

The Effect of Digital Marketing and Customer Trust on Repurchase Intention of Ms Glow Products

Suaharni Rahayu
Universitas Pamulang

Corresponding Author: Suaharni Rahayu dosen00964@unpam.ac.id

ARTICLE INFO

Keywords: Digital Marketing, Customer Trust, Purchase intention

Received : 25 October 2025

Revised : 25 December 2025

Accepted: 27 January 2026

©2026 Rahayu : This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



ABSTRACT

The purpose of this study was to determine the effect of digital marketing and customer trust on purchase intention among MS Glow customers in Pamulang. This study was quantitative with a sample of 100 respondents using the Slovin formula. The results of simple linear regression showed the equation $Y = 14.233 + 0.264X_1$ with a correlation of 0.769, and R^2 0.591, meaning that digital marketing influences purchase intention by 59.1%. The t-test showed t-count $11.898 > t$ -table 1.984 (sig. 0.001), so the hypothesis was accepted. The customer trust analysis produced the equation $Y = 19.512 - 0.007X_2$ with a correlation of 0.840 and R^2 0.705. Multiple regression showed $Y = 0.817 + 0.321X_1 + 0.637X_2$ with an Adjusted R^2 of 0.741, and the F test was significant.

INTRODUCTION

The development of digital technology has transformed consumer behavior, including in the cosmetics industry. Consumers now increasingly obtain product information through social media, influencers, marketplaces, and other digital platforms. MS Glow, one of the largest local beauty brands, utilizes intensive digital marketing strategies to increase sales and build relationships with customers. However, increased digital interaction does not always translate directly to customer loyalty, as repurchase intention is influenced by consumer trust in the brand and the digital information received.

Phenomenologically, many MS Glow consumers make repeat purchases due to positive experiences they experience through digital content, testimonials, and brand reputation. However, some consumers are hesitant to make repeat purchases due to concerns about product quality, authenticity, and the credibility of information disseminated on digital platforms. This raises an important question: to what extent do digital marketing and customer trust influence repeat purchase intentions for MS Glow products?

This study was conducted by sampling MS Glow customers in Pamulang, an active consumer community with unique characteristics in online purchasing behavior. This unique sample is an important contribution because it captures the dynamics of cosmetics consumption in urban areas heavily influenced by digital media.

Theoretically, this research also enriches the study of digital marketing and consumer behavior by examining the simultaneous relationship between digital marketing and customer trust on repurchase intention. The results are expected to contribute to the development of consumer loyalty theory in a digital context and provide practical implications for the MS Glow brand in improving its marketing strategy and building customer trust to encourage repeat purchases.

This study has clear novelty, both in terms of the object, variables, and context of the study. First, this study focuses on MS Glow, a local beauty brand with an intensive digital marketing strategy and a large customer base. Previous research has focused more on general beauty products or other brands, so this study provides a specific empirical contribution to the MS Glow.

Second, this study simultaneously combines digital marketing and customer trust variables to influence repurchase intention. Previous studies generally examined only one variable or focused solely on purchase intention. Therefore, this study expands the literature by examining factors that drive repurchase intention and relate to consumer loyalty.

Third, this research was conducted in the context of a dynamic digital era, where digital marketing strategies (social media, influencers, content, and marketplaces) continue to evolve. This research provides more relevant and contextual results for current marketing conditions, particularly in understanding the role of consumer trust in digital platforms

Thus, this research is expected to provide new contributions in the development of digital marketing theory and practice, especially in increasing MS Glow customer loyalty through digital marketing and building customer trust.

LITERATURE REVIEW

Digital Marketing

Digital marketing is a form of marketing that utilizes digital technology to promote products and build relationships with consumers (Kotler & Keller, 2016). Digital marketing encompasses not only promotions but also two-way communication through social media, websites, apps, and other digital platforms. This strategy encompasses content marketing, influencer marketing, social media marketing, search engine marketing, email marketing, and digital advertising.

In the digital era, consumers find it easier to find information and compare products through online platforms. This makes digital marketing a key tool for companies to reach their target market more broadly and quickly. According to Chaffey & Ellis-Chadwick (2019), digital marketing offers advantages in message personalization, interactivity, and the ability to measure results in real time. Ha1: There is an Effect of Digital Marketing on Repurchase Intention.

According to Purnaya Sari Tarigan (2023), digital marketing has a positive effect on purchase intention for Make Over cosmetic products. According to Purnaya Sari Tarigan (2023): Digital marketing has a positive influence on purchase intention for Make Over cosmetic products.

Customer Trust

Customer trust is the consumer's belief that a brand can fulfill its promises, be honest, and be consistent in quality and service (Morgan & Hunt, 1994). Trust is the foundation of long-term relationships between consumers and brands.

Consumer trust is built through various factors such as product quality, previous experience, brand reputation, testimonials, information transparency, and transaction security. In the digital context, trust becomes even more important because consumers can't always see the product in person, so they rely on digital information and reviews from other users. Ha2: There is an influence of customer trust on repurchase intention of MS Glow cosmetic products online. According to Suryani (2019), customer trust has a significant influence on repurchase intention in e-commerce.

Repurchase Intention

Repurchase intention is a consumer's intention or tendency to repurchase the same product or brand (Oliver, 1999). Repurchase intention is an indicator of consumer loyalty and a company's success in retaining customers.

Repurchase intention is influenced by consumer experience, satisfaction, trust, product quality, and the effectiveness of marketing strategies. In the cosmetics industry, repurchase intention is crucial because beauty products tend to be consumed repeatedly, and consumer loyalty can generate strong word-of-mouth marketing. Ha3: Customer Trust Influences Online Repurchase Intention for MS Glow Cosmetic Products.

According to Cika Emilia (2023), digital marketing, customer trust, and customer reviews have a positive and significant influence on online repurchase intention for Wardah cosmetic products. According to Cika Emilia (2023): Digital

marketing, Customer Trust and Customer Reviews have a positive and significant influence on online repurchase intention for Wardah cosmetic products.

Based on theoretical studies and previous research, digital marketing and customer trust play a role as determining factors in repurchase intention. Digital marketing contributes through increased awareness and interaction, while customer trust strengthens consumer confidence to repurchase

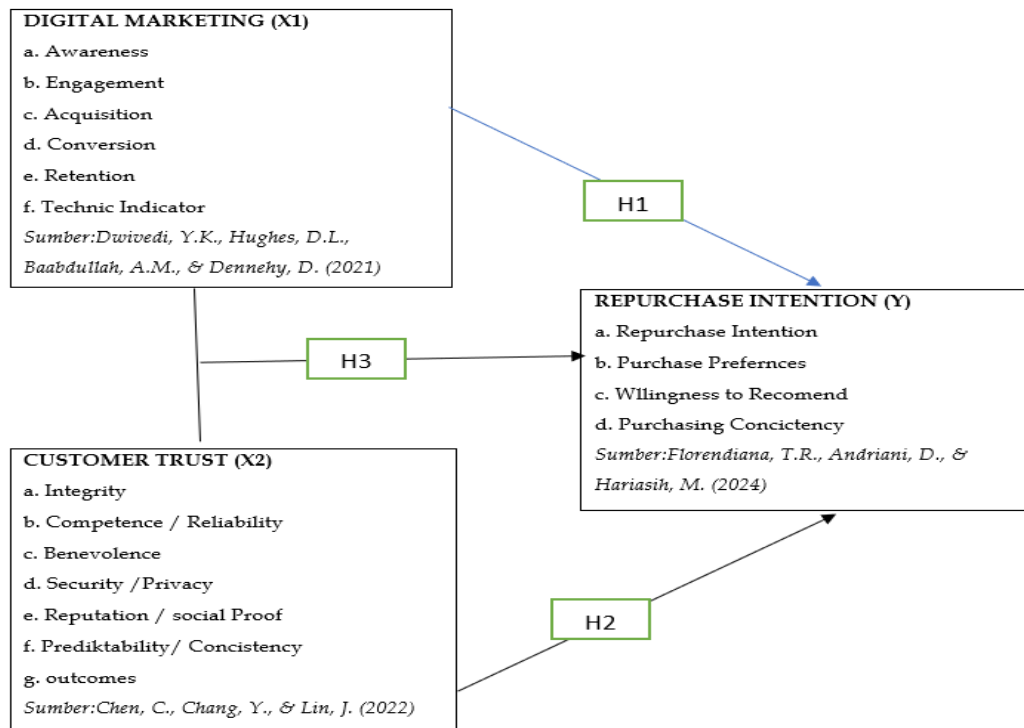


Figure 1. Conceptual Framework Gambar

METHODOLOGY

The type of research used in this study is quantitative research with a causal associative approach. Quantitative research aims to test theories by measuring research variables numerically and analyzing the relationships between them using statistical methods (Sugiyono, 2022). This approach was chosen because the study focuses on examining the influence of digital marketing (X_1) and customer trust (X_2) on repurchase intention (Y) for MS Glow cosmetic products.

This research was conducted on consumers of MS Glow cosmetic products residing in the Pamulang area of South Tangerang. The study was planned to last five months, from January to May 2025.

A research population is the entire group of individuals, objects, or events that share certain characteristics and are the primary focus of the research. According to Ahmad (2023), a research population encompasses all elements relevant to the research objectives, from which the researcher intends to generalize the findings. In this study, the population was 121,497 MS Glow customers.

A research sample is a portion of a population selected to serve as the source of actual data in a study. According to Campbell et al. (2020), a sample is a subset of a population deemed to represent the overall characteristics of the population, allowing research results to be generalized. A technique for calculating the sample size from a specific population was developed, using the Slovin formula. Using this technique, a sample of 100 MS Glow customers in Pamulang was taken.

RESEARCH RESULT

Data analysis

Validity Test

The significance rate $\alpha = 0.05$ (5%) with a test confidence level of 95%, the r table value at (n-2) where (100 - 2) then obtained an r-table of 0.1966. This can be seen from each item of the statement of the variables Digital Marketing (X1), Customer Trust (X2), and Repurchase Intention (Y) has a calculated r greater than the r table. So each item can be said to be valid.

Reliability Test

The Cronbach Alpha value for the variables Digital Marketing (X1), Customer Trust (X2), and Repurchase Intention (Y) has a Cronbach Alpha value above 0.60 so it can be concluded that this research questionnaire is said to be reliable.

Classical Assumption Test

Normality Test

Table 1. Normality Test with One Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	,0000000	
	Std. Deviation	1,81064686	
Most Extreme Differences	Absolute	,096	
	Positive	,096	
	Negative	-,084	
Test Statistic		,096	
Asymp. Sig. (2-tailed) ^c		,023	
Monte Carlo Sig. (2-tailed) ^d	Sig.	,021	
	99% Confidence Interval	Lower Bound	,017
		Upper Bound	,025

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Based on the test results in Table 1 above, a significance value of 0.021 > 0.05 was obtained. Thus, the distribution assumption of the equation in this test is normally distributed.

Multicollinearity Test

Table 2. Multicollinearity Test

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	,817	1,120		,730	,467		
	Digital Marketing	,321	,081	,310	3,951	<,001	,425	2,354
	Customer Trust	,637	,083	,605	7,703	<,001	,425	2,354

a. Dependent Variable: Repurchase Intention

Based on the results of the multicollinearity test in table 2 above, the VIF value for the Digital Marketing and Customer Trust variables is 2.354, which is lower than 10, and the tolerance value is 0.425, which is greater than 0.10, so it can be concluded that the variables are not related to each other or there is no multicollinearity.

Heterodecacity Test

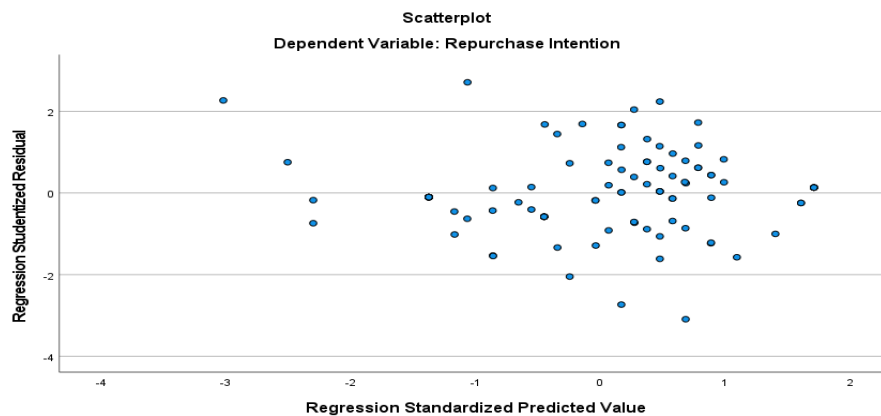


Figure 2. Heterodescaling Test Results

Based on Figure 2 above, it can be seen that the residual points are spread randomly and do not form a particular pattern, so it can be concluded that there is no heteroscedasticity in the regression model, so this regression model is suitable for use as research data.

Multiple Linear Test Analysis

Table 3. Multiple Linear Regression Test

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	,817	1,120		,730	,467
	Digital Marketing	,321	,081	,310	3,951	<,001
	Customer Trust	,637	,083	,605	7,703	<,001

a. Dependent Variable: Repurchase Intention

Based on the table above, the multiple linear regression coefficient equation is as follows: $Y = 0.817 + 0.321X_1 + 0.637X_2$. The multiple linear regression equation above can be interpreted as follows:

a. The constant value of 0.817 means that if the Digital Marketing (X1) and Customer Trust (X2) variables are not considered, Repurchase Intention (Y) will only have a value of 0.817 points.

b. The Digital Marketing (X1) value of 0.321 means that if the constant remains constant and there is no change in the Customer Trust (X2) variable, then every 1 (one) unit change in the Digital Marketing (X1) variable will result in a change in Repurchase Intention (Y) of 0.321 points.

c. The Customer Trust (X2) value of 0.637 means that if the constant remains constant and there is no change in the Digital Marketing variable (X1), then every 1 (one) unit change in the Customer Trust (X2) variable will result in a 0.637 point change in Repurchase Intention (Y).

The results of the multiple linear regression analysis indicate that the most dominant influence is the Customer Trust (X2) variable.

Analysis of Determination Coefficient (R²)

Table 4. Test of Digital Marketing Determination Coefficient (X1) on Repurchase Intention (Y)

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.769 ^a	.591	.587	2,310	2,033

a. Predictors: (Constant), Digital Marketing

b. Dependent Variable: Repurchase Intention

Based on Table 4 above, the R-square value, or coefficient of determination, is 0.591. This value indicates that the Digital Marketing variable (X1) influences the Repurchase Intention variable (Y) by 59.1%. The remainder is influenced by factors outside this research variable.

Table 5. Test of the Determination Coefficient of Customer Trust (X2) Against Repurchase Intention (Y)

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.840 ^a	.705	.702	1,961	1,776

a. Predictors: (Constant), Customer Trust

b. Dependent Variable: Repurchase Intention

Based on Table 5 above, the R-square value, or coefficient of determination, is 0.705. This value can influence Repurchase Intention (Y) by 70.5%. The remainder is influenced by factors outside this research variable.

Table 6. Test of the Determination Coefficient of Digital Marketing (X1) and Customer Trust (X2) on Repurchase Intention (Y)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,864 ^a	,746	,741	1,829	2,013

a. Predictors: (Constant), Customer Trust, Digital Marketing

b. Dependent Variable: Repurchase Intention

Based on Table 6 above, the Adjusted R Square value, or coefficient of determination, is 0.741. This value indicates that the Digital Marketing (X1) and Customer Trust (X2) variables influence the Repurchase Intention (Y) variable by 74.1%. The remainder is influenced by factors outside this research variable.

Hypothesis Testing
Uji Parsial (Uji t)

Table 7. t-Test of the Influence of Digital Marketing (X1) on Repurchase Intention (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,337	1,291		3,359	,001
	Digital Marketing	,796	,067	,769	11,898	<,001

a. Dependent Variable: Repurchase Intention

Based on table 7. above, the t-count value is obtained $>$ t-table or (11.898 $>$ 1.984). This is also strengthened by a significance value of $0.001 < 0.05$. Thus, H_0 is rejected H_a is accepted, this shows that there is a very significant partial influence between Digital Marketing (X1) on Repurchase Intention (Y).

Table 8. t-Test of the Effect of Customer Trust (X2) on Repurchase Intention (Y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,038	1,154		1,767	,080
	Customer Trust	,884	,058	,840	15,316	<,001

a. Dependent Variable: Repurchase Intention

Based on table 8. above, the t-count value is obtained $>$ t-table or $(15.316 > 1.984)$. This is also strengthened by a significance value of $0.001 < 0.05$. Thus, H_{o2} is rejected H_{a2} is accepted, this shows that there is a partially significant influence between Customer Trust (X2) on Repurchase Intention (Y).

Simultaneous Test (F Test)

Table 9. Simultaneous Test (f-Test) of Digital Marketing (X1) and Customer Trust (X2) on Repurchase Intention (Y)

		ANOVA^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	954,184	2	477,092	142,584	$<.001^b$
	Residual	324,566	97	3,346		
	Total	1278,750	99			

a. Dependent Variable: Repurchase Intention

b. Predictors: (Constant), Customer Trust, Digital Marketing

Based on table 9. above, the f-count value is obtained $>$ f-table or $(142.584 > 3.090)$. This is also strengthened by a significance value of $0.001 < 0.05$. Thus, H_{o3} is rejected H_{a3} is accepted, this shows that there is a very significant influence simultaneously between Digital Marketing (X1) and Customer Trust (X2) on Repurchase Intention (Y).

DISCUSSION

The Influence of Digital Marketing (X1) on Repurchase Intention (Y)

Based on the results of the test analysis that has been carried out, it shows that the Digital Marketing variable (X1) has a t-count of $11.898 >$ t-table 1.984 with a significance level value of $0.001 < 0.05$, so H_{o1} is rejected and H_{a1} is accepted indicating that there is an influence of Digital Marketing on Repurchase Intention on MS Glow products. So the first hypothesis is accepted. This is supported by research. Research conducted by Sari and Pratiwi (2021) also confirms that digital marketing has a positive effect on repurchase intention because it is able to increase customer trust and satisfaction through easy access to information and transparent communication.

The Influence of Customer Trust on Repurchase Intention

Based on the results of the test analysis that has been carried out, it shows that the Customer Trust variable (X2) has a t count of $15.316 >$ 1.984 t table with a significance level value of $0.001 < 0.05$, so H_{o2} is rejected and H_{a2} is accepted, indicating that there is an influence of Customer Trust on Repurchase Intention on MS Glow products. So the second hypothesis is accepted. This is supported by research conducted by Siahaan and Sitompul (2021), Customer trust in online cosmetic products greatly influences loyalty and repurchase intention because it fosters a sense of security from the risk of fraudulent product discrepancies. Greatly affects loyalty and repurchase intention

The Influence of Digital Marketing and Customer Trust on Repurchase Intention

Based on the results of the test analysis that has been carried out, it shows that the Digital Marketing Variable (X1) and the Customer Trust variable (X2) have a calculated F value of $142.584 > 3.090$ F table, with a significance level value of $0.001 < 0.05$, then H_0 is rejected and H_a is accepted, indicating that there is an influence of Digital marketing (X1) and Customer Trust (X2) on Repurchase Intention (Y) on MS Glow products. So the third hypothesis is accepted. This is supported by research conducted by Putri and Wijaya (2023) which explains that social media can be a space to strengthen customer trust because customers can directly interact with brands and see authentic evidence from other users' experiences.

CONCLUSION AND RECOMMENDATIONS

CONCLUSION

Based on the problem formulation, literature review, and the analysis and discussion outlined previously, the following conclusions can be drawn:

1. Digital marketing influences repurchase intention.
2. Customer trust influences repurchase intention.
3. Digital marketing and customer trust simultaneously influence repurchase intention.

RECOMMENDATION

1. Companies need to provide complete and transparent product information through digital marketing strategies and platforms to ensure that the information customers need is exactly what they need.
2. Companies must increase customer trust by providing, selling, or promoting products according to what is offered so that customers are not disappointed and there are no products that do not match their physical appearance.
3. Companies must strengthen customer retention by implementing digital customer loyalty strategies by providing rewards or bundling products for customers who make at least two repeat purchases.

FURTHER RESEARCH

This research has been conducted with careful planning and analysis, but there are still several limitations that need to be considered for further research development regarding research that discusses other variables such as Customer Review, Brand Loyalty and so on.

REFERENCES

- Aferonika, S., & Setiawan, R. (2021). *Analisis brand Somethinc dan loyalitas konsumen kosmetik lokal Indonesia*. *Jurnal Manajemen Bisnis*, 7(3), 33–48.
- Aferonika, S., & Setiawan, R. (2021). *Analisis top brand index kosmetik Somethinc di Indonesia*. *Jurnal Ekonomi dan Bisnis*, 9(1), 45–55.
- Andini, R., & Hidayat, M. (2024). *Pengaruh ulasan online terhadap kepercayaan konsumen e-commerce*. *Jurnal Manajemen Digital*, 6(2), 22–33.
- Andrade, C. (2021). A student's guide to the classification and operationalization of variables in the conceptualization and design of a clinical study: Part 1. *Indian Journal of Psychological Medicine*, 43(2), 177–180. <https://doi.org/10.1177/0253717621996477>
- APJII (Asosiasi Penyelenggara Jasa Internet Indonesia). (2023). *Laporan Survei Internet Indonesia 2023*. Jakarta: APJII.
- Atika, D., Rahayu, F., & Hasanah, I. (2021). *Strategi digital marketing dalam meningkatkan penjualan online*. *Jurnal Ilmu Komunikasi dan Bisnis*, 5(2), 14–27.
- Bermeo-Giraldo, L. M. (2022). *Digital marketing factors and their impact on business performance: A systematic review*. *Journal of Digital Marketing Research*, 10(1), 45–59.
- Bowen, J. T., & Chen, S.-L. (2001). The relationship between customer loyalty and customer satisfaction. *International Journal of Contemporary Hospitality Management*, 13(5), 213–217.
- Buttle, F. (2009). *Customer relationship management: Concepts and tools* (2nd ed.). Oxford: Butterworth-Heinemann.
- Chen, C., Chang, Y., & Lin, J. (2022). *Customer trust and digital brand experience in e-commerce environments*. *Frontiers in Psychology*, 13, 1–14.
- Cindrakasih, D. (2022). *Perkembangan pengguna internet di Indonesia tahun 2022*. *Jurnal Teknologi Informasi Indonesia*, 4(3), 50–63.
- Dwivedi, Y. K., Hughes, D. L., Baabdullah, A. M., & Dennehy, D. (2021). *Digital marketing in the era of data-driven business*. *Journal of Business Research*, 134, 1–13.
- Fill, C., & Turnbull, S. (2016). *Marketing communications: Discovery, creation and conversations* (7th ed.). Harlow: Pearson Education Limited.
- Flavián, C., Guinalú, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & Management*, 43(1), 1–14.
- Gefen, D. (2000). E-commerce: The role of familiarity and trust. *Omega*, 28(6), 725–737.
- Gremler, D. D., & Brown, S. W. (1996). Service loyalty: Its nature, importance, and implications. *Advances in Services Marketing and Management*, 5, 171–183.
- Hasibuan, M. S. P. (2016). *Manajemen: Dasar, pengertian, dan masalah* (Edisi Revisi). Jakarta: Bumi Aksara.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11/12), 1762–1800.

- Hendricks, A., Singh, J., & Ramaswamy, V. (2024). *Digital consumer trust and engagement in AI-driven marketplaces*. *Frontiers in Digital Marketing*, 2(1), 22–35.
- Khamitov, M., Grégoire, Y., & Suri, A. (2024). *Trust and distrust in marketing: A meta-analytic integration and future directions*. *Journal of Marketing*, 88(3), 1–27.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Hoboken, NJ: John Wiley & Sons.
- Luwiska, A. (2021). *Penerapan digital marketing dan media sosial dalam bisnis kosmetik lokal*. *Jurnal Komunikasi dan Pemasaran*, 8(2), 55–64.
- Moorman, C., Soli, L., & Cardoso, A. (2022). *Data-driven marketing and decision making*. *Journal of Consumer Research*, 49(3), 455–472.
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38.
- Ningrum, D. R., Fauzi, M., & Rahman, F. (2021). *Analisis kepercayaan pelanggan terhadap teknologi belanja online di masa pandemi*. *Jurnal Ekonomi Digital Indonesia*, 3(4), 112–123.
- Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(Special Issue), 33–44.
- OWOX. (2024). *Digital marketing KPIs and performance metrics: 2024 report*. Retrieved from <https://owox.com>
- Riyanjaya, F., & Andarini, D. (2022). *Pengaruh kualitas produk dan digital marketing terhadap niat beli ulang konsumen Somethinc*. *Jurnal Ilmu Ekonomi dan Bisnis Digital*, 5(2), 88–97.
- Ryan, D. (2016). *Understanding digital marketing: Marketing strategies for engaging the digital generation* (4th ed.). London: Kogan Page.
- Ryan, D. (2020). *Digital marketing: Integrating strategy and practice*. New York: Routledge.
- Sari, N., Putri, D., & Handayani, L. (2019). *Analisis faktor penyebab rendahnya kepercayaan konsumen terhadap kosmetik online*. *Jurnal Riset Pemasaran Indonesia*, 7(1), 56–67.
- Siahaan, R., & Sitompul, E. (2021). *Analisis kepercayaan pelanggan terhadap kosmetik halal dan non-halal di Indonesia*. *Jurnal Manajemen dan Bisnis Digital*, 5(1), 77–89.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Wijaya, P., & Putri, A. (2023). *Relationship-driven digital marketing: Building consumer trust in social media platforms*. *Jurnal Pemasaran Modern Indonesia*, 9(2), 65–78.
- Yunita, E., & Rofelawaty, D. (2018). *Kepercayaan konsumen dalam transaksi online: Analisis perilaku belanja digital di Indonesia*. *Jurnal Manajemen dan Bisnis Online*, 2(1), 23–34.