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The Influence of Digital Marketing and Influencers on Repurchase Intention for Kahf Facial Cleanser through Customer Trust

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Abstract: Growing awareness among Indonesian men of skin health and personal appearance has significantly increased demand for male skincare products, especially in the facial cleanser segment. Local brands such as Kahf continue to face strong competitive pressure fom international brands that dominate the market. This study examines the influence of digital marketing and influencers on repurchase intention for Kahf facial cleanser products, with customer trust as a mediating variable. Using SEM-PLS and data collected from 265 respondents in the Jabodetabek area. The findings show that social media marketing significantly affects customer trust but does not directly influence repurchase intention. Digital content marketing and influencer marketing significantly affect both customer trust and repurchase intention. Customer trust also shows a strong direct influence on repurchase intention. Indirect effects reveal that only the influencer shows a significant mediating effect through customer trust.

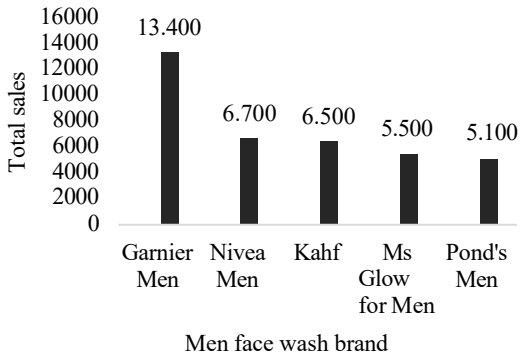
Keywords: Content Digital Marketing, Customer Trust, Influencer, Repurchase Intention, Social Media Marketing.

INTRODUCTION

Men's awareness of skin health has risen significantly as grooming becomes increasingly accepted in contemporary masculine norms (Diniyah et al., 2023). This trend expands opportunities for male skincare brands, particularly in the facial cleanser category, which remains a primary daily-use product. Indonesian men increasingly seek solutions for acne, oiliness, and dullness, contributing to continued market growth (Ahmed et al., 2020). As competition intensifies, both global and local brands must strategically respond to evolving consumer needs.

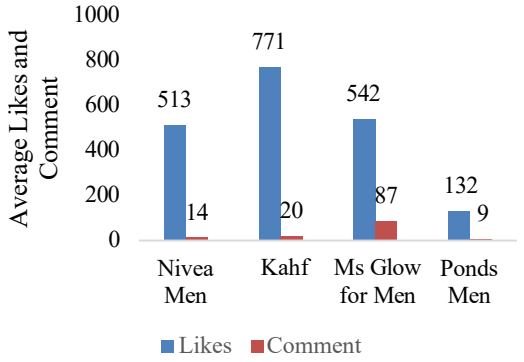
Consumers now rely heavily on digital platforms, making social media, digital content, and influencers central to their purchase decisions (Chaffey & Ellis-Chadwick, 2016). Digital communication enables brands tho shape consumer perceptions more directly and consistenly. Effective digital strategies can strengthen trust and influence repeat purchasing behavior (Kotler & Keller, 2016). Consequently, marketing effectiveness increasingly depends on a brand's

ability to manage online engagement. This shift places strong digital capabilities at the core of competitive success in the male skincare market.



Source: Compas 2023

Figure 1. Total sales of Kahf facial cleansers and their competitors on e-commerce platforms



Source: Research result

Figure 2. Engagement of Kahf and its competitors' Instagram social media

Based on Figure 1, the sales of Kahf facial cleansers rank third on e-commerce platforms, below global brands such as Garnier Men and Nivea Men. Figure 2 presents the Instagram engagement of each brand, showing that Kahf demonstrates strong engagement on its digital platforms. Despite strong engagement on social media, Kahf's facial cleanser sales remain lower than major global competitors such as Garnier Men and Nivea Man. This mismatch indicates that high engagement does not necessarily convert into higher repurchase rates. The situation raises questions about Kahf's effectiveness in leveraging digital marketing tools. It also suggests that consumers may value other factors beyond exposure and interaction. Identifying these gaps is essential for improving Kahf's repurchase performance. Social media engagement, such as likes and comments, is influenced by content quality, brand-audience relevance, and posting frequency. In the case of Kahf facial cleansers, the relatively high number of likes suggests strong audience interest, while the lower number of comments indicates room for enhancing two-way interaction with consumers (De Vries et al., 2012).

Social media marketing has consistently been shown to influence both customer trust and repurchase intention across various product categories, with studies highlighting that interactive content, aesthetic presentation, and responsiveness enhance consumer perceptions (Simbolon & Law, 2022; Wahyuningtyas & Ramadhan, 2023; Widodo & Rizqullah, 2023; Godey et al., 2016). Research further indicates that social media exposure stregthens brand awareness and contributes to purchasing decisions in digital environments (Alfian & Nilowardono, 2019). Content digital marketing similarly strengthens repurchase intention and trust when the content presented is credible, informative, and relevant to consumer needs (Yonathan & Bernarto, 2022;

Wu & Huang, 2023; Alfraihat et al., 2024; Hollebeek & Macky, 2019). High-quality digital content improves consumers' understanding of product benefits and reinforces perceived brand reliability. Collectively, these findings position social media and digital content as central drivers of trust formation and loyalty in digital consumer behaviour.

Influencer marketing is widely recognised as one of the strongest predictors of customer trust and repurchase intention because influencer credibility, expertise, and authenticity can significantly shape consumer evaluations (Lou & Yuan, 2018; Almahdi et al., 2022; Adrianto, 2021; Nugroho et al., 2020). Empirical evidence shows that trust transfer from influencers to brands increases consumer confidence and encourages testimonials, or communicate relatable experiences tend to generate stronger engagement and persuasion (Alfraihat et al., 2024). Customer trust itself functions as a critical mediator in digital marketing models, reducing perceived risk and reinforcing loyalty (Albarq, 2024; Ahmad et al., 2021; Madelline, 2023). Therefore, both influencer credibility and trust formation play complementary roles in shaping long-term repurchase decisions.

These conditions lead to several research problems concerning the roles of digital marketing and influencers. First, the influence of social media marketing on customer trust and repurchase intention must be examined. Second, the impact of digital marketing on customer trust and repurchase intention requires evaluation. Third, the contribution of influencers to shaping trust and repurchase behaviour remains unclear. Finally, the mediating role of customer trust accross these relationships needs to be assessed.

METHOD

Research Design

This study adopts a quantitive casual-explanatory research design to analyse the direct and indirect effects of digital marketing (social media marketing and content digital marketing) and influencer on repurchase intention for Kahf facial cleanser products through customer trust. The research instrument was developed using structured questionnaire items adapted from previous empirical studies. All variables were measured using multi-item scales to ensure the reliability of the constructs. This design allows hypothesis testing to verify theoretical relationships within the proposed structural model. The study focuses on consumer perceptions formed through digital marketing activities in the facial cleanser category.

Population and Sample

The research population consists of individuals residing in the Greater Jakarta area (Jabodetabek) who have purchased and used Kahf facial cleanser products within the last two months and are active in social media. Purposive sa mpling was applied to ensure that only qualified respondents with actual usage experience were included. Data collection was conducted using an online survey distributed via Google Forms from August to October 2025. A total of 265 valid responses were obtained and used as the final dataset. The sample size meets the minimum requirements for Partial Least Squares Structural Equation Model (PLS-SEM), ensuring adequate statistical power of path analysis.

Measurements and Indicator Variable

This study employs three variables, namely dependent variables (SMM, CDM, IF), independent variable (RI), and a mediating variable (CT). The operational definitions and indicators of each research variable ar presented in Table 1.

Table 1. Operational definitions and indicators research

Variable	Definition and source	Indicator
Social Media Marketing (SMM)	Promotional efforts that utilize social media platforms as a means to build close relationships with consumers. (Kim & Ko, 2012)	SMM1. Direct interaction SMM2. User discussion SMM3. Expressing opinion SMM4. Trend-focused content SMM5. Modern male lifestyle SMM6. Lifestyle-aligned content SMM7. Muslim modern relevance SMM8. Information sharing SMM9. content sharing
Content Digital Marketing(CDM)	A marketing strategy involving the creation and distribution of relevant, valuable, and consistent content to attract and retain a clearly defined target audience. (Karr, 2016)	CDM1. Easily understood content CDM2. Engaging, digestible content CDM3. Sharing motivation CMD4. Useful motivation CDM5. Content benefits CDM6. Quality assurance CDM7. Positive brand perception CDM8. Content-driven purchase CDM9. Peer content discussion
Influencer (IF)	An individual who has the ability to influence others' perceptions and evaluations of a product, as well as assist in product introduction and encourage increased sales. (Shimp, 2020)	IF1. Honest information IF2. Good reputation IF3. Objective reviews IF4. Skincare Expertise IF5. Product knowledge IF6. Brand collaboration IF7. Attractive appearance IF8. Engaging content IF9. Lifestyle alignment IF10. Positive influence IF11. Notable achievements IF12. Lifestyle similarity IF13. Lifestyle fit IF14. Needs-based recommendation
Customer Trust (CT)	The belief held by consumers that a product or company can consistently meet their expectations and needs. (Ujia et al., 2018)	CT1.Meets expectations CT2. Industry superiority CT3. Positive brand image CT4. Honest information CT5. Excellent service CT6. Consumer care
Repurchase intention (RI)	An individual's decision to repurchase a particular product from the same company in the future. (Hellier et al., 2015)	RI1. Continued buy Kahf RI2. Routine purchase interest RI3. Brand recommendation RI4. Positive word-of-mouth RI5. Primary brand choice RI6. Brand preference RI7. Product exploration RI8. Other variant trial

Data Analysis

Descriptive analysis was utilised to summarise respondent characteristics and behavioural patterns related to the use of Kahf facial cleanser products. All questionnaire items were assessed using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. The data analysis employed the PLS-SEM technique using SmartPLS software to evaluate the measurement and structural models. Convergent validity was assessed through outer loading values, where indicators with loading ≥0.70 are considered satisfactory, while values between 0.60-0.70 may still be retained if AVE and reliability criteria are met (Hair et al., 2021; Ghozali

& Latan, 2015). AVE values were also examined, and constructs were deemed valid when AVE exceeded 0.50, indicating that more than half of the variance is explained by the indicators (Hair et al.,2021).

Discriminant validity was evaluated through the Fornell-Larcker criterion, which requires the square root of AVE to be greater than the inter-construct correlations (Hair et al., 2021; Ghozali & Latan, 2015). Reliability was tested using Composite Reliability (CR ≥0.70) and Cronbach's Alpha (≥0.70), indicating strong internal consistency across indicators (Ghozali & Latan, 2015). The structural model's predictive accuracy and significance were analysed using R-square, effect size (F-squar e), and bootstrapping to test the significance on hypothesized paths.

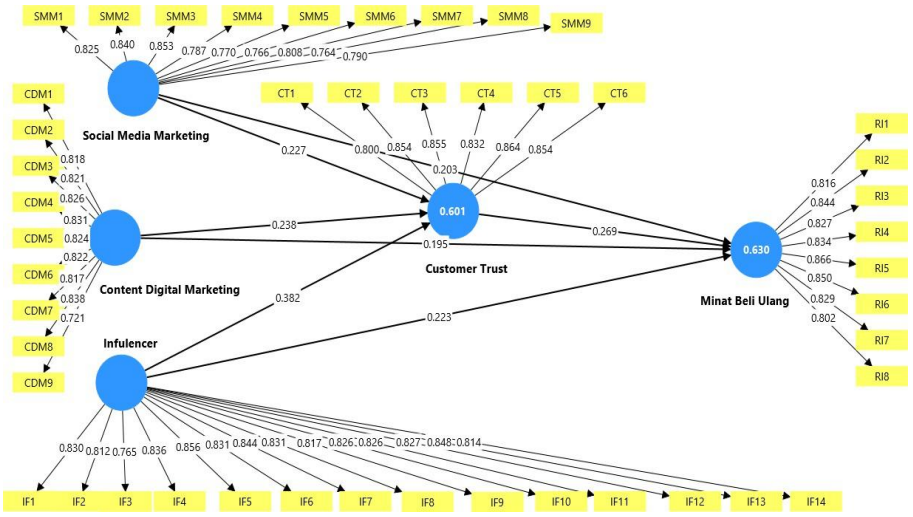
RESULTS AND DISCUSSION

Respondent Characteristics

A total of 265 respondents from the Jabodetabek area participated in this study, consisting primarily of users of Kahf facial cleanser within the last two months. Most respondents were located in Jakarta (35.09%) and Bogor (30.94%), followed by Tangerang (21.51%), Depok (7.55%), and Bekasi (4.91%). In terms of age distribution, the dominant groups were 18-25 years and 26-30 years, each representing 37.36% of total respondents, indicating that Kahf's user base is largely composed of Gen Z and young millennials. Monthly income varied, with the majority earning above IDR 3,500,000 (31.70%), suggesting a consumer group with moderate to strong purchasing power. Regarding consumption behaviour, most respondents reported spending less than IDR 100,000 per month on facial care and purchasing Kahf facial cleansers one to two times within the last two months.

Outer Model Evaluation

Convergent Validity



Source: Research result

Figure 3. Outer loading results

Convergent validity was assessed using outer loadings and Average Variance Extracted (AVE). Based on figure 3, all indicators demonstrated outer loadings above 0.70, indicating strong item reliability and confirming that each item adequately represents its respective latent construct. The highest loading factors result were found in CT5 (0.864) for customer trust, IF5 (0.856) for influencer, and RI5 (0.866) for repurchase intention, showing these indicators as the strongest contributors.

Table 2. Average variance extracted result

Variable	Average Variance Extracted (AVE)
Social Media Marketing	0.642
Content Digital Marketing	0.662
Influencer	0.682
Customer Trust	0.711
Repurchase Intention	0.695

Source: Research result

Based on table 2, all AVE result exceeded the minimum threshold of 0.50. Customer trust and influencers showing the strongest construct validity (0.711) and (0.682) respectively. These results collectively confirm that the model meets the criteria for convergent validity.

Discriminant Validity

Discriminant validity serves to verify that each reflective construct demonstrates stronger associations with its own indicator than with indicators of other constructs. Within SEM-PLS, this assessment is commonly conducted using Fornell-Larcker criterion. The results of the Fornell-Larcker criterion for this study are presented in Table 3.

Table 3. Fornell-Larcker criterion result

Variable	Content Digital Marketing	Customer Trust	Influencer	Repurchase intention	Social Media Marketing
Content Digital Marketing	**0.814**				
Customer Trust	0.700	**0.843**			
Influencer	0.757	0.728	**0.826**		
Repurchase Intention	0.706	0.708	0.715	**0.834**	
Social Media Marketing	0.759	0.687	0.730	0.699	**0.801**

Source: Research result

Based on table 3, the square root of the AVE for each construct is higher than its correlations with other constructs, indicating that each variable has stronger relationships with its own indicators. This confirms that all constructs in the model successfully meet the Fornell-Larcker criterion, demonstrating adequate discriminant validity. Thus, each latent variable is empirically distinct and measures a unique concept within the structural framework of this study.

Construct Reliability

Construct reliability is employed to assess the internal consistency of indicators in measuring their respective latent variables. In SEM-PLS, reliability is commonly evaluated using Composite Reliability (CR) and Cronbach's Alpha, where values above 0.70 indicate adequate consistency. The results of Compositer Reliability and Cronbach's Alpha are presented in Table 4.

Table 4. Composite reliability and cronbach's alpha result

Variable	Cronbach's Alpha	Composite Reliability
Content Digital Marketing	0.936	0.946
Customer Trust	0.919	0.937
Influencer	0.964	0.968
Repurchase Intentions	0.937	0.948
Social Media Marketing	0.930	0.941

Source: Research result

Based on table 4, all constructs recorded strong internal consistency with cronbach's alpha and CR values exceeding 0.90. Altough the influencer variable slightly surpassed the upper reliability threshold (>0.95), it remained acceptable given the conceptual consistency and nonredudancy of indicators. These results confirm that each construct is reliably measured and suitable further structural model analysis.

Inner Model Evaluation

R-square

Table 5. R-square result

Variable	R-Square	R-Square adjusted
Customer Trust	0.601	0.596
Repurchase Intention	0.630	0.624

Source: Research result

Based on table 5, the R-square for customer trust is 0.601, indicating that social media marketing, content digital marketing, and influencer collectively explain 60.1% of the variance in customer trust. The R-square for repurchase intention is 0.630, meaning that social media marketing, content digital marketing, and influencer along with customer trust explains in 63.0% of repurchase intention. These values fall within the moderate predictive category and demonstrate adequate explanatory power of the model for consumer behavior related to Kahf facial cleanser.

Effect Size (F-Square)

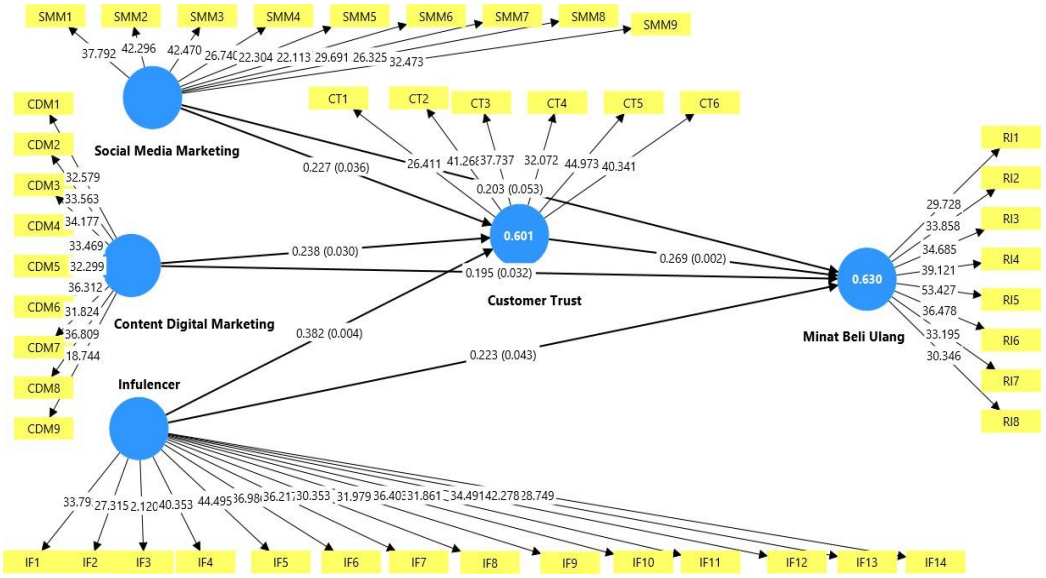
Table 6. F-square result

Relations	F-Square
Content Digital Marketing → Customer Trust	0.048
Content Digital Marketing → Repurchase Intention	0.033
Customer Trust → Repurchase Intention	0.078
Influencer → Customer Trust	0.136
Influencer → Repurchase Intention	0.044
Social Media Marketing → Customer Trust	0.047
Social Media Marketing → Repurchase Intention	0.039

Source: Research result

Based on table 6, the influencer variable shows the strongest effect size on both customer trust and repurchase intention, indicating its crucial role in driving repeat pruchases. Content digital marketing demonstrates a moderate effect, particularly in strengthening customer trust. Conversely, social media marketing has only a small effect size, showing its relatively weak contribution to repurchase outcomes. Overall, influencer and customer trust are the most impactful predictors of repurchase intention for Kahf facial cleanser products.

Hypothesis Testing



Source: Research result

Figure 4. Bootstrapping results

Hypothesis testing was conducted by evaluating the direct and indirect effects within the structural model using the bootstrapping procedure. Figure 4, shows that the result of bootstrapping indicates all of the digital marketing indicators (content digital marketing, social media marketing, and influencer) have a significant effect on customer trust. Meanwhile, for repurchase intention, only the social media marketing variable does not have a significant effect on repurchase intention. A summary of the direct and indirect results is presented in Table 7 and Table 8:

Table 7. Direct effects

Hypothesis	Path	Original Sample	T Statistics	P Values	Decision
H1	Social Media Marketing → Repurchase Intention	0.203	1.939	0.053	Not Supported
H2	Social Media Marketing → Customer Trust	0.227	2.093	0.036	Supported
H3	Content Digital Marketing → Repurchase Intention	0.195	2.146	0.032	Supported
H4	Content Digital Marketing → Customer Trust	0.238	2.171	0.030	Supported
H5	Influencer → Repurchase Intention	0.223	2.021	0.043	Supported
H6	Influencer → Customer Trust	0.382	2.904	0.004	Supported
H7	Customer Trust → Repurchase Intention	0.269	3.107	0.002	Supported

Source: Research result

Table 8. Indirect effects

Hypothesis	Path	Original Sample	T Statistics	P Values	Decision
H8	Social Media Marketing → Customer Trust → Repurchase Intention	0.061	0.036	0.093	Not Supported
H9	Content Digital Marketing → Customer Trust → Repurchase Intention	0.064	0.041	0.120	Not Supported
H10	Influencer → Customer Trust → Repurchase Intention	0.103	0.044	0.019	Supported

Source: Research result

Based on Table 6 and 7, three hypotheses were not supported, consisting of one direct effect and two indirect effects. Social media marketing did not have a significant influence on repurchase intention. Meanwhile, for the indirect effects, both social media marketing and digital content marketing did not significantly affect repurchase intention through customer trust.

Discussion

Based on the bootsrapping results, seven hypotheses were supported, while three were not supported. A more detailded interpretation of each hypothesis are presented in the following section.

First, social media marketing does not significantly affect repurchase intention by p-value 0.053. This result indicates that Kahf's current social media efforts are more effective in generating engagement rather than driving continued purchasing behaviour. While social media visibility and interaction may increase brand appeal. De Vries et al. (2012), highlight that likes and comments do not necessarily translate into conversions without persuasive value reinforcement. Additionally, Godey et al. (2016) argue that the impact of social media is stronger on brand image development than on behavioural intentions, especially when consumers depend on personal product experience to decide repeat buying. Therefore, Kahf's social media strategy should shift toward content that strengthens perceived product efficacy and reinforces loyalty-driven motivations.

In contrast to social media activities, digital content marketing shows a significant positive effect on both repurchase intention by p-value 0.032 and customer trust by p-value 0.030. These results indicate that informative, credible, and relevant content plays a more decisive role in sustaining consumer confidence and encouraging continued use of Kahf facial cleansers. These findings support the view of Wu and Huang (2023), who emphasise that high-quality digital content enhances consumer knowledge and strengthens perceived product value, which ultimately fosters brand loyalty. Therefore, Kahf's content strategy should prioritize educational elements that reinforce satisfaction built through product experience. While digital content can strengthen loyalty through value reinforcement, personal credibility remains a powerful factor in influencing consumer behavior, particularly in the skincare market.

Influencer demonstrates the strongest relationship in the model, significantly impactin both repurchase intention by p-value 0.043 and customer trust by p-value 0.004. This suggest that consumer rely heavily on trusted endorsers when evaluating product effectiveness, especially for skincare where results are subjective and risk perceptions are higher. These outcomes align with Lou and Yuan (2018), who established that influencer credibility, authenticity, and expertise serve as cues for consumers to validate procut reliability. Consequently, influencers become a primary driver in strengthening both attitudinal and behavioral loyalty toward Kahf facial cleansers.

Finally, for direct effect customer trust strongly and significantly influences repurchase intention by p-value 0.002. this results reaffirming trust as the central psychological mechanism through which digital marketing initiatives contribute to behavioral loyalty. These results collectively confirm that increasing consumer confidence is essential to maintaining competitive in the facial cleanser market.

The mediation analysis reveals that social media marketing does not significantly influence repurchase intention through customer trust by p-value 0.093. this result indicating although trust increases, it does not sufficiently convert into repeated purchases without strong personal product experience. Likewise, content digital marketing does not demonstrate a significant indirect effect via customer trust by p-value 0.120. this result suggesting that content-driven trust alone is insufficient to trigger behavioral outcomes in the absence of compelling usage satisfaction.

Conversely, influencers shows a significant indirect effect on repurchase intention through customer trust by p-value 0.019. this result proving that trust transfer from influencers to the brand succesfully reinforces consumer confidence in profuct performance. Thus, influencer communication remains the most effective strategy for enhancing both attitudinal and behavioral loyalty.

Based on these findings, this study proposes several key managerial implications for Kahf. First, optimising influencer-based promotional strategies is essential by prioritising influencers who genuinely understand the product and can communicate authentic personal experiences. Second, strengthening customer service responsiveness and transparency can solidify trust and encourage brand commitment. Third, Kahf should continue improving digital content quality by providing more educational and problem-solving information personalised to men's skincare concerns. Lastly, implementing more interactive digital marketing initiatives, such as Q&A sessions, live demonstrations, and feedback integration, may enhance engagement and better support repurchase behaviour.

CONCLUSION

The results demonstrate that social media marketing is not yet capable of driving repurchase intention for Kahf facial cleansers, although it contributes positively to the formation of customer trust. Meanwhile, content digital marketing and influencer show significant effects on both trust and repeat purchasing, confirming their strategic importance in maintaining consumer loyalty. Influencer is identified as the strongest driver, as its credibility and persuasive influence effectively enhance confidence in product performance. Customer trust remains a decisive mediating factor that converts digital marketing effectiveness into sustained purchasing behavior. Kahf's competitive advantage will depend on strengthening influential endorsements, improving trust-based communication, and maintaining high-quality digital content that supports long-term relationship building with consumers.

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