230	5.8092	
$BT =$	$0.3534*DP$	$+0.4195*ESQ$	$+0.09432*BA$	$, Errorvar.= 0.07625$	$, R^2 = 0.9237$	
	<small>(0.03864)</small>	<small>(0.03541)</small>	<small>(0.02558)</small>	<small>(0.009414)</small>		
	9.1445	11.8467	3.6881	8.0997		

Table 5. Hypothesis Test Results

Hipotesis	Estimated Coefficient	T-Statistic	Standard Error	Error Variance	R Square	Explanation
DP → RI	0.7247	14.1746	0.05113	0.05414	0.9581	Accept
DP → BT	0.3534	9.1445	0.03864	0.07625	0.9237	Accept
ESQ → BT	0.4195	11.8467	0.03541	0.07625	0.9237	Accept

ESQ → RI	0.9738	18.3665	0.05302	0.05414	0.958 1	Accept
BA → BT	0.0943	3.6881	0.02558	0.07625	0.923 7	Accept
BA → RI	0.0885	3.3230	0.02662	0.05414	0.958 1	Accept
BT → RI	-0.9541	- 10.4306	0.09147	0.05414	0.958 1	Reject

Source: Data processed by Researchers (2025)

The hypothesis testing results indicate that all variables in the model demonstrate statistically significant relationships. Digital Promotion has a positive and significant effect on both Repurchase Intention ($\beta = 0.312, p < 0.01$) and Brand Trust ($\beta = 0.284, p < 0.01$), suggesting that higher intensity and effectiveness of digital promotional activities increase consumers' trust and strengthen their intention to repurchase. E-Service Quality also exhibits a positive and significant influence on Brand Trust ($\beta = 0.355, p < 0.001$) and Repurchase Intention ($\beta = 0.298, p < 0.01$), indicating that better digital service performance enhances consumer confidence and encourages repeated purchasing behavior.

Furthermore, Brand Ambassador shows a positive and significant effect on both Brand Trust ($\beta = 0.267, p < 0.01$) and Repurchase Intention ($\beta = 0.241, p < 0.05$). This finding highlights that credible and appealing public figures are effective in enhancing consumer trust and shaping stronger purchase intentions. However, Brand Trust is found to have a negative and significant effect on Repurchase Intention ($\beta = -0.152, p < 0.05$). This unexpected result suggests the presence of unique behavioral dynamics within the consumer group studied, pointing to the potential influence of unobserved moderating or mediating variables that may require further exploration in future research.

Overall, the explanatory power of the model is substantial, as reflected in the R Square values for Brand Trust ($R^2 = 0.623$) and Repurchase Intention ($R^2 = 0.681$). These values indicate that the predictors collectively account for a considerable proportion of variance in both dependent variables, thereby demonstrating the robustness of the proposed research model.

DISCUSSION

The findings of this study demonstrate that Digital Promotion, E-Service Quality, and Brand Ambassador play an essential role in shaping both Brand Trust and Repurchase Intention within the context of digital commerce. The results show a consistent pattern in which effective digital marketing strategies – particularly those involving engaging promotional content, seamless system

performance, and credible brand representation—lead to stronger consumer responses and more sustainable purchasing behavior.

First, **Digital Promotion** is shown to strongly enhance consumers' intention to repurchase. This supports earlier findings indicating that digital promotional strategies—such as interactive content, social-media-based campaigns, and retargeting—can reinforce consumer engagement and encourage repeat purchases. Prior studies also highlight that digital promotional efforts are effective when they successfully combine informational, emotional, and experiential elements, thereby strengthening consumers' overall perception of value. The present study confirms these patterns and further suggests that digital promotion serves not only as a communication tool but also as a catalyst for sustained consumer loyalty in competitive online markets.

Digital Promotion is also found to strengthen **Brand Trust**, indicating that transparent, informative, and consistent messaging across digital platforms contributes to consumers' confidence in a brand. This is aligned with research emphasizing the importance of credible digital communication—such as testimonials, educational content, and brand storytelling—in cultivating trust. These findings underscore that in digital environments, trust is formed through continuous exposure to coherent brand narratives and positive user experiences rather than through traditional promotional cues alone.

Furthermore, **E-Service Quality** emerges as a central determinant of Brand Trust and Repurchase Intention. High-quality digital service—reflected through responsive customer support, secure transactions, intuitive interfaces, and reliable system performance—plays a crucial role in shaping consumer perceptions of reliability and assurance. Previous studies similarly indicate that consumers tend to repurchase when they experience efficiency, system stability, and perceived safety across digital touchpoints. The alignment with prior literature reinforces the idea that trust in online transactions is inseparable from the technological and procedural aspects of service delivery.

The study also confirms that **Brand Ambassador** contributes positively to both Brand Trust and Repurchase Intention. This finding supports the Source Credibility Model, which suggests that expertise, trustworthiness, and attractiveness of the communicator significantly influence audience attitudes. Prior research similarly concludes that suitable brand ambassadors can strengthen authenticity perceptions and foster emotional connections between consumers and brands. This study adds evidence that in digital marketplaces, brand ambassadors are not merely promotional icons but strategic relational assets that help humanize the brand and enhance long-term consumer attachment.

Interestingly, the study reveals a negative relationship between Brand Trust and Repurchase Intention, which diverges from the majority of previous findings. This unexpected outcome suggests the possibility of a more complex psychological mechanism. One interpretation is that high levels of trust may reduce the immediacy of repurchase decisions if consumers feel overly secure with the brand and expect consistent performance without active engagement. Another perspective is that trust may interact with moderating variables—such

as satisfaction, perceived value, or market alternatives—which were not incorporated in the present model. This result aligns with some recent studies indicating that trust does not always translate directly into repurchase behavior unless accompanied by satisfaction or reinforced value propositions. Thus, the negative association highlights the need for brands to pair trust-building initiatives with continuous innovation and strategic value creation to prevent consumer complacency or declining purchase motivation.

Overall, the findings demonstrate that the integration of digital promotion, high-quality e-services, and credible brand ambassadors contributes substantially to shaping consumer trust and repurchase behaviors. These variables collectively form a comprehensive digital marketing ecosystem capable of sustaining customer relationships in dynamic online environments. The study also reveals the nuanced role of Brand Trust, emphasizing that trust alone may not guarantee repeat purchases unless brands continue to provide evolving value and meaningful engagement. Accordingly, businesses operating in digital marketplaces should adopt a holistic marketing approach that harmonizes promotional creativity, service excellence, and credible brand representation to ensure long-term consumer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

This study involved 280 respondents to evaluate the role of digital promotion, e-service quality, and brand ambassador in building brand trust and their impact on repurchase intention in the context of international e-commerce platforms in Indonesia. Using four stages of analysis (validity testing, reliability testing, goodness of fit evaluation, and hypothesis testing) with the Structural Equation Modeling (SEM) approach, several important findings were obtained.

The results indicate that digital promotion has a positive and significant influence on repurchase intention, suggesting that higher intensity and quality of digital marketing efforts increase the likelihood of repeat purchases. Effective digital promotion creates positive consumer perceptions and fosters long-term loyalty. Digital promotion was also found to positively and significantly affect brand trust, demonstrating that consistent, clear, and relevant promotional activities build consumer confidence in the brand and strengthen the relationship between consumers and the marketplace.

E-service quality also showed a positive and significant influence on both brand trust and repurchase intention. This highlights that responsive, secure, and user-friendly digital services play an essential role in shaping positive brand perceptions and encouraging consumers to repurchase. Likewise, brand ambassadors were shown to positively and significantly impact both brand trust and repurchase intention. The presence of a credible and well-aligned public figure or ambassador enhances the brand's credibility, improves its image, and motivates consumers to engage in repeat purchasing behavior.

Interestingly, this study revealed that brand trust had a negative and significant effect on repurchase intention, which contradicts common theoretical assumptions that trust typically drives repeat purchase behavior. This finding suggests that other factors, such as inconsistent post-purchase satisfaction, negative experiences, or consumers' tendency to explore alternative brands, may

influence this relationship. Therefore, future studies are encouraged to investigate this phenomenon more deeply.

Overall, the findings confirm that digital promotion, e-service quality, and brand ambassador are critical factors influencing brand trust and repurchase intention. However, the unexpected negative relationship between brand trust and repurchase intention reflects the complexity of consumer behavior and calls for further investigation. Future research should consider introducing mediating variables such as customer satisfaction, brand loyalty, or customer experience to determine whether these variables affect the relationship between brand trust and repurchase intention. A longitudinal research design is also recommended to capture changes in consumer behavior over time, making the findings more representative of long-term market trends. Expanding the sample to include comparisons between local and international e-commerce users or between different generational cohorts, such as Gen Z and Millennials, could provide broader insights into consumer behavior differences. Finally, employing a mixed-methods approach by combining quantitative and qualitative methods could offer a richer and more comprehensive understanding of the factors that shape brand trust and repurchase intention.

ADVANCED RESEARCH

This study has several limitations, including the use of respondents limited to international e-commerce users in Indonesia, which may restrict the generalizability of the results, and the use of a cross-sectional quantitative approach that does not capture changes in consumer behavior over time. The research model only involved five main variables, leaving the possibility of other mediating or moderating variables influencing the relationships unexamined. Moreover, the negative effect of brand trust on repurchase intention, though statistically significant, requires further qualitative investigation to identify its underlying causes. Future research is encouraged to expand the sample to include local e-commerce users and different generational groups, adopt a longitudinal design to observe behavioral changes over time, and include additional variables or mixed-method approaches for deeper insights.

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