



UDC 332

## BRAND IMAGE MEDIATES THE INFLUENCE OF SOCIAL MEDIA MARKETING ON REPURCHASE INTENTIONS

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### ABSTRACT

The purpose of this study is to examine how Scarlett's social media marketing campaigns affect the repurchase intention of Generation Z customers by way of brand image. The theoretical underpinning of this research is Consumer Behavior Theory. A total of 140 individuals were involved in the research, and the sample selection approach utilized non-probability sampling with purposive sampling techniques. Analysis methods such path analysis, classical assumption tests, the Sobel test, and the VAF test are utilized. Research conducted in Denpasar City found that consumers' propensity to repurchase Scarlett products was positively and significantly affected by social media marketing. Additionally, Scarlett product consumers in Denpasar City have a favorable and substantial impression of the brand as a result of social media marketing. Among Scarlett product users in Denpasar City, brand image also has a positive and strong influence on repurchase intention. In particular, among Scarlett product buyers in Denpasar City, brand image mediates the relationship between social media marketing and the propensity to repurchase. By investigating how social media marketing for Scarlett products affects consumers' repurchase intention, with brand image mediating to some degree, this study adds to the body of knowledge in the field of consumer behavior theory. In order to increase the likelihood that Scarlett product buyers will repurchase, the study's practical implications offer insightful recommendations to Scarlett management.

### KEY WORDS

Social media, marketing, brand image, repurchase intention.

Satisfaction with a product that meets one's expectations is the primary factor in the development of repurchase intention (Kotler & Keller, 2018:53). One definition of repurchase intention is a desire to buy something again after a positive experience. This means that buyers keep coming back to the same vendor for more of the same (Tong & Hartono, 2020). When customers are satisfied with a product, they are more likely to buy it again (Kotler & Keller, 2018:81).

Maintaining and improving the development of consumer repurchase intentions is equally important for companies in this age of fast technological improvement. Social media marketing (SMM) is a popular strategy for firms looking to maintain or grow their market share. It involves promoting a brand or product using various social media platforms online in order to increase exposure, engagement, and ultimately, sales. According to Wikantari (2022), SMM occurs when people engage with a brand on social media, which helps the brand discover what customers want and needs and how to provide those demands. Considering the vast number of social media users in Indonesia, there is a great deal of potential in social media marketing.

Social media users in Indonesia comprise 60.4% of the total population, with 167 million social media users (We Are Social, 2023). This high percentage includes 153.7 million individuals aged 18 and above, constituting 78.5% of internet users in Indonesia, with at least one social media platform used. The generation that extensively utilizes social media is Gen Z, born between 1997 and 2012, spending an average of 7 hours per day on the internet, according to a survey conducted by Alvara Research Center (2022) on 1,529 respondents across 34 provinces in Indonesia. With this substantial figure, companies certainly should not overlook the opportunity to utilize these platforms for growth. Effective company activities on



social media expand markets, provide product-related information, and garner positive social responses, enhancing brand image.

Brand image, as defined by Kotler & Keller (2018:226), is the perception and belief held by consumers about a product that forms consumer memories. Brand image plays a significant role for Gen Z consumers who strongly adhere to principles and choose products whose image aligns with their values (Francis & Hoefel, 2018). They view a brand not merely as a name but as values, concepts, characteristics, and the image of a product that represents it (Praja & Haryono, 2022). Therefore, it is crucial for a brand to build and maintain a positive image to make its products a sustainable choice for consumers.

One notable local brand in Indonesia known for its brand image as a renowned skincare brand is Scarlett. Scarlett is a local brand owned by the celebrity Felicia Angelista. Scarlett's products are BPOM-tested, and they deliver results trusted by consumers. Scarlett first launched its body lotion in 2017, forming a strong brand image as a superior body care product since there were no similar products in the Indonesian market at that time. Scarlett now offers a variety of products such as body lotion, body scrub, shampoo, and facial skincare. Scarlett's body lotion is one of its best-selling products, gaining popularity among Indonesian consumers. Its reasonably priced products with large packaging attract attention and encourage the public to purchase and try Scarlett's product range.

Data from Kompas (2022) indicates that Scarlett has secured the second position in the sales of the best-selling skincare brand on e-commerce platforms. This achievement reflects Scarlett's successful competition with other local brands. However, it is noteworthy that Scarlett experienced a decline in sales, moving from the top position in 2021 to the second position in 2022 among the best-selling body care brands.

This decline is evident in the data, as Scarlett dropped from the first position in 2021 with a sales percentage of 23.2%. The second and third positions were occupied by Nivea and Vaseline, with sales percentages of 8.7% and 8.0%, respectively. Scarlett's effective marketing strategy, utilizing a South Korean girl group as a brand ambassador, contributed to its leadership position in 2021. However, in 2022, Scarlett's sales declined, securing the second position with a percentage of 9.27%. The first position was claimed by Somethinc with a percentage of 16.85%, and the third position was held by Ms. Glow with a sales percentage of 6.59%. This decline is attributed to the presence of products similar to Scarlett's in the market, which also create a positive brand image.

Preliminary pre-survey results aimed to delve deeper into the issue of declining market share and sales of Scarlett, particularly focusing on the highest-selling brand. The pre-survey involved 30 respondents aged 17-26 years, with a minimum of high school education because the target audience is Gen Z. Respondents resided in Denpasar and had purchased Scarlett products at least once in the last 6 months. According to Table 1.1, 26 respondents had received information about Scarlett products on social media, 19 respondents enjoyed receiving information about Scarlett products on social media, 12 respondents would repurchase Scarlett products when they run out, and 9 respondents bought Scarlett products because of its positive brand image. The pre-survey results indicate a problem with repurchase intention, even though respondents frequently saw content and promotions by Scarlett on social media. Additionally, controversies surrounding Scarlett have significantly impacted its brand image, affecting consumer behavior.

Consumer behavior refers to how individuals make purchasing decisions using available sources, exchanging them for goods or services to experience their benefits (Kotler & Keller, 2018:161). One aspect of consumer behavior impacted in this study is repurchase intention. Maintaining a positive brand image on social media, especially among Gen Z audiences who highly value a company's principles, is crucial. This is because a brand image is associated with the individual's reflection of a specific brand (Mitra & Jenamani, 2020).

Previous studies on the topic of social media marketing (SMM) and the intention to repurchase have yielded conflicting results. There is a robust and statistically significant relationship between social media marketing (SMM) and the likelihood of consumers making repeat purchases, according to research by Fabiola & Rachmawati (2023) and Murphy (2021). Social media marketing (SMM) has been shown to increase sales, although studies



by Leksono & Prasetyaningtyas (2021) and Nathalia & Indriyanti (2022) found the opposite and statistically insignificant relationship. Given the lack of clear findings, the researcher proposes a solution to strengthen the correlation between these variables by incorporating brand image as a moderating variable. Recognizing the close relationship between SMM and brand image—since a company's marketing actions are reflective of its brand image—Marphy (2021) has previously utilized brand image as a mediating variable between SMM and repurchase intention. Businesses can learn a lot about how to respond to shifts in the market and maintain their reputation by keeping an eye on social media for feedback from a variety of customers (Ratana, 2018).

Leksono and Prasetyaningtyas (2021) shown that, far from being insignificant, the brand image variable considerably affects repurchase intention. Social media marketing (SMM) may have a greater impact on consumers' propensity to make repeat purchases if brand image acts as a moderator, according to research by Fajar and Wardi (2022). Positive public perception of a brand increases the efficacy of social media marketing (SMM) campaigns. Building a positive image of the company that resonates with the intended consumers is the primary goal of social media marketing (SMM). Organizations can improve their brand image to better meet customer preferences and boost satisfaction. According to research by Herliza and Saputri (2016), brand image is responsible for 70.22 percent of customer happiness, with other factors accounting for the rest. Brand image has a significant impact on consumers, as seen by this figure. The power and quality of a brand's image are strongly related to its influence on repurchase intention, according to Fajar and Wardi (2022).

The necessity for a solution to obtain more accurate study results is underscored by the fact that previous studies have failed to address this gap. Therefore, it's important to look at other elements that can affect the possibility of repurchasing. The purpose of this study is to investigate the mediating role of brand image in the relationship between social media marketing and the intention to repurchase by introducing a new variable to the analysis.

In this research, the theory of customer behavior is used. Kotler and Keller (2016:179) state that studying consumer behavior entails looking at how individuals, groups, and organizations select, use, and obtain products, services, concepts, or wants. According to Purboyo et al. (2021), there are many different aspects to consumer behavior, which includes behaviors such as researching, choosing, buying, using, and reviewing a product or service. Meeting and satisfying people's needs, interests, and preferences is the end goal of these pursuits. In consumer behavior, there are three steps to making a decision: input, process, and output. Customer loyalty is determined by these stages.

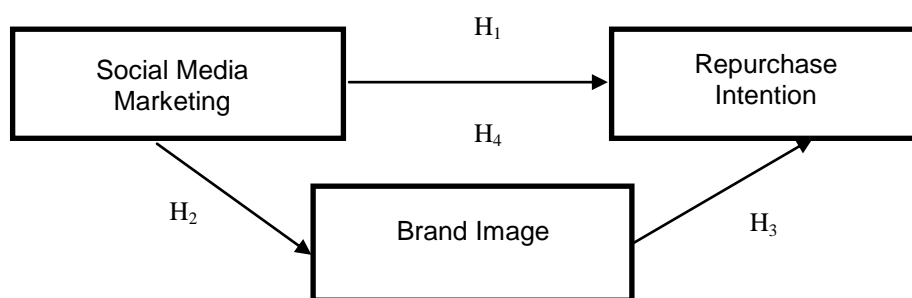


Figure 1 – Conceptual Framework

One of the most important factors in deciding whether a customer would make successive purchases is the marketing team's ability to use social media efficiently. The probability that consumers will make more purchases of the goods or services given by the firm in the future is a critical success factor that all businesses want to attain (Chuah et al., 2022). Research by Marphy (2021) shows that advertising on social media significantly increases the possibility that consumers will buy more. Kotler and Keller (2016:221) state that promotions impact customers' inclinations to buy from them again. Reminding people of the name that the company is often connected with is one of the goals of the advertising



campaign. Research by Gabriella and colleagues (2022) backs this up, showing that social media marketing significantly increases the likelihood that customers would make more purchases in the future. Promoting a brand or product on social media is one of the most effective ways to get people to remember it, which in turn increases the likelihood that they will buy it again.

*H1: Social Media Marketing has a positive and significant impact on repeat purchase intentions.*

Brand perception is sure to be affected by audience-targeted social media marketing. According to Taan et al. (2021), SMM is positively and significantly correlated with brand image, hence raising SMM will improve a company's reputation. Consistent with earlier results, Johansson and Hiltula's (2021) study found that SMM significantly improves brand image. In addition, the study found that brand image is strengthened through the use of SMM and audience interaction. Further evidence that SMM positively affects brand image came from Narayana & Rahanatha (2020), who found that when SMM is done well, it boosts the brand's reputation. The following theory is advanced in light of the above descriptions:

*H2: Social Media Marketing has a positive and significant impact on brand image.*

Brand image, also known as brand perception, refers to how consumers and the general public perceive and trust a brand. In the study conducted by Marphy (2021), it was found that brand image has a favorable and substantial influence on repeat buy intentions. Specifically, a brand that is recognized for its positive image instills a feeling of safety and cultivates trust among customers, hence encouraging them to repurchase the company's products. Research undertaken by Fajar & Wardi (2022) and Wijaya & Astuti (2018) has found a strong and statistically significant correlation between brand image and the likelihood of repeat purchases. Given the descriptions provided above, we offer the following hypothesis:

*H3: Brand image has a positive and significant impact on repeat purchase intentions.*

Successful social media marketing campaigns build consumer confidence in a product or service, which in turn increases the likelihood that satisfied customers would buy from that business again. The role of brand image as a mediator between social media marketing's impact and customers' propensity to make repeat purchases has been the subject of several investigations. Researchers Fajar and Wardi (2022) found that SMM has a strong and statistically significant effect on consumers' perceptions of brands. The study's results also show that consumers' positive perceptions of a brand significantly impact their propensity to buy more of that brand. Furthermore, via the medium of the company's image, social media marketing significantly and positively affects the intention to make further purchases. They found that a company's reputation can boost its social media marketing, which in turn increases the likelihood that customers will buy from them again. Based on the thorough details that were given earlier, the following hypothesis is being proposed:

*H4: Brand image significantly mediates the impact of Social Media Marketing on repeat purchase intentions.*

## METHODS OF RESEARCH

This research employs an associative and causal research design to analyze the influence of Social Media Marketing (SMM) on repeat purchase intentions, with brand image as a mediating variable in the relationship between SMM and repeat purchase intentions. The study will be conducted in Denpasar City, a strategic and economically significant location on Bali Island, chosen for its dense population and economic growth centrality. Additionally, the city is home to numerous Scarlett product resellers, both offline and online, including a Shopee e-commerce reseller located in Denpasar that recorded the sale of 8,400 Scarlett products in the last year (Shopee, 2023). This data indicates a considerable consumer demand for Scarlett products in Denpasar, further emphasized by the fact that this is only one reseller's data.

The minimum respondent criteria, set at a high school graduate or equivalent level, align with the educational profile of Denpasar. According to data from the Ministry of





Education and Culture in 2022, Denpasar has the highest number of high school students, with 18,738 students (Ministry of Education and Culture, 2022). Due to these considerations, Denpasar is deemed an appropriate location for this research. The research scope focuses on the field of marketing management, specifically examining the role of brand image as a mediating factor in the impact of SMM on repeat purchase intentions. This study involves three types of variables: the independent variable or the predictor variable, Social Media Marketing (X); the mediating/intervening variable, brand image (M); and the dependent variable, repeat purchase intentions (Y).

The population for this study comprises Scarlett's Generation Z consumers. Sampling is used to generalize findings to a population and must be representative; thus, purposive sampling is employed as the population cannot be precisely determined. Data collection involves a survey using a questionnaire measured on a Likert scale, with validity and reliability tested through appropriate statistical methods. The data analysis techniques include descriptive statistical analysis, path analysis, Sobel test, and Variance Accounted For (VAF) test.

## RESULTS AND DISCUSSION

Scarlett is a local beauty brand in Indonesia founded in 2017 by Felicya Angelista. It has since become one of the primary choices for Indonesian consumers seeking beauty products. The research involved 140 respondents, all of whom met the established criteria: residing in Denpasar, belonging to Generation Z, having completed at least high school or its equivalent, maintaining active social media presence in the last month, and having made a Scarlett product purchase in the past month. The research findings, derived from the respondents, are presented by depicting respondent characteristics based on demographic variables, including gender, age, highest educational attainment, occupation/status, and average income or allowance.

Table 1 – Respondent Characteristics

No	Variable	Classification	Total (people)	Percentage (%)
1	Age	15-17 years old	50	35.7
		18-20 years old	16	11.4
		21-23 years old	21	15.0
		24-26 years old	53	37.9
	Total		140	100
2	Gender	Male	46	32.9
		Female	94	67.1
	Total		140	100
3	Education	Highschool	78	55.7
		Diploma	26	18.6
		Bachelor degree	36	25.7
	Total		140	100
4	Occupation	Student	42	30.0
		Private Employee	16	11.4
		Civil Servant	22	15.7
		Entrepreneur	60	42.9
	Total		140	100
5	Income	< 2.000.000	17	12.1
		> 2.000.000 – 3.000.000	21	15.0
		> 3.000.000 – 4.000.000	70	50.0
		> 4.000.000	32	22.9
	Total		140	100

Source: Data processed (2023).

Table 1 illustrates the characteristics of the study respondents, totaling 140 individuals. Regarding the age of the respondents, the majority fall within the 24-26 age range, constituting 53 individuals with a percentage of 37.9 percent. In terms of gender, the study is predominantly represented by males, numbering 94 individuals, making up 67.1 percent of the sample. Analyzing the highest educational attainment, respondents with a high school



education make up the majority, totaling 78 individuals, accounting for 55.7 percent. Looking at the occupation of the respondents, the majority are entrepreneurs, comprising 60 individuals with a percentage of 42.9 percent. Examining income or allowance, the majority of respondents have an income in the range of Rp. 3,000,000 – 4,000,000, amounting to 70 individuals, representing 50 percent.

Table 2 – Normality Test Results (One-Sample Kolmogorov-Smirnov)

Equation	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Sub-structural 1	0,200
Sub-structural 2	0,200

Source: Data processed (2023).

To determine whether or not the data were normal, a Kolmogorov-Smirnov test with one sample was utilized. Based on the findings, which are presented in Table 2, it can be deduced that the Asymp. Sig. (2-tailed) values for both Sub-structural 1 and Sub-structural 2 are greater than 0.05. The fact that this is the case indicates that the data that was utilized in this analysis follows a normal distribution. Because of this, one can draw the conclusion that the model satisfies the assumption of normalcy successfully.

Table 3 – Multicollinearity (Tolerance and Variance Inflation Factor)

	Model	Collinearity Statistics	
		Tolerance	VIF
Sub-structural2	Social Media Marketing	0,581	1,721
	Brand Image	0,581	1,721

Source: Data processed (2023).

The variables Social Media Marketing (X) and Brand Image (M) have a tolerance value of 0.581 and a VIF value of 1.721 in the regression equation model. Both of these values are in the range of 1.721. The fact that this is the case demonstrates that the model does not contain any multicollinearity. A tolerance value greater than 0.10 and a VIF value less than 10 are the criteria that are utilized to determine the presence of multicollinearity. The variables Compensation (X1) and Job Satisfaction (X2) meet both of these requirements.

Table 4 – Heteroscedasticity Test Results

Equation	Model	T	Sig.
Sub-structural 1	Social Media Marketing	-0,887	0,376
Sub-structural 2	Social Media Marketing	-1.960	0.052
	Brand Image	-0.281	0.779

Source: Data processed (2023).

Table 4 indicates that for Structure 1, the Sig. value is 0.376, which is greater than 0.05, implying no significant influence between the independent variable and absolute residuals. Thus, it can be stated that the model equation shows no signs of heteroskedasticity. For Structure 2, the Sig. values are 0.052 and 0.779, both greater than 0.05, indicating no significant influence between the independent variable and absolute residuals. Therefore, it can be concluded that heteroskedasticity is not observed in the sub-structural model 2 equation as well.

Using the findings of the regression analysis presented in Table 10, it is possible to formulate the sub-structural equation that has been formed, which is denoted by the equation  $M = 0.647$ . Having a Standardized Beta Coefficient of 0.647, the Social Media Marketing variable indicates that it has a positive influence on Brand Image. This indicates that Social Media Marketing is a positive factor. Therefore, if there is a high level of social media marketing, then there will also be a high level of brand image.



Table 5 – Path Analysis Results on Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.672	1.155		1.447	0.150
Social media marketing	0.645	0.065	0.647	9.974	0.000
R <sup>2</sup> 0,419					
Dependent variable: Brand Image					

Source: Data processed (2023).

Table 6 – Results of Path Analysis in Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.501	0.912		1.646	0.102
Social media marketing	0.467	0.066	0.518	7.030	0.000
Brand Image	0.276	0.067	0.306	4.146	0.000
R <sup>2</sup> 0,435					
Dependent variable: Repurchase Intention					

Source: Data processed (2023).

The equation for the sub-structural model is  $Y = 0.518X + 0.306M + e_2$ , which is the result of the regression analysis that is presented in Table 6. The value of the Standardized Coefficients Beta for the Social Media Marketing variable is 0.518, which indicates that it has a positive impact on the Repurchase Intention variable. As a consequence of this, there is a substantial association between a significant presence in social media marketing and an increased intention to repurchase the product. The result of the Standardized Coefficients Beta calculation for the Brand Image variable is 0.306, which indicates that it has a positive influence on Repurchase Intention. Because of this, a strong brand image has a favorable correlation with an increased intention to repurchase the product later on.

One hundred eighteen percent is the direct influence that social media marketing has on repurchase intention. With regard to the influence that social media marketing has on brand image, the exact value is 0.647. It has been found that there is a connection coefficient of 0.306 between Brand Image and Repurchase Intention. The indirect effect of the Social Media Marketing variable on Repurchase Intention, which is mediated by Brand Image, is calculated to be 0.197. This value is obtained by multiplying 0.647 by 0.306, which is the formula described above. It is possible to determine the cumulative impact by adding the numbers 0.518 and 0.197, which will result in a total of 0.715.

There is a value of 0.658 assigned to the error variable. As a result of the overall coefficient of determination being 0.749, it can be deduced that Social Media Marketing and Brand Image are responsible for 74.9% of the Repurchase Intention. Twenty-five point one percent is influenced by elements that were not taken into consideration in the research model.

Statistically significant with a significance value of 0.000, the findings of the research indicate that Social Media Marketing has a Beta value of 0.518, which indicates that it is statistically significant. Due to the fact that the significance value is lower than the threshold of 0.05, this lends credence to the acceptance of Hypothesis 1. In conclusion, the use of social media marketing has a significant and positive impact on the intention to repurchase. Taking into consideration these facts, it can be concluded that if Scarlett is successful in using social media marketing, it will result in an increased repurchase intention in Kota Denpasar. It can be concluded that the initial premise is correct, which suggests that if Scarlett is able to successfully implement a Social Media Marketing plan, it will generate consumer curiosity, which will ultimately result in an increased propensity to purchase Scarlett's products once more.

The outcomes of this research provide support for the findings of Marphy's (2021) study, which shown that social media marketing had a positive and significant influence on repurchase intention. Research conducted by Kotler and Keller (2016:221) indicates that



promotions have an effect on the intention to repurchase. One of the objectives of promotions is to bring the brand of the firm to the attention of the target audience. This conclusion is further validated by the findings of Gabriella et al. (2022), which illustrate the positive and large influence that Social Media Marketing has on Repurchase Intention through the use of effective advertising on social media platforms.

Statistically significant with a p-value of 0.000, the findings of the research suggest that Social Media Marketing has a Beta coefficient of 0.647, which indicates that it is a significant factor. As a result, the second hypothesis is accepted. As a result, it is possible to draw the conclusion that Scarlett's utilization of social media marketing in Kota Denpasar will effectively strengthen the brand image of the products that Scarlett offers. As a result, the second hypothesis is validated, which suggests that Scarlett's Social Media Marketing plan, if executed correctly, will be able to improve and strengthen the Brand Image in a positive manner.

It has been demonstrated in previous study, such as that conducted by Taan et al. (2021), that the variable of Social Media Marketing has a positive and significant influence on Brand Image. The conclusions of this research are in agreement with these findings. The findings of the research carried out by Johansson and Hiltula (2021) show proof that social media marketing has a positive and significant impact on the image of a brand. Narayana and Rahanatha (2020) believe that the use of social media marketing has a positive and significant impact on the image of a brand. They underline that when social media marketing is executed effectively, it leads to an improvement in the impression that consumers have of the brand.

The outcomes of the research indicate that Brand Image has a Beta coefficient of 0.306, which was found to be statistically significant at a p-value of 0.000. The conclusion is that Hypothesis 3 is correct. As a consequence of this, one may draw the conclusion that the image of the brand has a significant and positive impact on the intention to repurchase the product. Putting it another way, an improvement in Scarlett's brand image will result in an increase in the number of customers in Kota Denpasar who want to repurchase Scarlett's products. As a consequence of this, the third hypothesis is confirmed, which suggests that a strong and positive brand image of Scarlett will lead to an increased intention to repurchase the product. In the event that Scarlett is able to successfully implement branding strategies, customers will have the impression that the brand has a strong image, which will lead to an increased propensity to repurchase Scarlett's products.

The findings of this research are consistent with the findings of the study that was carried out by Marphy (2021), which demonstrated that Brand Image was found to have a positive and significant influence on Repurchase Intention. A well-known brand that is well-known for its positive reputation instills a feeling of assurance and promotes trust in its customers, which in turn motivates customers to participate in repeat purchases of the brand's products. In their respective studies, Fajar and Wardi (2022) and Wijaya and Astuti (2018) have presented evidence that substantiates the existence of a robust and significant association between Brand Image and Repurchase Intention.

The results of the Sobel test suggest that the Z value is 4.125, which is higher than the crucial threshold of 1.96, which provides support for the adoption of Hypothesis 4. Consequently, it is possible to draw the conclusion that Brand Image is an essential component in the intermediary role that it plays between Social Media Marketing and Repurchase Intention. An additional point to consider is that the VAF test generates a computed result of 27.65%, which places it within the range of 20% to 80%. Because of this, it is considered to be an example of partial mediation (Sholihin & Ratmono, 2013:82) (Hair Jr et al., 2014). When considering the impact of social media marketing on repurchase intention, it is possible to draw the conclusion that brand image acts as a partial mediator of this relationship. In light of this, it may be concluded that a positive brand image strengthens the impact of social media marketing on repurchase intention, hence providing support for Hypothesis 4.

Furthermore, the findings of this research are in agreement with the findings of the study that was carried out by Fajar and Wardi (2022), which demonstrated that Social Media





Marketing has a favorable and substantial association with Brand Image. A further point to consider is that the Repurchase Intention is positively and significantly impacted by the Brand Image. Brand Image acts as a mediator between the positive and significant impact that social media marketing has on repurchase intention, which is a positive and significant effect. This is clear from the findings of their research, which reveals that Brand Image has a substantial impact on Social Media Marketing, which ultimately results in an increase in the number of repeat purchases made by customers.

### **IMPLICATIONS OF RESEARCH**

The research has theoretical implications for several existing theories, specifically the consumer behavior theory. It seeks to comprehend the degree to which consumers' intention to repurchase Scarlett items is influenced by social media marketing and partially mediated by brand image. This phenomenon arises when consumers perceive a favorable brand reputation, resulting in a heightened intention to repurchase as a consequence of the enhancement in Scarlett's social media marketing efforts. The research findings corroborate existing theoretical notions and previous studies, offering empirical proof that the consumer behavior theory employed in this research impacts customers' inclinations to repurchase a product. From a practical standpoint, this research provides valuable insights for Scarlett's management to improve consumer repurchase intentions for Scarlett products. The respondents' input on the repurchase intention variable, as indicated by their response to the sentence "I have a desire to purchase Scarlett products (Y1)," received the highest rating. Scarlett's management should carefully evaluate and maybe modify their marketing techniques in order to retain or improve customer repurchase intentions for Scarlett items. The highest grade was given to the respondents' comments on the social media marketing variable, which was gained from the statement "Scarlett has positive reviews on social media that instill confidence in consumers regarding Scarlett products (X5)." This implies that Scarlett's management should prioritize the continuation or enhancement of their social media marketing strategies in order to uphold or amplify favorable consumer feedback regarding Scarlett's products on social media platforms, hence eradicating any uncertainties or concerns among consumers. Moreover, the respondents' input regarding the brand image variable, as gathered from the statement "I perceive Scarlett to possess a robust brand image (M2)," received the highest grade. Scarlett's management should prioritize the preservation or enhancement of the favorable brand image to ensure that consumers continue to perceive Scarlett's brand image favorably.

### **CONCLUSION AND RECOMMENDATIONS**

The research findings yield numerous discernible conclusions: Social media marketing exerts a favorable and noteworthy influence on consumers' inclination to make repeat purchases of Scarlett items in Kota Denpasar. The utilization of social media marketing has a beneficial and noteworthy influence on the perception of the Scarlett brand among consumers in Kota Denpasar. The brand image of Scarlett products in Kota Denpasar has a strong and positive influence on consumers' desire to repurchase. The influence of social media marketing on consumers' repurchase intentions for Scarlett products in Kota Denpasar can be somewhat mediated by brand image.

The recommendations derived from this research are as follows: In theory, the intention to repurchase will rise as social media marketing and brand image improve. Therefore, it is crucial to focus on social media marketing and brand image in order to improve repurchase intentions. Based on the research findings, it is advisable for Scarlett's management to update the content on Scarlett's social media platforms in order to align it with current trends. This will help attract consumers who are interested in seeking information about Scarlett products. To enhance future study, it is recommended to incorporate supplementary characteristics that impact repurchase intentions and broaden the scope beyond Scarlett items, thereby offering a more comprehensive outlook that can be broadly applicable.



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