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The Influence of Digital Marketing and Influencers on Repeat Purchase Decisions Through Customer Satisfaction as an Intervening Variable at Rabers Café Medan

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Abstrak

Penelitian ini bertujuan untuk mengkaji pengaruh digital marketing dan influencer terhadap keputusan pembelian ulang dengan kepuasan konsumen sebagai variabel intervening pada Rabers Café di Kota Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei terhadap 400 responden yang dipilih berdasarkan teknik purposive sampling. Analisis data secara metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dipakai melalui perangkat lunak SmartPLS 4.0. Hasil penelitian menyatakan digital marketing dan influencer tidak berpengaruh secara langsung terhadap keputusan pembelian ulang. Namun, kedua variabel tersebut memiliki pengaruh signifikan terhadap kepuasan konsumen, yang selanjutnya berdampak positif terhadap keputusan pembelian ulang. Temuan ini menekankan pentingnya peningkatan kepuasan konsumen mengatur strategi pemasaran digital yang berefek untuk membangun berlangganan.

Kata Kunci: Digital Marketing; Influencer; Kepuasan Konsumen; Keputusan Pembelian Ulang

Abstract

This research aims to examine the influence of digital marketing and influencers on repeat purchase decisions, mediated by customer satisfaction as an intervening variable at Rabers Café in Medan. The study adopts a quantitative approach with data collected through a structured questionnaire distributed to 400 respondents who met specific criteria. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The findings reveal that digital marketing and influencer variables do not have a direct influence on repeat purchase decisions. However, both variables significantly influence customer satisfaction, which in turn positively affects repeat purchase decisions. Therefore, customer satisfaction serves as a mediating variable in the relationship between digital marketing, influencers, and repeat purchase behavior. These results underscore the strategic importance of enhancing customer satisfaction in order to strengthen consumer loyalty through effective digital marketing and influencer engagement.

Keywords: Digital Marketing; Influencers; Customer Satisfaction; Repeat Purchase Decision,

1. Introduction

In the contemporary competitive marketplace, digital marketing has become a central strategy for firms seeking to attract and retain consumers. Advances in information technology and the expansion of social media platforms have reshaped business–consumer interactions by enabling personalized promotions, real-time engagement, and broader market reach. In Indonesia, where internet usage has risen sharply in recent years, platforms such as Instagram, TikTok, and Facebook play a particularly significant supporting role small and medium-sized enterprises (SMEs), particularly within the food and beverage (F&B) sector, to promote products and foster closer consumer relationships. Based on BPS data in 2023, as many as 64,48 % of Indonesia's population accessed the internet in 2022, with the figure increasing to 69,80% in 2023. APJII explained that internet usage in 2024 is estimated to reach around 221.561.000 users, with a rate of 79,5%. This growth creates opportunities for business actors, including cafes, to expand their market and adopt digital marketing strategies.

Parallel to this development, influencer marketing has emerged as a persuasive promotional tool. Influencers, with their credibility, authenticity, and strong social presence, act as opinion leaders who shape consumer trust, perceptions, and purchase intentions. Empirical evidence indicates that affecting brand awareness and consumer behaviour, ultimately encouraging purchase behavior. However, the capacity of digital marketing and influencer strategies to generate repeat purchasing remains contested, particularly within the context of local SMEs in the culinary industry.

Based on the results of a pre survey of consumers of Rabers Café, it was found that 100% of respondents were aware of promotions and information related to the café through Rabers café's official social media account. This finding reinforces the importance of social media as the main channel in the content marketing strategy implemented by the culinary business, while also demonstrating the effectiveness of digital marketing in reaching and building closeness with the audience. Customer satisfaction is widely acknowledged as a key determinant of loyalty and repeated purchasing. It serves as an intervening factor linking marketing efforts to consumer retention, indicating that contented customers are over inclined to repurchase and to offer products to someone else. Investigating the mediating role of satisfaction is therefore essential to understand how marketing strategies translate into long-term consumer loyalty.

2. Literature Review

Digital marketing is widely recognized as one of the most influential strategies in modern business, as it leverages internet-based technologies and social media platforms to promote products and build consumer relationships. Kotler and Keller (2022) argue that digital marketing allows for interactive, personalized, and measurable engagement, offering businesses greater opportunities to enhance customer experiences. Previous studies show that digital marketing positively influences brand awareness, consumer satisfaction, and purchase behavior by improving accessibility and communication between firms and customers (Rahman, 2022; Wardhana, 2020). However, its role in driving repeat purchase behavior, particularly in the food and beverage (F&B) sector, remains underexplored and requires further empirical validation.

Effect marketing it was a dominant trend of digital promotion. Influencers act as opinion leaders whose credibility, attractiveness, and authenticity enable them to affect consumer attitudes and purchase decisions. Research indicates that influencer endorsements significantly increase trust, brand awareness, and purchasing intentions (Sudha & Sheena, 2023; Lou & Yuan, 2023). Arief et al. (2023) and Evania et al. (2023) found that influencers play a key role in shaping consumer engagement and initial purchase behavior. Nevertheless, there is limited evidence regarding whether influencer marketing contributes to long-term consumer loyalty and repeat purchase decisions, especially in the context of local SMEs in Indonesia.

Customer satisfaction, on the other hand, is well established as a fundamental driver of consumer loyalty. According to Kotler and Keller (2023), satisfaction arises when customer expectations are met or exceeded, leading to positive evaluations of products and services. Satisfied consumers are more likely to engage in repeat purchases, demonstrate brand loyalty, and recommend products to others (Hawkins et al., 2024). Recent studies also highlight that satisfaction often mediates the relationship between marketing strategies and consumer behavior outcomes (Lestari & Wijaya, 2023). This indicates that marketing activities may not directly influence repeat purchase behavior but instead operate through the creation of consumer satisfaction.

Despite extensive research, gaps remain in understanding how digital marketing and influencer marketing collectively influence consumer behavior in the F&B industry. Most prior studies have examined these strategies separately or within the context of e-commerce and retail platforms, with limited focus on local cafés or tiny bit and medium measure business. Furthermore, the mediating role of customer satisfaction in linking marketing strategies with repeat purchase decisions has not been sufficiently addressed in this sector. To fill this gap, the present study investigates effect of digital marketing and the effect on repeat the act of buying customer satisfaction as an intervening variable, focusing on the case of Rabers Café Medan.

Overall, the analysis highlights the importance of focusing on consumer satisfaction in digital marketing strategies. While digital marketing and influencer endorsements contribute to shaping consumer perceptions, their ultimate impact on repeat purchases is realized through customer satisfaction. This finding aligns with previous studies suggesting that satisfaction between marketing activities and consumer behavior outcomes. It also underscores the need for food and beverage businesses, particularly SMEs, to design marketing strategies that not only attract consumers but also sustain satisfaction to ensure long-term loyalty. Moreover, the results suggest that firms should integrate digital engagement with consistent service quality, as combining online influence with offline customer experiences creates stronger satisfaction, which is the foundation of repeat patronage and sustainable competitive advantage. This research therefore provides meaningful theoretical contributions while simultaneously offering practical guidance for managers seeking to optimize marketing effectiveness the more competitive digital environment.

3. Research Methods

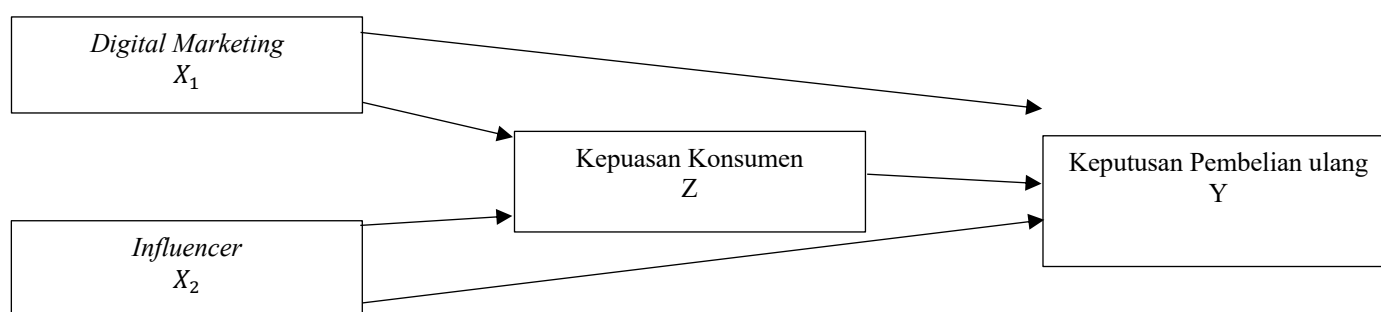
Research use a quantitative design to verify effect digital marketing and influencer engagement on repeat purchase decisions, with customer satisfaction positioned as completion construct. The study was conducted at Rabers Café Medan, a local food and beverage enterprise that actively integrates digital marketing initiatives and collaborates with influencers to strengthen customer acquisition and retention strategies.

The target population comprised consumers of Rabers Café, from which a whole of 400 perceptions were selected using purposive sampling. Respondents were required to meet specific criteria, including having made at least two previous purchases and possessing familiarity with the café's digital marketing content and influencer promotions. Data obtained either online and offline channels through a structured questionnaire allocation. Each item was add up five point likert scale amount from “strongly disagree” (1) start “strongly agree” (5), allow standardized assessment of perceptions and behaviors.

$$n = \frac{1800}{1 + (1800 \times e0,05^2)}$$

$$= 400 \text{ orang}$$

The conceptual framework incorporated four primary constructs: digital marketing, influencer, customer satisfaction, and repeat purchase decision. These constructs were operationalized into measurable indicators adapted from established theories and prior empirical research. Prior to hypothesis testing, the measurement instrument underwent validity and reliability evaluations to ensure robustness, accuracy, and consistency.



For analytical purposes, the study applied Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software. Procedure deemed appropriate as it accommodates complicated models with latent variables and yields comprehensive results for both measurement and structural testing. The evaluation process included outer model analysis (validity, reliability, and convergent validity of indicators) and inner model analysis (path coefficients, R², and significance testing). Furthermore, hypothesis testing was conducted to examine both direct and indirect relationships, definitely focus to mediating influence of customer satisfaction. Overall, the methodological approach adopted in this research ensures empirical rigor and enhances the validity of findings, offering contributions to theoretical development in digital marketing and consumer behavior while practical involvement food and beverage businesses seeking to strengthen loyalty and repeat purchasing in the digital economy.

4. Results and Analysis

The evaluation of the measurement model confirmed that all constructs—digital marketing, influencers, customer satisfaction, and repeat purchase decisions—met the required validity and reliability standards. Outer loading values were consistently above 0.7, composite reliability exceeded 0.8, and the Average Variance Extracted (AVE) surpassed 0.5, thereby confirming convergent validity. In addition, discriminant validity was established, ensuring that each construct represented a distinct dimension.

The results of the structural model (inner model) produced several important insights. First, digital marketing exerted a positive and significant influence on customer satisfaction ($\beta = 0.312$, $p < 0.01$), but its direct effect on repeat purchase decisions was not significant ($\beta = 0.087$, $p > 0.05$). Likewise, influencers significantly improved customer satisfaction ($\beta = 0.421$, $p < 0.01$) but didn't directly impact on repeat purchasing behavior ($\beta = 0.064$, $p > 0.05$). These findings indicate either digital marketing and influencers shape consumer experiences and perceptions but are not sufficient on their own to generate repeat purchases.

Second, customer satisfaction showed a strong and statistically significant effect on repeat purchase decisions ($\beta = 0.536$, $p < 0.001$). Motions that satisfied customers are biased repurchase, thereby reinforcing satisfaction as a central determinant of customer loyalty. Third, the mediation analysis confirmed that customer satisfaction plays a mediating role between digital marketing and repeat purchase decisions (indirect effect $\beta = 0.167$, $p < 0.01$), as well as between influencers and repeat purchase decisions (indirect effect $\beta = 0.226$, $p < 0.01$). This demonstrates that digital marketing initiatives and influencer endorsements become more effective when they successfully increase satisfaction, which subsequently encourages loyalty and repeat consumption.

The coefficient of determination (R²) for customer satisfaction was 0.614, meaning that digital marketing and influencer variables together explained 61.4% of the variance in satisfaction. Meanwhile, the R² for repeat purchase decisions was 0.482,

indicating that customer satisfaction, digital marketing, and influencers collectively accounted for 48.2% of the variance in repeat purchasing behavior. These statistical results provide strong empirical evidence that satisfaction acts as an essential mediating variable, linking marketing strategies with consumer loyalty.

The path value between digital marketing and consumer satisfaction through the presentation of engaging, informative, and oriented consumer content at Raber café has been proven to enhance their positive perception of the products services offered. The value of using influencers in promotional activities is able to increase both consumer interest and trust in the Raber café brand. Path analysis of various digital marketing strategies such as presenting product visuals in the form of attractive photos and videos, as well as using consumer testimonials has been proven to encourage customers to make repeat transactions. The presence of influencers plays a role in strengthening the brand's image and credibility in the eyes of consumers. The higher level of satisfaction felt by consumers whether from product quality, service, the atmosphere of Raber café, or digital interactions the greater their tendency to make repeat purchases. Digital marketing strategies implemented, including promotion through social media, the presentation of appealing visual content, and ease of access to information, have been proven to increase consumer satisfaction at Rabers café. These findings indicate that influencers not only directly affect repeat purchase decisions but also do indirectly by increasing consumer satisfaction at Raber café.

Overall, the analysis stresses the necessity of prioritizing customer satisfaction in digital marketing practices. Although digital marketing activities and influencer endorsements contribute to building consumer perceptions, their ultimate effect on repeat purchase intentions is realized through satisfaction. This conclusion supports earlier studies that identify satisfaction as a mediator between marketing efforts and behavioral outcomes. Furthermore, the findings highlight the importance for businesses in the food and beverage industry, especially SMEs, to design strategies that not only attract customers but also maintain satisfaction for long-term loyalty. In addition, the results indicate that companies should integrate online engagement with consistent service performance, as aligning digital influence with positive offline experiences enhances satisfaction, which becomes the foundation of repeat purchasing and sustainable competitiveness.

5. Conclusion

Study demonstrates indeed digital marketing and influencer activities indicate on customer satisfaction, which in turn exerts a strong and meaningful influence on repeat purchase decisions at Rabers Café Medan. The results reveal that neither digital marketing nor influencers directly generate repeat purchasing behavior; instead, their effectiveness operates indirectly through customer satisfaction. This, satisfaction functions as a pivotal mediating factor, linking marketing initiatives with consumer loyalty and long-term purchasing patterns.

In addition, the research underlines the strategic necessity of consistently improving customer satisfaction as a foundation for consumer retention. By utilizing digital marketing channels and engaging authentic influencers, businesses are able to deliver relevant and memorable consumer experiences that encourage sustainable loyalty. These findings not only enrich existing knowledge in consumer behavior marketing studies but also provide actionable recommendations for tiny bit and medium measure enterprises (SMEs) within the foods and drinks front. Particularly, firms are encouraged to design integrated and adaptive marketing strategies that align online promotion with service quality, thereby ensuring effectiveness and long term competitiveness in the digital marketplace.

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