

# TRUST AS A TRANSFORMATIONAL MEDIATOR IN BRANDED FASHION REPURCHASE INTENTIONS: EVIDENCE FROM SOCIAL MEDIA MARKETING, CELEBRITY ENDORSEMENT, AND PERCEIVED RISK

## A CONFIANÇA COMO MEDIADORA TRANSFORMADORA NAS INTENÇÕES DE RECOMPRA DE MARCAS DE MODA: EVIDÊNCIAS DO MARKETING EM MÍDIAS SOCIAIS, ENDOSSO DE CELEBRIDADES E RISCO PERCEBIDO

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### Abstract

Consumer reluctance to repurchase branded fashion products remains a critical challenge for manufacturers, prompting the need for effective strategies to strengthen repurchase intention. This study investigates the influence of Social Media Marketing, Celebrity Endorsement, and Perceived Risk on Repurchase Intention, with Trust serving as a mediating variable among branded fashion consumers in Surabaya. Using a causal research design, data were collected from 210 respondents through accidental sampling and analyzed using Partial Least Squares (PLS). The findings reveal that Social Media Marketing has a significant positive effect on Trust, whereas Celebrity Endorsement and Perceived Risk exert significant negative influences on Trust. Additionally, Celebrity Endorsement, Perceived Risk, and Trust positively and significantly affect Repurchase Intention, while Social Media Marketing unexpectedly shows a significant negative impact on Repurchase Intention. Further analysis indicates that Trust mediates the relationship between Social Media Marketing and Repurchase Intention in a positive manner, yet Trust demonstrates a negative mediating effect on the relationships between Celebrity Endorsement and Perceived Risk toward Repurchase Intention. Overall, these results

### Resumo

A relutância do consumidor em recomprar produtos de moda de marca continua sendo um desafio crítico para os fabricantes, o que evidencia a necessidade de estratégias eficazes para fortalecer a intenção de recompra. Este estudo investiga a influência do marketing em mídias sociais, do endosso de celebridades e do risco percebido na intenção de recompra, com a confiança atuando como variável mediadora entre consumidores de moda de marca em Surabaya. Utilizando um delineamento de pesquisa causal, os dados foram coletados de 210 respondentes por meio de amostragem acidental e analisados utilizando Mínimos Quadrados Parciais (PLS). Os resultados revelam que o marketing em mídias sociais tem um efeito positivo significativo na confiança, enquanto o endosso de celebridades e o risco percebido exercem influências negativas significativas sobre a confiança. Além disso, o endosso de celebridades, o risco percebido e a confiança afetam positiva e significativamente a intenção de recompra, enquanto o marketing em mídias sociais, inesperadamente, apresenta um impacto negativo significativo sobre a intenção de recompra. Análises adicionais indicam que a Confiança medeia positivamente a relação entre o Marketing em Mídias Sociais e a Intenção de



highlight the complex interplay between digital marketing strategies, consumer perceptions, and trust formation in shaping repurchase intentions within the branded fashion industry.

**Keywords:** Social Media Marketing, Celebrity Endorsement, Perceived Risk, Trust, Repurchase Intention.

*Recompra, mas demonstra um efeito mediador negativo na relação entre o Endosso de Celebidades e o Risco Percebido em relação à Intenção de Recompra. Em geral, esses resultados destacam a complexa interação entre estratégias de marketing digital, percepções do consumidor e formação de confiança na definição das intenções de recompra no setor de moda de marca.*

**Palavras-chave:** Marketing em Mídias Sociais. Endosso de Celebidades. Risco Percebido. Confiança. Intenção de Recompra.

## 1 INTRODUCTION

The development of the internet and social media in Indonesia shows significant growth, with the number of internet users reaching 171.17 million in 2018 (APJII, 2018). The Millennial generation and Gen Z, as dominant users of the internet, are a group of consumers who actively interact in the digital space, follow lifestyle trends, and become a potential market for the branded fashion industry. Social media has become the primary means by which consumers find product information, follow trends, and interact with brands through digital content. Social media presence also enables companies to implement Social Media Marketing (SMM) to strengthen their connection with consumers, increase engagement, and encourage repeat purchase behavior. (Kotler *et al.*, 2022; Kaiwa *et al.*, 2024).

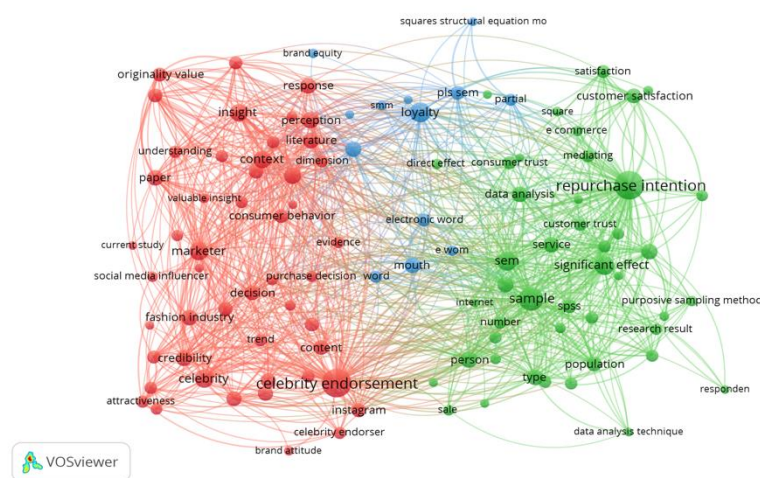
Although the initial purchase of branded fashion products is relatively high, the Repurchase Intention (RI) of consumers is not always comparable, especially in high-priced products and the luxury segment. RI is influenced by psychological, social, and situational factors, including SMM, Celebrity Endorsement (CE), Perceived Risk (PR), and Trust (Sağlam & Jarrar, 2021; Danaswari & Hidayati, 2024; Tjiptono, 2019)). CE plays a role in increasing the credibility and attractiveness of products through popular public figures (Olmedo *et al.*, 2020; Hani *et al.*, 2018), while PR, such as quality and security risks of transactions, can reduce repurchase intentions, especially in online transactions (Yuniarti *et al.*, 2022; Qalati *et al.*, 2021)). Trust is a key variable for building long-term loyalty and strengthening the relationship between consumers and brands

(Sağlam & Jarrar, 2021; Aslam *et al.*, 2020; Cardoso *et al.*, 2022). Previous research has also shown that SMM, CE, and PR can influence the Repurchase Intention of Indonesian people through Trust as a mediator (Danaswari & Hidayati, 2024; Kurniawan *et al.*, 2023; Caraka *et al.*, 2022).

A bibliometric mapping was conducted using VOSviewer to identify the research gap in studies on repurchase intention within the branded fashion industry. The visualization results indicate that prior research has predominantly concentrated on the direct positive effects of social media marketing and celebrity endorsement on purchase intention and brand loyalty, with trust commonly positioned as an outcome variable rather than as a mediating mechanism. Moreover, the interaction between perceived risk and trust is frequently examined in e-commerce contexts but remains weakly connected to repurchase behavior in fashion branding studies. The network clusters further reveal limited exploration of contradictory or adverse effects of social media marketing on repurchase intention, suggesting an overreliance on linear optimistic assumptions in existing models. This underdeveloped intersection between digital marketing strategies, trust formation, and repurchase intention highlights a significant empirical gap, thereby justifying the present study's focus on the mediating role of trust in explaining the complex and non-linear relationships among social media marketing, celebrity endorsement, perceived risk, and repurchase intention.

**Figure 1**

*Bibliography analysis*



The VOSviewer bibliometric map reveals three distinct clusters: celebrity endorsement and influencer-related studies (red), repurchase intention and customer trust, with methodological emphases (green), and social media marketing, e-WOM, and loyalty (blue). The weak interconnections among these clusters indicate that prior studies have primarily examined these constructs in isolation, with limited integration between social media marketing, trust, and repurchase intention. Moreover, the literature predominantly assumes positive linear effects, while the potential contradictory or negative influence of social media marketing on repurchase intention remains underexplored. This fragmentation highlights a clear research gap, justifying the need to investigate the mediating role of trust in explaining the complex relationships among social media marketing, celebrity endorsement, perceived risk, and repurchase intention in the branded fashion context

The phenomenon of declining sales of branded fashion products in Indonesia, particularly in Surabaya, presents a significant challenge for manufacturers in retaining consumers. Therefore, this study is designed to examine the extent to which SMM, CE, and PR factors influence Trust and RI, and to assess how Trust mediates the relationship between consumer perception of the brand and repurchase intent. More specifically, this study aims to: (1) analyze the influence of CE, PR, and SMM on the Trust of fashion branded consumers, (2) examine the influence of CE, PR, SMM, and Trust on the Repurchase Intention, and (3) analyze the role of the Trust as a mediator of CE, PR, and SMM relations with the Repurchase Intention in Surabaya. This study is among the first to empirically test the contradictory effects of SMM on RI through Trust in the Indonesian branded fashion context. By integrating these factors within the framework of the Theory of Planned Behavior (Ajzen, 1991), this research is expected to provide an academic contribution in the form of a deeper understanding of the mechanism of the formation of an Indonesian, as well as a practical contribution to an effective fashion branded marketing strategy in building customer trust and loyalty in the digital era.

The Theory of Planned Behavior explains that intentions are influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Celebrity Endorsements can increase positive attitudes, social norms, and behavior control, thereby strengthening repurchase intent (Macheka *et al.*, 2024; Mukti Aji, 2018). Marketing is the process of creating, delivering, and exchanging value to build mutually beneficial

relationships with customers (Kotler *et al.*, 2022). Effective marketing strategies, including product orientation, sales, and social media, aim to improve customer satisfaction and achieve company goals (Wibowo *et al.*, 2020). This theory describes the consumer decision-making process from problem identification to post-purchase evaluation (Rowan, 1967). Celebrity Endorsement and consumer trust significantly influence repurchase decisions and brand loyalty (Amin *et al.*, 2025; Hussain *et al.*, 2024).

Perceived Behavioral Control refers to an individual's perception of the ease or difficulty of performing a behavior, based on the presence of supporting and inhibiting factors (Ajzen, 1991). A high perception of control increases the likelihood of a person committing behaviors, including repurchase decisions (Kim *et al.*, 2025).

Social Media Marketing is a marketing strategy that utilizes social media to enable two-way interaction, build mutual value, increase trust, and encourage repurchase (Ibrahim, 2022). The indicators include context, communication, collaboration, connection, entertainment, interaction, trendiness, customization, and advertisement (Wirga *et al.*, 2022; Ebrahim, 2020). Perceived Risk is the uncertainty that consumers face regarding the negative consequences of their purchases (Sánchez-Cañizares *et al.*, 2021; Wu *et al.*, 2020). The form includes financial, product, time, delivery, social, and security risks, which affect purchasing strategies (Pillai *et al.*, 2022; Kamalul Ariffin *et al.*, 2018). The influencing factors are conscious, subconscious, and affective (Finucane, 2013).

Celebrity Endorsement is the use of celebrities to increase brand recognition, trust, and purchase intent (Erdogan, 1999; Bergkvist & Zhou, 2016; Jun *et al.*, 2023). Its effectiveness is influenced by trustworthiness, expertise, attractiveness, similarity, respect, and the VisCAP model (Sharuddin & Baharom, 2024; Garg & Bakshi, 2024). Trust is the consumer's belief that the other party is reliable and does not act opportunistically (Yuen *et al.*, 2021; Carfora *et al.*, 2021). It is influenced by ability, benevolence, and integrity, and is reflected in indicators of service confidence, quality, and security (Hiatt *et al.*, 2023). Repurchase intention refers to the desire to repurchase the same product or service (Chatzoglou *et al.*, 2022; Doeim *et al.*, 2022). Influenced by positive experiences, trust, social interaction, and eWOM, with indicators of repurchase decisions, loyalty, and positive recommendations (Phan Tan, 2024).

## 2 THEORETICAL FRAMEWORK

This study employs a quantitative approach with a causal design to investigate the impact of Social Media Marketing, Celebrity Endorsement, and Perceived Risk on Repurchase Intention, with Trust serving as a mediating variable. The research population comprises consumers of branded fashion products in Surabaya who actively use social media, with a sample of at least 210 respondents obtained through accidental sampling. Data were collected using questionnaires based on a 1–5 Likert scale, which were distributed both online and offline. The questionnaires were then tested for validity and reliability through an initial trial involving 30 respondents. Variables are measured based on theoretical indicators, such as entertainment, interaction, trends, and customization in SMM; credibility, attractiveness, and similarity to CE; financial, social, and security risks to PR; ability, integrity, and goodwill to the Trust; as well as repurchase intent and loyalty to Repurchase Intention. The research was conducted in Surabaya from January to April 2025 and analyzed using descriptive statistics and Structural Equation Modeling with the Partial Least Squares (SEM-PLS) approach to test the validity, reliability, and relationships between the variables (Hair *et al.*, 2019).

## 3 RESULT AND DISCUSSION

### 3.1 Validity test

The validity test was conducted on 30 respondents to assess the validity of an instrument or statement that had been prepared as a research indicator. If the  $r$ -calculated value exceeds 0.50, the item is considered valid (Grønmo, 2023). The following are the results of the validity test that has been carried out:

**Table 1***Instrument Validity*

<b>Variable</b>	<b>Statement</b>	<b>r count</b>	<b>r table</b>	<b>Conclusion</b>
<i>Social Media Marketing</i> (SMM)	SMM.1	0,870	0.5	Valid
	SMM.2	0,514		
	SMM.3	0,823		
	SMM.4	0,930		
	SMM.5	0,935		
<i>Celebrity Endorsement</i> (CE)	CE.1	0,933		
	CE.2	0,924		
	CE.3	0,971		
<i>Perceived Risk</i> (PR)	PR.1	0,809		
	PR.2	0,795		
	PR.3	0,899		
	PR.4	0,792		
	PR.5	0,708		
	PR.6	0,804		
	PR.7	0,888		
<i>Trust</i> (T)	T.1	0,542		
	T.2	0,927		
	T.3	0,891		
<i>Repurchase Intention</i> (RI)	RI.1	0,948		
	RI.2	0,908		
	RI.3	0,803		

From the table, the calculated r value exceeds the table value (0.5); therefore, all submitted statements are valid.

### 3.2 Reliability test

Reliability was assessed using two primary measures: Cronbach's Alpha and Composite Reliability (CR). Good reliability indicates that the research instrument can provide consistent results in repeated measurements. The results of the reliability test of this researcher are as follows:

**Table 2**

## Reliability Test

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Critical Values</b>	<b>Conclusion</b>
<i>Social Media Marketing (SMM)</i>	0,873	0,914		
<i>Celebrity Endorsement (CE)</i>	0,938	0,960		
<i>Perceived Risk (PR)</i>	0,915	0,932	0.7	Reliable
<i>Trust (T)</i>	0,693	0,815		
<i>Repurchase Intention (RI)</i>	0,863	0,918		

All constructs in this study had Cronbach's Alpha and Composite Reliability values above 0.70, indicating good reliability. Although the Trust construct has an Alpha value of 0.693, which is slightly below the ideal limit, the CR value of 0.815 still shows adequate internal consistency. Referring to Hair *et al.* (2019), Alpha values between 0.60 and 0.70 are still acceptable in exploratory studies. Therefore, the Trust construct is maintained because it is reliable and has a strong theoretical basis in the context of consumer trust in branded fashion products.

### 3.3 Descriptive of respondents

Based on the results of the questionnaire, which included 210 respondents, all research indicators showed an average value between 4.3 and 4.533, classified as High to Very High according to the continuum scale of Creswell & Creswell (2022). This indicates that the respondents' perception of the entire construct is very positive. The Social Media Marketing and Trust variables achieved the highest results (mean up to 4,533), indicating strong interactivity and trust in the brand. Celebrity Endorsement and Perceived Risk are also rated high, indicating that celebrities have a positive influence, and the risk of purchase is considered low. Meanwhile, Repurchase Intention indicates that consumers are loyal and intend to make repeat purchases. Overall, all constructs fall into the positive category and empirically support the research model.

**Table 3**

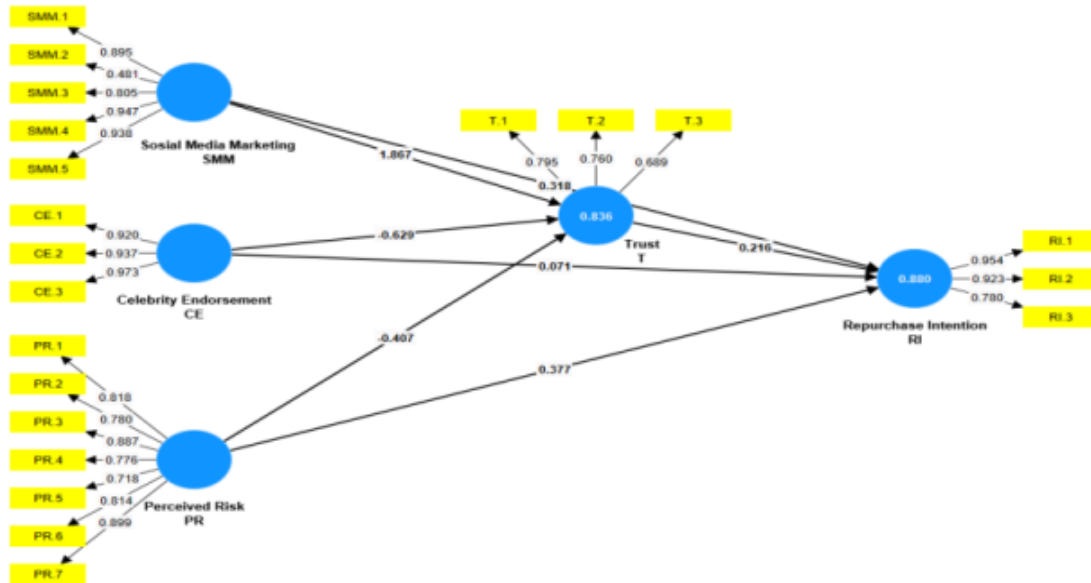
## Descriptive Test

<b>Indikator</b>	<b>Average Indicator</b>	<b>Variable Average</b>	<b>Indicator Achievements</b>	<b>Variable Reach</b>
SMM.1	4,4		High	
SMM.2	4,533		Very High	
SMM.3	4,4	4,45	High	High
SMM.4	4,467		High	
SMM.5	4,467		High	
CE.1	4,5		High	
CE.2	4,4	4,46	High	High
CE.3	4,467		High	
PR.1	4,433		High	
PR.2	4,467		High	
PR.3	4,467		High	
PR.4	4,433	4,42	High	High
PR.5	4,433		High	
PR.6	4,4		High	
PR.7	4,3		High	
T.1	4,4		High	
T.2	4,533	4,48	Very High	High
T.3	4,5		High	
RI.1	4,333		High	
RI.2	4,4	4,38	High	High
RI.3	4,4		High	

**3.4 Path diagram construction results (research model)**

The results of the path diagram construction in this study are presented in Figure 1.

**Figure 2**  
Results of the SEM analysis



### 3.5 Structural model equation results (inner model)

The structural model shows the causal relationship between latent constructs. Based on the diagram, the path coefficients are obtained as follows:

$$TSMM = 1,867 SMM + \zeta_1$$

$$TCE = 0.629 EC + \zeta_1$$

$$TPR = 0.407 PR + \zeta_1$$

$$RI = 0.216 * T + \zeta_2$$

Information:

T = Trust

RI = Repurchase Intention

$\zeta$  = error/residual term

The coefficient is taken directly from the path between constructs.

1. Social Media Marketing (SMM)

$$SMM.1 = 0,895 * SMM + 0,446$$

$$SMM.2 = 0,481 * SMM + 0,876$$

$$SMM.3 = 0,805 * SMM + 0,593$$

$$\text{SMM.4} = 0,947 * \text{SMM} + 0,321$$

$$\text{SMM.5} = 0,938 * \text{SMM} + 0,346$$

## 2. Celebrity Endorsement (CE)

$$\text{CE.1} = 0,920 * \text{CE} + 0,392$$

$$\text{CE.2} = 0,937 * \text{CE} + 0,349$$

$$\text{CE.3} = 0,973 * \text{CE} + 0,230$$

## 3. Perceived Risk (PR)

$$\text{PR.1} = 0,818 \times \text{PR} + 0,575$$

$$\text{PR.2} = 0,818 \times \text{PR} + 0,575$$

$$\text{PR.3} = 0,780 \times \text{PR} + 0,625$$

$$\text{PR.4} = 0,887 \times \text{PR} + 0,461$$

$$\text{PR.5} = 0,776 \times \text{PR} + 0,631$$

$$\text{PR.6} = 0,718 \times \text{PR} + 0,696$$

$$\text{PR.7} = 0,899 \times \text{PR} + 0,438$$

## 4. Trust (T)

$$\text{T.1} = 0,795 * \text{T} + 0,606$$

$$\text{T.2} = 0,760 * \text{T} + 0,650$$

$$\text{T.3} = 0,689 * \text{T} + 0,724$$

## 5. Repurchase Intention (RI)

$$\text{RI.1} = 0,954 * \text{RI} + 0,299$$

$$\text{RI.2} = 0,923 * \text{RI} + 0,384$$

$$\text{RI.3} = 0,780 * \text{RI} + 0,625$$

### 3.6 Convergent validity

**Table 4**

*Outer Loading*

<b>Variabel</b>	<b>Indikator</b>	<b>Loading Factor</b>
Social Media Marketing (SMM)	Entertainment (SMM.1)	0,895
	Interaction (SMM.2)	0,481
	Trendiness (SMM.3)	0,805
	Customization (SMM.4)	0,947

<b>Variabel</b>	<b>Indikator</b>	<b>Loading Factor</b>
	Word of Mouth (SMM.5)	0,938
Celebrity Endorsement (CE)	Celebrity credibility (CE.1)	0,920
	Celebrity appeal (CE.2)	0,937
	Celebrity-product fit (CE.3)	0,973
Perceived Risk (PR)	Financial Risk (PR.1)	0,818
	Time Risk (PR.2)	0,780
	Social Risk (PR.3)	0,887
	Product Risk (PR.4)	0,776
	Delivery Risk (PR.5)	0,718
	Security & Privacy Risk (PR.6)	0,814
	After Sale Risk (PR.7)	0,899
Trust (T)	Brand reliability (T.1)	0,795
	Brand integrity (T.2)	0,760
	Purchase security (T.3)	0,689
Repurchase Intention (RI)	Repurchase intention (RI.1)	0,954
	Brand loyalty (RI.2)	0,923
	Willingness to recommend (RI.3)	0,780

From Table 4, it can be seen that all indicators have a loading factor value of  $\geq 0.7$ , except for the interaction indicator (SMM.2) and purchase security (T.3). Therefore, these two indicators will be eliminated and re-analyzed. The analysis carried out after eliminating the two indicators is as follows:

**Table 5**

*Outer Loading Second Iteration*

<b>Variable</b>	<b>Indicator</b>	<b>Loading Factor</b>
Celebrity Endorsement (CE)	Celebrity credibility (CE.1)	0,919
	Celebrity appeal (CE.2)	0,937
	Celebrity-product fit (CE.3)	0,972
Perceived Risk (PR)	Financial Risk (PR.1)	0,818
	Time Risk (PR.2)	0,789
	Social Risk (PR.3)	0,893
	Product Risk (PR.4)	0,787
	Delivery Risk (PR.5)	0,703
	Security & Privacy Risk (PR.6)	0,804
	After Sale Risk (PR.7)	0,898

<b>Variable</b>	<b>Indicator</b>	<b>Loading Factor</b>
Social Media Marketing (SMM)	Entertainment (SMM.1)	0,925
	Trendiness (SMM.3)	0,836
	Customization (SMM.4)	0,955
	Word of Mouth (SMM.5)	0,928
Trust (T)	Brand reliability (T.1)	0,949
	Brand integrity (T.2)	0,515
Repurchase Intention (RI)	Repurchase intention (RI.1)	0,959
	Brand loyalty (RI.2)	0,932
	Willingness to recommend (RI.3)	0,764

From Table 5, it can be seen that all indicators have a loading factor value of  $\geq 0.7$ , except for the brand integrity indicator (T.2). Therefore, these indicators will be eliminated and re-analyzed. The analysis carried out after removing these indicators is as follows:

**Table 6**  
*Outer Loading Third Iteration*

<b>Variable</b>	<b>Indicator</b>	<b>Loading Factor</b>
Social Media Marketing (SMM)	Entertainment (SMM.1)	0,926
	Trendiness (SMM.3)	0,836
	Customization (SMM.4)	0,954
	Word of Mouth (SMM.5)	0,926
Celebrity Endorsement (CE)	Celebrity Credibility (CE.1)	0,919
	Celebrity Attraction (CE.2)	0,938
	Celebrity compatibility with products (CE.3)	0,972
Perceived Risk (PR)	Financial Risk (PR.1)	0,818
	Time Risk (PR.2)	0,797
	Social Risk (PR.3)	0,899
	Product Risk (PR.4)	0,799
	Delivery Risk (PR.5)	0,687
	Security & Privacy Risk (PR.6)	0,793
	After Sale Risk (PR.7)	0,896
Trust (T)	Brand reliability (T.1)	1,000
Repurchase Intention (RI)	Brand loyalty (RI.2)	0,962
	Willingness to recommend (RI.3)	0,938
	Repurchase intention (RI.1)	0,751

From Table 6, it can be seen that all indicators have a loading factor value of  $\geq 0.7$ , except for the delivery risk indicator (PR.5), which will be eliminated and re-analyzed. The analysis carried out after removing these indicators is as follows:

**Table 7**

*Outer Loading Fourth Iteration*

<b>Variable</b>	<b>Indicator</b>	<b>Loading Factor</b>
Social Media Marketing (SMM)	Entertainment (SMM.1)	0,927
Social Media Marketing (SMM)	Trendiness (SMM.3)	0,836
	Customization (SMM.4)	0,954
	Word of Mouth (SMM.5)	0,926
	Entertainment (SMM.1)	0,927
Celebrity Endorsement (CE)	Celebrity Credibility (CE.1)	0,919
	Celebrity Attraction (CE.2)	0,938
	Celebrity compatibility with products (CE.3)	0,972
Perceived Risk (PR)	Financial Risk (PR.1)	0,824
	Time Risk (PR.2)	0,803
	Social Risk (PR.3)	0,904
	Product Risk (PR.4)	0,831
	Security & Privacy Risk (PR.6)	0,765
	After Sale Risk (PR.7)	0,894
Trust (T)	Brand reliability (T.1)	1,000
Repurchase Intention (RI)	Repurchase intention (RI.1)	0,964
	Brand loyalty (RI.2)	0,940
	Willingness to recommend (RI.3)	0,746

From Table 7, it can be seen that all indicators have a loading factor value of  $\geq 0.7$ , indicating that these indicators are valid in measuring the variables and meet the criteria for convergent validity, making them suitable for future analysis. The following is a table that explains the average variance extracted (AVE) obtained from the algorithm:

**Table 8***Average Variance Extracted (AVE)*

<b>Variabel</b>	<b>Average Variance Extracted (AVE)</b>
<i>Social Media Marketing (SMM)</i>	0,832
<i>Celebrity Endorsement (CE)</i>	0,890
<i>Perceived Risk (PR)</i>	0,703
<i>Repurchase Intention (RI)</i>	0,790

The average variance extracted (AVE) value is  $\geq 0.5$  so it can be stated that it has good validity, meaning that the large variance that can be contained in the latent construct is good.

**3.7 Discriminant validity****Table 9***Crossloading*

<b>Indicator</b>	<b><i>Social Media Marketing</i></b>	<b><i>Celebrity Endorsement</i></b>	<b><i>Perceived Risk</i></b>	<b><i>Trust</i></b>	<b><i>Repurchase Intention</i></b>
Celebrity credibility (CE.1)	0.616	0.803	0.750	0.659	0.624
Celebrity appeal (CE.2)	0.716	0.904	0.836	0.690	0.725
Celebrity-product fit (CE.3)	0.600	0.831	0.725	0.743	0.743
Financial Risk (PR.1)	0.630	0.765	0.635	0.516	0.746
Time Risk (PR.2)	0.972	0.894	0.926	0.775	0.858
Social Risk (PR.3)	0.850	0.829	0.927	0.925	0.940
Product Risk (PR.4)	0.716	0.904	0.836	0.690	0.725
Security & Privacy Risk (PR.6)	0.938	0.820	0.954	0.873	0.853
After Sale Risk (PR.7)	0.972	0.894	0.926	0.775	0.858
Entertainment (SMM.1)	0.919	0.824	0.817	0.752	0.798
Trendiness (SMM.3)	0.938	0.820	0.954	0.873	0.853
Customization (SMM.4)	0.972	0.894	0.926	0.775	0.858
Word of Mouth (SMM.5)	0.919	0.824	0.817	0.752	0.798
Brand reliability (T.1)	0.850	0.829	0.927	1.000	0.940
Repurchase intention (RI.1)	0.862	0.816	0.887	0.913	0.964

<b>Indicator</b>	<b><i>Social Media Marketing</i></b>	<b><i>Celebrity Endorsement</i></b>	<b><i>Perceived Risk</i></b>	<b><i>Trust</i></b>	<b><i>Repurchase Intention</i></b>
Brand loyalty (RI.2)	0.850	0.829	0.927	0.922	0.940
Willingness to recommend (RI.3)	0.630	0.765	0.635	0.516	0.766

The table above shows that all correlation values of indicators and variables have a crossloading value  $\geq 0.5$ , which means that each indicator is not correlated and measures different constructs.

### 3.8 R-Square

**Table 10**

*R-Square*

<b>Variable</b>	<b><i>R-Square</i></b>
<i>Trust (T)</i>	0,887
<i>Repurchase Intention (RI)</i>	0,935

The goodness of fit in the PLS model can be determined from the  $R^2$  value; the higher the  $R^2$ , the better the model can be said to fit. The results of the  $R^2$  calculation for the trust variable (T) showed a value of 0.887. The variable of repurchase intention (RI) showed a value of 0.935, indicating that the structural model can explain the diversity of the research data and has a good relevance value, as the value is nearly one.

### 3.9 Structural model evaluation results

The influence or non-influence between exogenous and endogenous variables in this study can be seen from the t-statistic value. If the t-statistic value obtained is  $> 1.96$  (t-statistic 1.96), then there is an influence of the exogenous variable on the endogenous variable or the endogenous variable on the endogenous variable. Conversely, if the t-statistic value obtained is smaller than 1.96 (t-statistic  $< 1.96$ ), then there is no influence of the exogenous variable on the endogenous variable or the endogenous variable on the endogenous variable. To see the significance, you can compare the P Values. If the P

Value is smaller than 0.05, it is significant, and if the P Value is greater than 0.05, it is not significant.

**Table 11**

*Hypothesis Test*

<b>Pengaruh antar Variabel</b>	<b>Original Sampel (O)</b>	<b>Standard deviation</b>	<b>T statistics</b>	<b>P values</b>	<b>Keterangan</b>
CE -> T	-0.408	-0.398	3.856	0.000	Diterima
CE -> RI	0.264	0.270	4.173	0.000	Diterima
PR -> T	-0.343	-0.341	5.197	0.000	Diterima
PR -> RI	0.446	0.444	5.552	0.000	Diterima
SMM -> T	1.638	1.627	17.625	0.000	Diterima
SMM -> RI	-0.419	-0.431	4.208	0.000	Diterima
T -> RI	0.735	0.743	11.472	0.000	Diterima
CE -> T -> RI	-0.300	-0.297	3.474	0.001	Diterima
PR -> T -> RI	-0.252	-0.251	5.943	0.000	Diterima
SMM -> T -> RI	1.203	1.208	9.851	0.000	Diterima

Based on Table 11, regression equations are obtained, namely:

$$T = -0.408 EC - 0.343 PR + 1.638 SMM$$

$$RI = 0.264 EC + 0.446 PR - 0.419 SMM + 0.735 T + 1.203 SMM * T * RI - 0.300 CE * T * RI - 0.252 PR * T * RI$$

Information:

SMM = Social Media Marketing

CE = Celebrity Endorsement

PR = Perceived Risk

T = Trust

RI = Repurchase Intention

SMM\*T\*RI = Trust mediates the relationship between Social Media Marketing and Repurchase Intention

CE\*T\*RI = Trust mediates the relationship between Celebrity Endorsement and Repurchase Intention

PR\*T\*RI = Trust mediates the relationship between Perceived Risk and Repurchase Intention

The results of testing the seven main intervariable pathways showed that all relationships in the model were statistically significant ( $p < 0.001$ ), indicating strong support for the research hypothesis. Celebrity Endorsements negatively affect Trust, indicating that the use of celebrities does not necessarily increase trust, especially if they are perceived as inauthentic. However, Celebrity Endorsements still have a positive effect on Repurchase Intention due to the emotional appeal of celebrities. Perceived Risk hurts Trust, but is positively correlated with repurchase intention, indicating that consumers who have recognized risk are still willing to repurchase. Social Media Marketing has a strong positive effect on Trust but an adverse effect on Repurchase Intention, indicating that excessive promotional intensity can reduce repurchase interest. Trust itself has the most substantial positive influence on Repurchase Intention, confirming its role as a key factor in consumer loyalty. In the mediation effect, Trust lowered the negative impact of Celebrity Endorsement and Perceived Risk on Repurchase Intention, but strengthened the positive effects of Social Media Marketing on repurchase intent. These findings confirm the importance of trust as a key link between digital marketing strategies and the repurchase behavior of fashion-branded consumers.

### 3.10 Discussion

The results of the study show that celebrity endorsement reduces trust but has a positive effect on Repurchase Intention. This suggests that the use of celebrities as endorsers does not necessarily increase consumer confidence, as most consumers are now more critical and realize that celebrity endorsements are often commercial, rather than personal experiences (Danaswari & Hidayati, 2024; Erdogan, 1999). However, the attractiveness and popularity of celebrities continue to influence repurchase intentions through emotional and aspirational effects.

Perceived Risk is proven to lower Trust but paradoxically increases Repurchase Intention. These findings suggest that branded fashion consumers, who are aware of risks such as counterfeit or high-priced products, remain willing to make repurchases due to the symbolic value and prestige they derive from the product (Park-Poaps & Kang, 2018; Lloyd & Luk, 2010). In other words, for loyal consumers, risk is not the main barrier to repurchase decisions.

Meanwhile, Social Media Marketing has a positive effect on Trust but an adverse effect on Repurchase Intention. The positive influence on trust stems from social media's ability to facilitate two-way communication, provide transparency of information, and build online communities that strengthen brand relationships with consumers (Masood *et al.*, 2023; Marmat, 2022). However, the frequency of promotions that is too high can actually cause saturation and a negative perception of the brand, thereby reducing interest in repurchase.

The Trust variable itself has a positive and significant influence on Repurchase Intention, emphasizing the importance of trust in building consumer loyalty. When consumers trust a brand, they feel secure and confident that the product they buy will meet their expectations, thus encouraging repurchase intent (Bulut & Karabulut, 2018; Miao *et al.*, 2022). In addition, the results of the mediation analysis showed that Trust was able to strengthen the relationship between Social Media Marketing and Repurchase Intention, while reducing the adverse effects of Celebrity Endorsement and Perceived Risk. These findings support the Commitment-Trust Model theory, proposed by Morgan & Hunt (1994), which posits that trust is a key factor in establishing long-term relationships between brands and consumers.

Overall, the results of this study enrich the understanding of the dynamics of consumer behavior in the context of digital marketing and fashion branding. The practical implication is that companies need to balance their promotional strategies between emotional (through endorsements) and rational (through the credibility of information on social media) to maintain trust and encourage repeat purchases.

This study extends the Theory of Planned Behavior and the Commitment-Trust Model by demonstrating that the relationships between social media marketing, celebrity endorsement, perceived risk, and repurchase intention are not purely linear or uniformly positive. Contrary to dominant assumptions in prior literature, the findings reveal that

social media marketing and celebrity endorsement can negatively influence repurchase intention while simultaneously exerting a positive effect through the mediating role of trust. This highlights trust as a non-linear and dynamic mechanism that transforms marketing stimuli into behavioral intentions. By positioning trust as a core mediating construct rather than a mere outcome, this study contributes to a more nuanced understanding of how digital marketing strategies operate in the branded fashion context, particularly in emerging markets.

From a managerial perspective, the findings imply that branded fashion firms should not rely excessively on promotional intensity or celebrity endorsements alone to stimulate repurchase behavior. Managers are advised to optimize the frequency and content of social media campaigns to avoid consumer saturation and to focus on authenticity and transparency in communication. In addition, brands should carefully select endorsers who demonstrate credibility and congruence with the brand image, as inappropriate endorsements may erode trust. Finally, reducing consumers' perceived risks—especially related to product authenticity and transaction security—through clear information, secure payment systems, and after-sales guarantees is essential to strengthen trust and, ultimately, to sustain repurchase intention. Despite the valuable insights generated by this study, several limitations should be acknowledged. First, this research employed an accidental sampling technique with respondents limited to branded fashion consumers in Surabaya. Although this approach is appropriate for exploratory modeling using SEM-PLS, it restricts the generalizability of the findings to broader populations and different geographic contexts. Consumer behavior toward branded fashion may vary across regions, cultures, and income levels, which were not captured in this study.

Second, this study relied on cross-sectional self-reported data, which may be subject to common method bias and does not allow causal inferences over time. Future studies are encouraged to adopt longitudinal designs to observe changes in trust and repurchase intention across different stages of the customer journey. Experimental or mixed-method approaches could also be employed to gain deeper insights into the psychological mechanisms underlying the paradoxical effects of social media marketing and perceived risk.

Third, while this study focuses on trust as a mediating variable, other psychological constructs such as brand attachment, perceived authenticity, and emotional

engagement were not incorporated into the model. Future research should consider integrating these variables to develop a more comprehensive explanation of repurchase behavior in the branded fashion context. Additionally, applying alternative analytical techniques such as fsQCA or multi-group analysis may reveal heterogeneous consumer segments and complex causal configurations that cannot be captured through linear SEM-PLS models alone.

#### 4 CONCLUSION

Based on the findings of the PLS-SEM analysis, several important conclusions were drawn. Celebrity Endorsements are proven to lower Trust, but they are still able to increase Repurchase Intention because the attractiveness of public figures encourages buying interest. Perceived Risk lowers Trust but instead increases Repurchase Intention, indicating that risk is not a significant barrier to repurchase. Meanwhile, Social Media Marketing increases Trust because it creates interaction and transparency with consumers, but can decrease Repurchase Intention if promotional content is excessive. Additionally, trust has been proven to be a crucial factor in strengthening repurchase intent, playing a vital role in fostering brand loyalty. The results of the mediation analysis showed that the Trust reduced the negative influence of Celebrity Endorsement and Perceived Risk on Repurchase Intention, while also strengthening the positive relationship between Repurchase Intention and Social Media Marketing. Overall, this research confirms that consumer trust is a crucial factor in building loyalty and driving repeat purchases in the branded fashion industry.

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### **Authors' Contribution**

All authors contributed equally to the development of this article.

### **Data availability**

All datasets relevant to this study's findings are fully available within the article.

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