The Influence of Social Media Marketing Strategies on Consumer Repurchase Intention of Gluten-Free Food Products

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Abstract.

This study aims to analyze the influence of Social Media Marketing on Repurchase Intention by including Brand Love and Brand Loyalty as mediating variables in consumers of gluten-free Rq Cookies products. The phenomenon of the emergence of public awareness of a healthy lifestyle has encouraged the development of various gluten-free products in Indonesia, including those produced by the MSME Rq Cookies. To understand consumer behavior, this study uses a quantitative method through a survey of 152 respondents who have purchased Rq Cookies products and actively follow brand activities on social media such as Instagram and TikTok. Data analysis uses the SEM-PLS software. The results show that Social Media Marketing has a positive and significant influence on Brand Love, Brand Loyalty, and Repurchase Intention. However, Brand Love does not have a significant influence on Repurchase Intention and does not act as a mediator in the relationship between Social Media Marketing and Repurchase Intention. In contrast, Brand Loyalty is proven to have a significant influence on Repurchase Intention and is able to mediate the relationship. These findings indicate that loyalty plays a stronger role than emotional aspects in the context of repeat purchases of gluten-free products. The managerial implication is that Rq Cookies needs to strengthen its social media strategy by focusing on increasing brand loyalty through consistent, informative content that highlights the quality and health value of gluten-free products, including developing a community of consumers who care about a healthy lifestyle.

Keywords: *Brand love; brand loyalty; repurchase intention and social media marketing.*

I. INTRODUCTION

In today's digital era, social media has become a platform used by companies and is present in the daily lives of people worldwide[1]. Social media has become a platform frequently used by companies to acquire new customers and maintain the loyalty of existing ones. It is now increasingly being adopted to build positive interactive experiences, potentially increasing customer loyalty[2]. One MSME that has implemented a social media marketing strategy is Rq Cookies, a gluten-free food producer, which is currently experiencing increasing public awareness of a healthy lifestyle and the need for more specific dietary patterns, such as gluten-free foods[3].The development of digital technology has now progressed and driven significant changes in all aspects, including the world of business and marketing. Consumer behaviour has changed, with consumers now highly active in the digital world, especially on social media. Social media has become a major part of the global economy[4]. Social media platforms like Instagram and TikTok have become popular platforms for companies everywhere. These platforms' capabilities make it easier for companies to promote products and manage customer information easily. This strategy is known as social media marketing. Social media marketing, defined as using social media to conduct marketing activities aimed at increasing customer engagement, thereby enhancing customer loyalty[5].Social media marketing has a significant impact on enhancing positive interactions between brands and consumers. It has also proven effective in increasing growth and competitiveness for companies across various industries[6].

Using social media marketing and relevant and interactive content, companies can create a positive atmosphere, build brand love, and ultimately foster brand loyalty[7]. Ultimately, this strategy is expected to drive consumer repurchase intention, as this is a crucial indicator for maintaining customer relationships and business growth. However, companies must segment their markets to conduct marketing, particularly in the food and beverage sector[8].Although numerous studies have examined the relationship between social media marketing, brand love, brand loyalty, and repurchase intention, research specifically examining this relationship among gluten-free product consumers is still very limited[9]. Each industry has distinct consumer characteristics, so findings from other sectors may not necessarily apply to the gluten-free

segment, which has a specific target market with unique needs and preferences[10]. This research developed a new conceptual model tailored to the context of the healthy food industry, specifically for the MSME Rq Cookies, a producer of gluten-free food and beverages[11]. This model combines the direct relationship between Social Media Marketing, Brand Love, Brand Loyalty, and Repurchase Intention to examine how digital marketing strategies can shape loyalty and drive repeat purchase decisions among health-conscious consumers[12]. Therefore, this study aims to develop a new understanding of the influence of Social Media Marketing on Repurchase Intention through the role of Brand Love and Brand Loyalty, in a more specific context, namely the gluten-free product market in Indonesia[13].

II. METHODS

This study used a quantitative approach with a survey design to collect measurable and statistically analyzable data. The research instrument was a questionnaire developed based on previous research, such as the Brand Love questionnaire, which has 8 questions. The Social Media Marketing questionnaire has 10 questions. The Brand Loyalty questionnaire developed has 6 questions. Meanwhile, the repurchase intention questionnaire developed has 3 questions[14]. Therefore, this study has 27 questions. Measurements were conducted using a Likert scale ranging from 1 to 5, where 1 is strongly disagree (STS), 2 is disagree (TS), 3 is neutral (N), 4 is agree (S), and 5 is strongly agree (SS). The population in this study was all consumers who had shopped at Rq Cookies. The sampling technique used was purposive sampling, with the criteria being respondents aged 18-60 years, active users of Instagram or TikTok, and having purchased Gluten-Free Rq Cookies products in the past two months. Using existing indicators, the number of respondents required was 5-10 times the number of questions. This study was conducted online, targeting gluten-free Rq Cookies consumers located around Jakarta, namely Mayapada Hospital in Lebak Bulus, Mayapada Hospital in Kuningan, Garuda Indonesia Training Center, and Kemayoran. The study's implementation was planned for two months, including questionnaire distribution, data collection, and data analysis.

This quantitative study used the SEM-PLS method and validity and reliability testing using SPSS. Validity testing in factor analysis began with the Kaiser-Meyer-Olkin (KMO) value. A KMO value above 0.50 indicates that the data has sufficient sampling capacity and is suitable for further analysis using factor analysis. The closer the value is to 1, the better the data's suitability for analysis[15]. Next, reliability testing is performed by examining the Cronbach's Alpha value. A variable or construct is considered reliable if its Cronbach's Alpha value exceeds 0.70, indicating that the items within the variable consistently measure the same concept. The analysis phase includes testing the measurement model (instrument validity and reliability) and the structural model (inner model). The measurement assessment includes a convergent validity test using an outer loading value of at least 0.70 and an Average Variance Extracted (AVE) value of ≥ 0.50. Discriminant validity testing requires an HTMT value of less than 0.90, indicating that each construct is sufficiently distinct from the others. Instrument reliability testing is performed by measuring Composite Reliability (CR) and Cronbach's Alpha, with minimum required values of 0.70 and 0.60, respectively[16]. The structural model assessment includes the Coefficient of Determination (R-Square), which indicates the model's predictive ability against endogenous variables. An R^2 value ≥ 0.67 is categorized as strong, an R^2 of around 0.33 as moderate, and an R^2 of around 0.19 as weak. Hypothesis testing is conducted by examining path coefficients using the bootstrapping technique, and the results are evaluated based on the t-statistic and p-value. An effect is declared significant if the t-statistic value is ≥ 1.96 and the p-value is ≤ 0.05[17].

III. RESULT AND DISCUSSION

A reliability test was conducted to determine the internal consistency of the research instrument on the 28 statement items used. Based on the data processing results in the Reliability Statistics table, a Cronbach's Alpha value of 0.762 was obtained. This value is above the minimum limit of 0.70 commonly used in social and behavioral research. This indicates that the instrument has good reliability. The KMO test and Bartlett's Test were used to determine the feasibility of the data for factor analysis. The test results showed a Kaiser-Meyer-Olkin (KMO) value of 0.905. This value is well above the minimum limit of 0.50, thus it can be concluded that the sample size and correlation patterns between variables are sufficient for

factor analysis. In Fig. 2, the discriminant validity test was conducted using the Heterotrait-Monotrait Ratio (HTMT) approach. The recommended HTMT value is below 0.90 to indicate that each construct has adequate differences from each other. Based on the results of the Heterotrait-Monotrait Ratio (HTMT) test in the table below, all values between constructs show numbers below the maximum limit of 0.90, which means there is no discriminant validity problem.

Reliability Statistics

Cronbach's Alpha	N of Items
.762	28

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.905
Bartlett's Test of Sphericity	Approx. Chi-Square	2323.415
	df	351
	Sig.	<.001

Fig 1. Validity and Reliability Test with 30 Respondents

	Brand Love	Brand Loyalty	Repurchase Intention	Social Media Marketing
Brand Love				
Brand Loyalty	0.788			
Repurchase Intention	0.745	0.842		
SocialMedia Marketing	0.822	0.762	0.781	

Fig 2. Results of the Discriminant Validity Test

Furthermore in Fig. 3. the results of the Convergent Validity test, in this study there are 27 indicators and obtained loading factor results > 0.7 and AVE values > 0.5. It can be said that the 27 indicators are acceptable. According to (Hair et al., 2019) the convergent validity test serves to ensure that each indicator in a variable is truly related to each other and is able to represent the construct being measured well, and it can be seen that all variables in this study have Cronbach's Alpha and Composite Reliability (ρc) values > 0.70. Cronbach's Alpha values range from 0.886 to 0.946, while the Composite Reliability value is in the range of 0.929 to 0.951. This indicates that each variable has a very good level of internal consistency. Thus, the instrument used in this study is declared reliable, because it is able to produce stable and consistent measurement results for each indicator.

Variables	Indicators	*Loading Factor*	*AVE*	*Cronbach's alpha*	*Composite reliability (rho_c)*
SOCIAL MEDIA MARKETING	SMM1	0.819	0.659	0.942	0.951
	SMM2	0.841			
	SMM3	0.836			
	SMM4	0.847			
	SMM5	0.730			
	SMM6	0.821			
	SMM7	0.835			
	SMM8	0.836			
	SMM9	0.741			
	SMM10	0.799			
BRAND LOVE	BL1	0.821	0.668	0.929	0.941
	BL2	0.818			
	BL3	0.760			
	BL4	0.844			
	BL5	0.759			
	BL6	0.827			
	BL7	0.825			
	BL8	0.880			
BRAND LOYALTY	BLOY1	0.895			
	BLOY2	0.871			
	BLOY3	0.905			

	BLOY4	0.909	0.760	0.936	0.950
	BLOY5	0.796			
	BLOY6	0.850			
REPURCHASE INTENTION	RI1	0.927	0.815	0.886	0.929
	RI2	0.906			
	RI3	0.874			

Fig 3. The Results of the Convergent Validity Test

Based on the results of the R-Square (R^2) test in the Fig. 4. below, the R^2 value of Brand Love (BL) is 0.603, Brand Loyalty (BLOY) is 0.516, and Repurchase Intention (RI) is 0.648. The R-Square value shows how much the independent variable is able to explain the variation of the dependent variable in the research model. The R^2 value of Brand Love of 0.603 is included in the medium category, which means that the Social Media Marketing variable is able to explain 60.3% of the variation that occurs in Brand Love, the remaining 39.7% is explained by other variables outside the research model. The R^2 value of Brand Loyalty of 0.516 is also included in the medium category, indicating that Social Media Marketing and Brand Love together are able to explain 51.6% of the variation in Brand Loyalty, while the remaining 48.4% is explained by other variables outside the research model. Meanwhile, the R^2 value for Repurchase Intention of 0.648 falls into the moderate to strong category, indicating that Social Media Marketing, Brand Love, and Brand Loyalty collectively explain 64.8% of the variation in Repurchase Intention. The remaining 35.2% is influenced by other factors not examined in this study.

	R-square
BL	0.603
BLOY	0.516
RI	0.648

Fig 4. R-square Test Results

The results showed that of all the proposed hypotheses, four were accepted, while two were rejected. The relationship between Social Media Marketing and Brand Love was found to have the highest path coefficient of 0.777, with a T-statistic of 20.779 > 1.96 and a p-value of 0.000 < 0.05. These results indicate that Social Media Marketing is the most influential variable in this research model. Meanwhile, the variable with the weakest influence was the relationship between Brand Love and Repurchase Intention, with a path coefficient of 0.111, a T-statistic of 1.282 < 1.96, and a p-value of 0.100 > 0.05.Testing H1 for the influence of Social Media Marketing on Brand Love showed a T-statistic of 20.779 > 1.96, a P-value of 0.000 < 0.05, and a path coefficient of 0.777, indicating a positive and significant influence between Social Media Marketing and Brand Love. Thus, H1 is accepted. Furthermore, testing H2 regarding the influence of Social Media Marketing on Repurchase Intention shows a T-statistic value of 11.924 > 1.96 with a P value = 0.000 < 0.05, and a path coefficient value of 0.714. which indicates that Social Media Marketing has a positive and significant influence on Repurchase Intention. Thus, H2 is accepted. Furthermore, testing H3 regarding the influence of Social Media Marketing on Brand Loyalty shows a T-statistic value of 14.534 > 1.96 with a P value = 0.000 < 0.05, and a path coefficient value of 0.718. These results prove that Social Media Marketing has a positive and significant influence on Brand Loyalty, so H3 is accepted.

Hypothesis	Sample Original (SO)	Tstatistics (|O/STDEV|)	P Values	Result
H1: Social Media Marketing has a positive impact on Brand Love	0.777	20.779	0.000	Accepted
H2: Social Media Marketing on Repurchase Intention	0.714	11.924	0.000	Accepted
H3: Social Media Marketing on Brand Loyalty	0.718	14.534	0.000	Accepted
H4:Brand Love on Repurchase Intention	0.111	1.282	0.100	Rejected
H5: Brand Loyalty towards Repurchase Intention	0.484	6.427	0.000	Accepted

Fig 5. Results of Testing the Direct Effects Hypothesis

Hypothesis	Sample Original (SO)	Tstatistics (|O/STDEV|)	P Values	Hasil
H6: Social Media Marketing on Repurchase Intention with Brand Love Mediation	0.086	1.290	0.099	Rejected
H7: Social Media Marketing on Repurchase Intention with Brand Loyalty Mediation	0.347	5.812	0.000	Accepted

Fig 6. Results of Testing the Indirect Effects Hypothesis

The H4 test, regarding the role of Brand Love as a mediating variable between Social Media Marketing and Repurchase Intention, showed a T-statistic of 1.290 < 1.96 with a P-value of 0.099 > 0.05, indicating that Brand Love does not have a significant effect as a mediating variable. Therefore, H4 was rejected. The H5 test, regarding the role of Brand Loyalty as a mediating variable between Social Media Marketing and Repurchase Intention, showed a T-statistic of 5.812 > 1.96 with a P-value of 0.000 < 0.05, and a path coefficient of 0.347. Therefore, it can be concluded that Brand Loyalty can significantly mediate the relationship between Social Media Marketing and Repurchase Intention. Thus, H5 was accepted. Then the H6 test regarding the influence of Brand Love on Repurchase Intention shows a T-statistic value of 1.282 <1.96 with a P value = 0.100 > 0.05, and a path coefficient value of 0.111. These results indicate that Brand Love does not have a significant effect on Repurchase Intention, so H6 is rejected. Finally, the H7 test regarding the influence of Brand Loyalty on Repurchase Intention shows a T-statistic value of 6.427 > 1.96 with a P value = 0.000 <0.05, and a path coefficient value of 0.484. These results indicate that Brand Loyalty has a positive and significant influence on Repurchase Intention, so H7 is accepted.

IV. CONCLUSION

This study focused solely on Rq Cookies consumers, so the results may not be generalizable to all gluten-free food brands or other healthy food products. The variables used were limited to Social Media Marketing, Brand Love, Brand Loyalty, and Repurchase Intention, like the study [3] that used the Brand Trust variable. Therefore, the researchers recommend adding this variable in future research.It can be concluded that social media marketing has a positive and significant influence on brand love, brand loyalty, and repurchase intention. This means that the more engaging and interactive the social media marketing strategy implemented, the greater its impact on increasing emotional connections, loyalty, and consumers' intention to repurchase Rq Cookies products. However, the study also showed that brand love had no significant effect on repurchase intention and did not significantly mediate the relationship between social media marketing and repurchase intention. This suggests that although consumers may have a liking or attraction for the Rq Cookies brand, this is not strong enough to motivate them to repurchase[6].These findings suggest that brand love is not always directly proportional to repurchase intention. In the context of gluten-free food products, consumer decisions appear to be more influenced by rational factors, such as functional needs or health considerations, than by purely emotional factors[1]. This phenomenon suggests that brand love is not yet a strong mediator between social media marketing activities and repurchase intention or a direct relationship with repurchase intention. In other words, although the social media marketing strategy implemented by Rq Cookies succeeded in building emotional closeness and a positive image, this was not enough to encourage consistent repeat purchase decisions[18].

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