

The Influence of Digital Marketing and Sales Promotion on Repurchase Intention with Customer Trust as a Moderating Variable

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Abstract: This research aims to test and analyze the influence of digital marketing and service quality on repurchase intention with customer trust as a moderating variable. This research uses structural equation modeling with the help of SmartPLS software. Furthermore, this research used a sample of 110 respondents who were consumers of PT. Era Supplies Indonesia. The data collection technique uses simple random sampling by distributing research questionnaires in the form of a Google formula to consumers who have made purchases at PT. Era Supplies Indonesia. The data processing method in this research is SmartPLS with the aim of testing hypotheses. The results of this research show that digital marketing has a positive effect on repurchase intention, sales promotion has a positive effect on repurchase intention, customer trust has a positive effect on repurchase intention, customer trust is proven to be positive and can moderate the influence of digital marketing on repurchase intention, customer trust is proven to be positive and can moderate the influence of sales promotion on repurchase intention. The results of this research are recommended to the company PT. Era Supplies Indonesia, if you want to increase consumers repurchase interest, you need to do better digital marketing in providing information to customers so they can be quickly trusted and sales promotions in the form of free gifts must be implemented to increase customer trust and make consumers want to shop again.

1 INTRODUCTION

Increasingly developing information technology has had the impact of competition in department stores becoming increasingly fierce in encouraging marketers to have superior strategies to survive amidst the existing competition. As digital technology develops worldwide, it brings progress and influence to digital marketing in Indonesia (Rizvanović et al., 2023). With the development of information technology, the digital-based industrial sector can experience rapid and safe development (Zain & Marsasi, 2023). Digital Marketing is a marketing activity for a product using digital media or the internet with the aim of increasing sales. The survival of a company really depends on the satisfaction of its customers, this can be done by providing satisfaction to customers through the delivery of quality products and services. In business competition, Sales Promotion really needs to be paid attention to (Kusnanto et al., 2023). Digital Marketing can be used as a tool to achieve competitive advantage. To achieve competitive advantage,

companies must be able to improve the quality of Digital Marketing. The higher the trust that exists in each individual, the higher the intentions that individual has to shop again (Temaja et al., 2023). From data from PT. Era Supplies Indonesia average monthly sales of 196 orders with monthly sales of IDR 95,182,366 in April 2023, in the following month there were 244 orders with monthly sales of IDR 125,068,456 in May 2023 there was an increase in sales revenue, in June there was a decrease. 214 orders with monthly sales of IDR 98,632,704, in July the same experienced a decrease again, there were 190 orders with monthly sales of IDR 76,575,253, while in the following month, August saw an increase in sales, there were 212 orders with monthly sales of IDR 96,665,400. With this, it can be ensured that from April to August PT. Era Supplies Indonesia experienced increases and decreases in sales revenue.

This shows that PT. Era Supplies Indonesia still needs to increase sales to be able to beat existing competitors. Of course, it is a job for PT. Era Supplies Indonesia, especially the marketing division, because marketing is one of the spearheads for high and low

sales figures in a company. Therefore, PT. Era Supplies Indonesia tries to maximize human resources in the marketing division. Sales promotions are various short-term incentives to encourage the purchase of a product or service to convince potential consumers (Nurjuman et al., 2023). Interaction between product scarcity and price promotions in influencing consumer purchasing intentions. Scarcity becomes an attraction in influencing purchase intentions when ordering online with a proposed price promotion as a boundary condition (Harimurti Wulandjani et al., 2023). Meanwhile, customer trust will emerge if commitment, honesty and information are provided, which will increase Repurchase Intention and make it easier for customers to choose according to their needs (Kirana et al., 2023).

One form of purchasing goods is vital in the development of digital marketing. Repurchase Intention is generally the desire to make a repeat purchase of the same product or item that the buyer has previously made (Pandiangan, 2023). Sales promotion is a marketing activity that has a big impact on repurchase intention for the products offered (Adelia, 2018). Coupon strategies and promotional prices are strategies to increase consumers repurchase interest. Sales promotion has a positive influence on repurchase intention. Previous research results prove that Digital Marketing has a significant positive effect on Repurchase Intention (Amelia Ibnu Wasiat & Bertuah, 2022; Melia, 2023; Nawaz & Kaldeen, 2020). Sales Promotion also has a positive effect on Repurchase intention (Azmi et al., 2021; Manalu et al., 2023; Muthi & Utama, 2023). Customer Trust has a positive effect on Repurchase Intention (Chandra et al., 2023; Goeltom et al., 2023; Purnamasari & Suryandari, 2023). In previous research, no one has placed customer trust as a moderating variable that can moderate the influence of digital marketing and sales promotion on repurchase intention. This research gap will be the latest discussion in research to complement previous research.

2 LITERATUR REVIEW

2.1 Digital Marketing

Digital Marketing is digital which refers to the plans and approaches used by companies or organizations in utilizing digital media to promote their products, services or brands and interact with consumers online (Purnomo, 2023). According to Munir et al., (2023) digital marketing is the application of digital

technology which has resulted in drastic changes and shifts in world markets and increased customer purchases by responding quickly to business changes. Digital Marketing refers to the use of electronic communication channels by marketing to promote products and services which has specifically been defined as the act of promoting the exchange of information, products and services via computer networks and the internet (Morteza et al., 2023). Digital marketing is the activity of introducing a brand through digital media with the right and relevant consumer reach. According to Zidhan et al., (2023) digital marketing indicators are:

1. Costs are amounts that can be measured in units of ownership of goods and services required by the company.
2. Informative, namely a form of message content that aims to influence the audience by providing information.
3. Site design is what creates the appearance and overall appearance of a website. The process of planning and creating website elements, from layout structure, images, colors, to graphics.
4. Interactive, namely two-way communication in the form of mutual action and active reciprocal relationships between other people.
5. Reliability, namely that a system has performance in accordance with the expected function within a certain time interval and operating conditions.
6. Trust, namely recognizing someone's honesty and ability to truly fulfill expectations.

2.2 Sales Promotion

According to Morteza et al., (2023) sales promotions are implemented directly to inspire purchases or sales and offer incentives to buyers by providing prices for the goods offered. Sales promotions are formed with the aim of making customers switch from competitors, attracting customers to try new products and giving appreciation to consumers who are generous towards the company (Putri & Andani, 2023). Sales promotion takes the form of providing information to customers about new products, introducing how to use the product, changing prices and persuading them to form brand choices which shift brand choices to certain brands and increase purchases of products that consumers need (Mawarni et al., 2023). Sales promotion is a collection of incentive tools that are short-term and designed to stimulate purchases of certain products or services more quickly.

According to Kurniawan, (2023) sales promotion

indicators are:

1. Promotion frequency, namely the number of sales promotions carried out at one time through sales promotion media so that it shows the intensity or how often sales promotions are carried out.
2. Promotion quality is a measure of how well the promotion is carried out, for example content, design, position, and media used.
3. Promotion quantity, namely the assessment given by consumers of the promotions that have been carried out.
4. Promotion time, namely how long the promotional grace period is carried out by a company.
5. Determination is an action carried out by something in one aspect and deliberately in a relationship, a situation that has given rise to a relationship.
6. Suitability of promotional targets, namely a grouping of people based on segmentation which is used to process the data that has been obtained and determine which segments best suit the characteristics of the business being built.

2.3 Customer Trust

Customer trust refers to the level of trust that consumers have in an organization and its ability to meet consumer needs and expectations (Prastiwi et al., 2023). According to Sabrina et al., (2023) customer trust that exists between companies and consumers is largely determined by trust and commitment by emphasizing that customer trust is someone who places their trust in a brand or organization to carry out a task. View customer trust as consumer beliefs, hopes or feelings that are rooted in the personality and development of consumer trust (Sari et al., 2023). Customer trust is the consumer's belief that everyone has integrity, can be trusted and that the party they trust will fulfill all obligations when carrying out transactions as expected.

According to Musfar et al., (2023) customer trust indicators are:

1. Security is an effort to avoid the emergence or threat of crime that will disturb.
2. Attention, increasing consumer awareness of a brand
3. Competence is a person's ability that can be observed including knowledge, skills, and work attitudes in completing a job or task of completing a job.
4. Frankness, the consumer's ability to see or evaluate the product
5. Responsibility, carrying out all duties and obligations seriously.

2.4 Repurchase Intention

Repurchase intention is an individual's sensation of pleasure as a comparison between expectations of a product and its performance which influences customer retention and repurchase intentions (Amoako et al., 2023). According to Samuel & Anita, (2023) repurchase intention is an intention to repurchase that often occurs for companies because repurchasing can reduce costs for new customers by considering whether to buy products from the same company or another company with higher quality. According to Jasin et al., (2023) repurchase intention for a service and the decision to engage in activities with the service provider and the form that will be taken as well as whether the consumer is satisfied or not are known after carrying out the transaction which depends on the party whose offering performance meets consumer expectations. Repurchase intention is an individual's action to buy a different product but still from the same company with positive customer reactions to the company's products.

According to Manullang & Heryenzus, (2022) indicators of repurchase intention,

1. The stability of the product that has been tested, specifically the ability of the product to be tested and carry out its function.
2. The act of buying products repeatedly, especially purchasing activities carried out more than once or several times with the customer's intention to buy the same product or service again.
3. The nature of recommending to other parties, purchasing activities carried out based on recommendations from other parties so that there is an intention to purchase.
4. Safe in repurchasing, that is, buyers who are trusted will be safe in repurchasing the product.
5. Reliable, purchasing activities that have been carried out and have reliable trust in the company.

2.5 The Influence of Digital Marketing on Repurchase Intention

Digital Marketing makes it easier for companies to meet the various needs and desires of potential customers, while potential customers can search for and retrieve information about a product being sold and make it easier to search for products so that it can influence repurchase intention (Melia, 2023). Repurchase intention is part of the consumer's desire to make repeat purchases in which consumers recognize the benefits of the product, understand the quality of the product, desire to own the product and have a tendency towards the product (Amelia Ibnu

Wasiat & Bertuah, 2022). According to Nawaz & Kaldeen, (2020) that digital marketing is baiting and recommending consumers who have experience with certain products and services so that it can generate repurchase intention. Thus, it can be concluded that digital marketing has a positive relationship with repurchase intention. In accordance with previous research statements and the arguments above, hypothesis H1 is determined: Digital marketing has an effect on repurchase intention.

2.6 The Influence of Sales Promotion on Repurchase Intention

Sales promotion has a direct role in repurchase intention so it indirectly influences repurchase intention (Manalu et al., 2023). Sales promotion is an activity that urges certain target market segments to buy products by offering free gifts if they buy a product and buy one get one free if consumers make repeat purchases purchasing products and make consumers want to make purchases of the products offered (Muthi & Utama, 2023). According to Azmi et al., (2021), sales promotions such as providing shopping coupons and price discounts provided by the company are quite attractive for consumption by consumers who want to repurchase cellphone products. Thus, it can be concluded that sales promotion is needed to attract, and increase repurchase intentions. High sales promotion has the potential to trigger repurchase intention. In accordance with previous research statements and the arguments above, the hypothesis H2 is determined: Sales promotion influences repurchase intention.

2.7 The Influence of Customer Trust on Repurchase Intention

Customer Trust is a very important thing to build a strong relationship between consumers and companies so that they have long-term trust in a cellphone product, so consumers will have a fairly good response because their experience and expectations have been met (Chandra et al., 2023). According to Goeltom et al., (2023) the customer trust relationship reflects all the knowledge possessed by consumers and the conclusions that consumers make about a product or service, where the higher the trust that arises, the higher the repurchase intention. Customer trust is the main factor for consumers in deciding to purchase a product with high consumer trust indicating higher repurchase intention for the product (Purnamasari & Suryandari, 2023). Thus, it can be concluded that customer trust has an influence

on repurchase intention. In accordance with previous research statements and the arguments above, hypothesis H3 is determined: Customer trust influences repurchase intention.

2.8 Moderating Customer Trust on the Influence of Digital Marketing on Repurchase Intention

According to Setyawan et al., (2023), research shows that digital marketing's perception of customer trust increases, repurchase intention will also increase, and conversely, if the perception that customer trust does not play a role in the influence of digital marketing decreases, repurchase intention will also decrease. In customer trust, the use of digital marketing has an impact on repurchase intention, the more the use of digital marketing is increased, the higher the intensity of consumer repurchase intention (Sawitri & Giantari, 2020). According to Zaraswati & Setyawati, (2023) that digital marketing has a higher influence on repurchase intention if it is mediated by customer trust, where digital marketing increases, it has an impact on increasing repurchase intention and if repurchase intention increases it will increase customer trust. Thus, customer trust has the potential to have an important role. Customer trust will have a positive impact if consumers have a good perception. The role of customer trust has the potential to mediate the influence of digital marketing on repurchase intention. In accordance with the previous research questions and the arguments above, the hypothesis H4 is determined: Customer trust can moderate the influence of digital marketing on repurchase intention.

2.9 Moderating Customer Trust on the Effect of Sales Promotion on Repurchase Intention

Sales promotion has a moderating influence on customer trust on repurchase intention, where the sales promotion phenomenon has a big influence on customer trust on repurchase intention because without having to look directly, consumers can see the product through the content created and can hear someone's opinion directly regarding satisfaction. In using the product through the content created to create a feeling of wanting to buy (Rachmawati et al., 2023). According to Bernardus & Wahjudono, (2023) sales promotion activities can be carried out by maximizing the creation of content and cashback that attracts attention and encourages users to interact and share content and cashback with consumers so that

consumers can be interested and make purchases. Sales promotion to encourage sales to reach targets, particularly using price discounts, vouchers, and attractive content, is the most common sales promotion technique to attract customer trust to buy a product which ultimately focuses on offers to achieve repurchase intention (Angeline, 2023). Thus, customer trust will have a positive impact if consumers have a good perception. The role of customer trust has the potential to mediate the influence of sales promotion on repurchase intention. In accordance with previous research statements and the arguments above, the hypothesis H5 is determined: Customer Trust can moderate the influence of sales promotion on repurchase intention.

3 METHODS

3.1 Population and Sample

The population of this research is consumers of PT. Era Supplies Indonesia in purchasing products. The research sample is representative of the population selected to answer questions related to the research variables. This study uses a quantitative approach. The data source was obtained through data collection techniques by distributing questionnaires from previous research and using the Likert scale data measurement which consists of five-point scales, i.e. strongly agree (SS), agree (S), neutral (N), disagree (TS) questions and strongly disagree (STS). This scale is used to determine how much respondents agree and disagree with the questions given in the questionnaire. And where the number of samples is in the range of 5 - 10 times the number of indicators or the number of questions in the questionnaire (Auliah et al., 2020). Thus, the number of samples selected is $5 \times 22 = 110$.

3.2 Research Variables and Indicators

This research uses basic theories from Zidhan et al., (2023) about digital marketing, Kurniawan, (2023) about sales promotion, Manullang & Heryenzus, (2022) about repurchase intention and Musfar et al., (2023) about customer trust.

Table 1: Research Indicators.

Variable	Indicator
1. Digital Marketing (X1)	1. Cost 2. Informative 3. Site design

	4. Interactive 5. Reliability 6. Trust
2. Sales Promotion (X2)	1. Promotion frequency 2. Promotional quality 3. Promotion quantity 4. Promotion time 5. Decree 6. Suitability of promotional targets
3. Repurchase Intention (Y)	1. Product stability that has been tested 2. The act of purchasing a product repeatedly, nature 3. Recommend to other parties, 4. Safe in repeat purchases 5. Reliable
4. Customer Trust (Z)	1. Security 2. Attention 3. Competence 4. Directness 5. Responsibility

Source: Processed by researcher, 2023

Table 1 Variables with research hypothesis:

- H1 = Digital Marketing has the ability to influence repurchase intention
- H2 = Sales Promotion has the ability to influence repurchase intention
- H3 = Customer Trust has the ability to influence repurchase intention
- H4 = Customer Trust has the ability to moderate the influence of digital marketing on repurchase intention
- H5 = Customer Trust has the ability to moderate the influence of sales promotion on repurchase intention.

3.3 Data Analysis Methodology

The research was carried out using the Structural Equation Modeling (SEM) method using Partial Least Square (PLS). The software that will be used is SmartPLS to prove the research hypothesis. In this research, exogenous latent variables and endogenous latent variables are needed (Sihombing et al., 2023). The PLS-SEM model consists of two models, the measurement model (outer model) and the structural model (inner model). The outer model consists of a convergent validity test, discriminant validity and reliability test Missy et al., (2023). The convergent validity test parameters are factor loading more than 0.7; AVE more than 0.5; communality more than 0.5. The discriminant validity test parameter is that the AVE root is greater than the variable correlation; cross loading more than 0.7 in one variable. Reliability

testing can be done using two methods, specifically Cronbach's alpha and composite reliability with a value that must be more than 0.7, although a value of 0.6 is still acceptable. The structural model (inner model) is evaluated with R2, path coefficient values or t-values for each path to test significance between constructs. The R-Square (R2) value of 0.67 is classified as a strong model, R-Square (R2) is 0.33 as a moderate model and R-Square (R2) is 0.19 is classified as a weak model. The path coefficient score indicated by the t-statistic value must be above 1.96 for the two-tailed hypothesis and above 1.64 for the one-tailed hypothesis (Loan et al., 2023).

4 RESULTS AND DISCUSSION

4.1 Respondent Characteristics

A total of 110 respondents contributed to filling out the questionnaire. The sample used was consumers of PT. Era Supplies Indonesia. Respondents' earnings are divided into characteristics as in Table 2.

Table 2: Respondents' Profile.

No	Characteristics	Total	Percentage
1.	Gender		
	1. Men	11	9,9 %
	2. Female	99	90,1 %
	Amount	110	100
2.	Age Group		
	1. 17-25 years old	64	58,6%
	2. 26-33 years old	3	2,7%
	3. 34-42 years old	42	37,8%
	4. > 42 years old	1	0,9%
	Amount	110	100
3.	Last Education		
	1. Middle School	1	0,9%
	2. SMA/K	54	49,2%
	3. Diploma	21	18,9%
	4. Strata 1	34	31%
	Amount	110	100

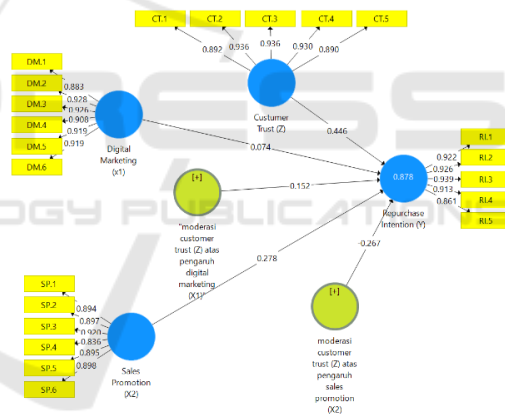
Source: Processed by researchers, 2023

Based on the respondents who have been collected, this shows that women are more dominant with 90.1% while male respondents are 9.9%. PT. In the Indonesian Supplies Era, consumers are dominated by women because when purchasing products, there are lots of promotional offers which make many women make purchases. Apart from that, the most dominant age group among PT consumers.

Era Supplies Indonesia in repurchase intention aged 17-25 years as many as 64 respondents or 58.6%, 26-33 years as many as 3 respondents or 2.7%, 34-42 years as many as 42 respondents or 37.8% while those aged >42 year as many as 1 respondent or 0.9%. Meanwhile, in terms of the final educational criteria, there was 1 respondent in junior high school or 0.9%, 54 respondents in SMA/K or 49.2%, 21 respondents in Diploma or 18.9%, 34 respondents in Strata 1 or 31%.

4.2 Research Result

The results of this research are the results of testing carried out using PLS (Partial Least Square Method) with validity results, measurement models (outer models) and structural models (inner models). The outer model consists of a convergent validity test, factor loading, discriminant validity, specifically the root of AVE and a reliability test with two methods, i.e. Cronbach's alpha and composite reliability. The structural model (inner model) consists of T-Statistic and R-Square values.



Source: SmartPLS 3, 2023

Figure1: Path Coefficient.

4.3 Outer Loading Test

The results above can be explained from the results of the validity test. The validity test is assessed from factor loading. Factor loading is the degree of relationship between the total value and the measurement indicator. The results above show that the variables Digital Marketing (X1), Sales Promotion (X2), Repurchase Intention (Y) and Customer Trust (Z) with the above indicators have a value of more than 0.7 so that all indicators are declared valid.

4.4 Validity and Reliability Test Results

Table 3: Validity and Reliability Test.

	Cronbach's alpha	rho_a	Composite reliability	AVE
Digital Marketing (X1)	0,961	0,961	0,968	0,835
Sales Promotion (X2)	0,948	0,950	0,958	0,793
Repurchase Intention (Y)	0,950	0,953	0,961	0,833
Customer Trust (Z)	0,953	0,954	0,964	0,841

Source: SmartPLS Output 3, 2023

Table 3 shows the results of the reliability test. Research variables are said to be reliable if the Cronbach's alpha and composite reliability values have a score above 0.70. From this table, both values have a total value above 0.7. Thus, the factors tested are reliable and meet current requirements.

4.5 Discriminant Validity Test Results

Table 4. Discriminant Validity Test.

	Digital Marketing (X1)	Sales Promotion (X2)	Repurchase Intention (Y)	Customer Trust (Z)
Digital Marketing (X1)	0,914			
Sales Promotion (X2)		0,890		
Repurchase Intention (Y)			0,913	
Customer Trust (Z)				0,917

Source: SmartPLS 3, 2023

Table 4 shows the results of the discriminant validity test above 0.7. The conclusion is that the variables Digital Marketing (X1), Sales Promotion (X2), Repurchase Intention (Y) and Customer Trust (Z) have good validity with the highest score correlation.

4.6 Hypothesis Test Results

Table 5: Hypothesis Testing.

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Decision
H1 DM → RI	0,074	0,080	0,078	0,947	0,344	Rejected
H2 SP → RI	0,278	0,278	0,072	3,876	0,000	Accepted
H3 CT → RI	0,446	0,440	0,088	5,066	0,000	Accepted
H4 CT * DM → RI	0,152	0,142	0,077	1,972	0,049	Accepted
H5 CT * SP → RI	-0,267	-0,238	0,072	3,692	0,000	Accepted

Source: SmartPLS 3, 2023

Based on Table 4, the results of the hypothesis test

can be described as follows. Proving the first hypothesis, digital marketing has an original sample of 0.074 with t-statistics $0.947 < 1.96$ and p-values 0.344. This means that digital marketing has no effect on repurchase intention. The influence of digital marketing weakens repurchase intention. Thus, it can be said that the level of digital marketing that is owned does not have an effect on increasing repeat purchases. These results can be explained that someone who has high digital marketing is not necessarily able to search for and retrieve information about a product and cannot make it easier for consumers to search for products and consumers' desire to recognize products, resulting in low consumer desires for repeat purchases. That is why digital marketing has no effect on repurchase intention. These results are not complete (Amelia Ibnu Wasiat & Bertuah, 2022; Melia, 2023; Nawaz & Kaldeen, 2020). So, the first hypothesis (H1) is rejected.

Proving the second hypothesis, sales promotion has an original sample of 0.278 with t-statistics $3.876 > 1.96$ and p-values 0.000. This implies that the sales promotion variable influences repurchase intention. Sales promotion can increase expected repurchase intention by 27.8%. So, it can be said that sales promotion has a direct role in repurchase intention as the target market segment of sales promotion certainly offers free gifts if you buy a product from the company and want to make a purchase. Sales promotion provides shopping coupons to consumers who have already shopped as well as attractive price discounts provided by the company which are offered to consumers to make repeat purchases. These results support the results of (Azmi et al., 2021; Manalu et al., 2023; Muthi & Utama, 2023). So, the second hypothesis (H2) is accepted.

Proving the third hypothesis, customer trust has an original sample of 0.446 with t-statistics $5.066 > 1.96$ and p-values 0.000. This implies that the customer trust variable influences repurchase intention. Customer trust is important in building a very strong relationship between consumers and the company to have a long-term cooperation between the company and consumers. Consumers will have a good response if their expectations are met by the company, so they are able to make repeat purchases. The customer trust relationship reflects all the knowledge that consumers have regarding a product or service, where the higher the trust that arises, the higher the consumer's repurchase intention. These results support the results of (Chandra et al., 2023; Goeltom et al., 2023; Purnamasari & Suryandari, 2023). So, the third hypothesis (H3) is accepted.

Proving the fourth hypothesis, the moderation of customer trust on the influence of digital marketing on repurchase intention, obtained the original sample of 0.152 with t-statistics $1.972 > 1.96$ and p-values 0.049. This implies that customer trust can moderate the influence of digital marketing on repurchase intention. So, it can be said that if digital marketing's perception of customer trust increases, repurchase intention will also increase. The higher the use of digital marketing, the higher the number of consumers who will repurchase HP products at the company. With this, digital marketing has a higher influence on repurchase intention, which has an impact on customer trust which has the potential to play a very important role. These results support the results of (Sawitri & Giantari, 2020; Setyawan et al., 2023; Zaraswati & Setyawati, 2023). So, the fourth hypothesis (H4) is accepted.

Proving the fifth hypothesis, the moderation of customer trust on the influence of sales promotion on repurchase intention, obtained the original sample - 0.267 with t-statistics $3.692 > 1.96$ and p-values 0.000. This implies that customer trust can moderate the influence of sales promotion on repurchase intention. So, it can be said that sales promotion has a big influence on customer trust and the attractiveness of consumers' repeat purchases. Because consumers without having to see the product directly, consumers can see the product through content provided by the company on social media, which gives rise to consumer confidence in their intention to repurchase. Sales promotion encourages sales by achieving targets, particularly using price discounts, vouchers, and attractive content to attract customer trust to buy the product again from the company which will achieve repurchase intention. These results support the results of (Angeline, 2023; Bernardus & Wahjudono, 2023; Rachmawati et al., 2023) So, the fifth hypothesis (H5) is accepted.

4.7 R-Square Test Results

The R-Square score was 0.878 (87.8%), the error score was (12.2%). This means that the factors in this research are quite capable of influencing variable Y. However, there are 12.2% that different factors can influence variable Y. The coefficient of influence of digital marketing is 0.074, sales promotion is 0.278, customer trust is 0.446. The moderation of customer trust on the influence of digital marketing on repurchase intention is 0.152 and the moderation of customer trust on the influence of sales promotion on repurchase intention is -0.267. Of the five influence coefficients, the largest value obtained is in customer

trust in repurchase intention. Therefore, the main strategy that must be implemented by a company to increase repurchase intention is to innovate a product that meets high customer trust expectations. Apart from that, building the impression of appropriate promotional prices for buyers, followed by expanding digital marketing also needs to be done.

5 CONCLUSIONS

This research provides evidence regarding the influence of digital marketing and sales promotion on repurchase intention with customer trust as a moderating variable. The research results show that digital marketing is unable to influence repurchase intention. Sales promotion has a positive effect on repurchase intention. Customer trust has a positive effect on repurchase intention. Moderating customer trust can have a positive influence on digital marketing on repurchase intention. Moderating customer trust can have a positive effect on sales promotion on repurchase intention. This research has limitations, that the respondents in the sample were only PT consumer respondents. Era Supplies Indonesia. The research recommends that when selling products, if they want to create repurchase intention, the priority strategy to be implemented is to have sales promotion in creating promotional prices that make customers sustainable because of customer trust and the good influence of digital marketing.

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