

(Research) Article

The Influence of Advertising and Trust on Marketplace Purchase Decisions and Their Impact on Repurchase Intentions of Gen Z Students in Madiun City

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Abstract: In the current digital era, information is readily available using digital technology. Economic activities are also facilitated by the digital economy. E-commerce is one such digital economic activity. The growth trend of e-commerce continues to increase annually. This expansion is driven by the emergence of various online buying and selling sites or marketplaces, which positively influence the high level of internet usage and spur the development of e-commerce in Indonesia. This study aims to examine the influence of advertising and online trust on marketplace purchase decisions. It also aims to examine how online advertising and trust in marketplaces influence Gen Z's repurchase intentions. The study used a quantitative method, as an explanatory research within a field survey. The sample size was 150 respondents. Data analysis was performed using the Partial Least Squares (PLS) method using SmartPLS version 3 software. PLS is a Structural Equation Modeling (SEM) method that is superior to other SEM techniques. The results of this study indicate that advertising has a significant positive effect on purchasing decisions and repurchase intentions. Further research indicates that trust has a positive and significant effect on both purchasing decisions and repurchase intentions. In this study, purchasing decisions also showed a positive and significant effect on repurchase intentions..

Keywords: Trust; Advertising; Purchase Decisions; Repurchase Intentions.

1. Introduction

In the current digital era, information is readily available using digital technology. In the economic sector, economic activity is also facilitated by the digital economy. E-commerce is one such digital economic activity. The growth trend of e-commerce continues to increase annually (Nasution et al., 2020). Internet use has become significantly integrated into contemporary society, even transforming into an essential need. This phenomenon aligns with the increasingly widespread internet penetration across all levels of society, facilitating access to information, communication, and online transactions. In line with the increasing number of internet users, the e-commerce sector has experienced exponential growth in recent years (Astuti et al., 2023).

This expansion is driven by the convenience and efficiency offered by online shopping platforms, as well as changes in consumer behavior that are increasingly adapting to digital technology. A survey conducted by We Are Social in April 2021 indicated that 88.1% of internet users in Indonesia participate in online shopping activities. This percentage places Indonesia as one of the countries with the highest e-commerce adoption rates globally, surpassing the UK (86.9%) and the Philippines (86.2%) (Andrea Lidwina, 2021). This data underscores the enormous potential of the e-commerce market in Indonesia and its implications for digital economic growth.

Internet use has become significantly integrated into contemporary society, even transforming into an essential necessity. This phenomenon aligns with the increasingly widespread internet penetration across all levels of society, facilitating access to information,

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communication, and online transactions. In line with the increasing number of internet users, the e-commerce sector has experienced exponential growth in recent years (Astuti et al., 2023).

This expansion is driven by the emergence of various online buying and selling sites or marketplaces, which have positively influenced the high level of internet usage and spurred the development of e-commerce in Indonesia (Bahtiar, 2020). The advantages of time and energy efficiency are the main factors why consumers tend to shop online. This has contributed to the rapid development of e-commerce.

Advertising is a communication strategy widely used by individuals and organizations to disseminate information about products or services to the wider public. Through advertising, messages about a product's features, benefits, and value are conveyed to potential consumers in the hope of capturing their attention and interest. This strategy serves as an important foundation for building brand awareness and creating product appeal in the minds of consumers.

Consumer purchasing decisions are heavily influenced by the information they receive through advertising. Advertising not only provides information about a product but also shapes consumer perceptions and preferences. Therefore, effective advertising can be a determining factor in a product's success in the market and a powerful tool for influencing consumer behavior and increasing sales (Santoso, E. D., & Larasati, N. (2019).

Repurchase intention is a crucial aspect of consumer behavior, reflecting the tendency to repurchase or choose the same product in the future, based on an evaluation of previous experiences, from the selection process, use, and consumption of the product. Repurchase intention is strongly influenced by various factors, one of which is consumer trust. This trust is formed from consumers' belief in the quality, benefits, and consistency of the product or service offered (Kotler et al., 2008).

In the context of online purchasing, trust is a significant determining factor. Pavlou and Gefen, as cited in Baskara and Haryadi's (2014) research, emphasized that trust is a key factor influencing online purchasing decisions. Consumers tend to prefer shopping on platforms or brands that have established a strong reputation for trust, thus creating a safe and reliable online shopping environment.

One interesting phenomenon is the emergence of the internet generation, better known as Generation Z or Gen Z. The 2020 Population Census recorded that the majority of Indonesia's population is Gen Z, accounting for 27.94 percent of the total population. Diyan Nur Rakhmah, a Policy Analyst at the Policy Research Center of the Ministry of Education and Culture (2021), stated that Generation Z is the generation born between 1997 and 2012.

In the modern era, Gen Z dominates society. Data shows that Gen Z in Indonesia can spend up to 50% of their income on the 4S lifestyle, which includes self-protection from sugar (food and beverages), skin (body care and beauty), sun (vacations and entertainment), and screens (digital screen consumption) (Kominfo.jatimprov.go.id 2019). Social media plays a crucial role in Gen Z's product evaluations. They promote products not only through social media but also through in-store conversations and recommendations from customers and friends. In addition to social media advertising, Gen Z's product evaluations are also influenced by in-store interactions and recommendations from customers and clients (Kusuma et al., 2024). This can influence Gen Z's purchasing decisions and repurchase intentions for products in the marketplace. Based on the background explanation above, the researcher intends to conduct a study examining the influence of advertising and online trust on purchasing decisions in the marketplace. This study also aims to examine how online advertising and trust in the marketplace can influence Gen Z's repurchase intentions.

2. Preliminaries or Related Work or Literature Review

2.1. Advertising

Marketing, like other scientific disciplines, exhibits dynamic characteristics that undergo continuous evolution. This dynamic nature indicates that changes in marketing paradigms and practices are not merely possibilities but inevitable. According to Octavini et al. (2023), the dynamics of change in marketing are closely correlated with the transformations occurring in the business world, which serve as the operational foundation for marketing activities. The implication of business adaptation to marketing is the need for regular updates to marketing strategies, tactics, and approaches.

Online marketing, including its various innovative forms, offers a more extensive audience reach than traditional methods. This allows for more effective dissemination of

advertising messages to a wider and more diverse audience (Krizanova et al., 2019). The main advantage of online marketing lies in its speed of adoption and implementation. Compared with other marketing techniques, it allows advertisers to convey information to potential customers more quickly and efficiently. This advantage can be achieved at a relatively lower cost compared to traditional marketing methods.

Kotler and Keller (2009:202) define advertising as any paid form of non-personal communication used to present and promote ideas, goods, or services by a clearly identified sponsor. This definition emphasizes the commercial aspects and the identification of the message source in advertising activities. Advertising is seen as a cost-effective instrument for distributing messages to target audiences. This cost-effectiveness is an important consideration for organizations in allocating their marketing resources. Advertising objectives can vary, from building brand preference among consumers to providing education about the product or service offered.

Advertising is an integral component in carrying out comprehensive marketing functions. Its role is not limited to merely conveying information to the target audience. Beyond mere information, advertising has a strategic goal of influencing various psychological aspects of consumers. These aspects include feelings, knowledge, meanings associated with the product, beliefs, attitudes, and brand image in the minds of consumers (Agus, 2012:78). Advertising functions as a persuasive tool designed to shape consumer perceptions and preferences for a product or brand. This influence is expected to encourage purchasing behavior that benefits the organization.

2.2. Trust

Trust is a psychological construct formed through the accumulation of past consumer experiences and interactions. These experiences serve as the foundation for shaping consumer perceptions and beliefs about the products and services offered. Consumption experience can be defined as a series of subjective awarenesses and feelings experienced by consumers during the process of using a product or service. According to Irsyad (2025), consumer trust reflects the overall knowledge held by customers, as well as all conclusions they draw regarding a brand object, its attributes, and the benefits it offers.

Trust plays a crucial role in shaping consumer behavior, conceptually defined as an individual's willingness to rely on a brand or service provider's ability to fulfill its promises and commitments. Uncertainty is an inherent element in consumer interactions with brands, and trust serves as a mitigation mechanism for this uncertainty (Sawhani, 2021:52). Consumers with high levels of trust tend to be more comfortable interacting with brands, even in high-risk situations.

In the e-commerce realm, trust plays a crucial role as a factor that mitigates perceived risk among consumers. This trust is a crucial foundation in the online purchasing decision-making process. Without adequate trust, consumers tend to be reluctant to engage in online transactions. This is due to the high perceived risk associated with the security and reliability of e-commerce platforms. Arumaysha et al. (2024) emphasize that trust is key to building strong relationships between consumers and e-commerce platforms.

2.3. Purchase Decision

A purchasing decision is a series of stages consumers go through when choosing a product or brand. According to Lestari (2020), this process begins when consumers recognize a need or problem that needs to be solved. Next, consumers actively seek relevant information about various products or brands that could potentially meet that need. This information can be obtained from various sources, both internal and external, by considering how well each alternative can solve the problem at hand.

Consumers will compare and weigh the advantages and disadvantages of each alternative based on personal preferences and priorities. The results of this evaluation will serve as the basis for consumers to make the most rational purchasing decision that best suits their needs. Tjiptono (2015:21) in Dwijayanti et al. (2022) emphasized that purchasing decisions are the end result of a series of complex cognitive and affective processes. Therefore, a thorough understanding of the purchasing decision process is crucial for marketers in designing effective strategies to influence consumer behavior.

The promotional strategies implemented by e-commerce stores significantly influence consumers' online purchasing decisions. Discount promotions are one of the main attractions that encourage consumers to make purchases on the Shopee platform. Furthermore, free shipping promotions also play a significant role in reducing total purchase costs and increasing

consumer interest. The combination of discount promotions and free shipping creates an attractive added value for consumers.

According to Ependi and Pahlevi (2021), other factors such as competitive pricing, guaranteed product quality, and trust from e-commerce companies also contribute to consumers' online purchasing decisions. Prices that fit consumers' budgets are an important consideration when choosing products on Shopee. Good product quality guarantees consumer satisfaction after making a purchase. Trust in a trusted e-commerce platform company also influences consumer confidence in online transactions.

2.4. Repurchase Intention

Repurchase intention is a crucial factor in determining a consumer's future purchase decisions. According to Hellier, Geursen, Carr, and Rickard (2003), as cited in Prathama and Sahetapy (2019), repurchase intention is defined as the process by which an individual makes repeated purchases of goods or services from the same company. This definition emphasizes the continuity of purchases from the same provider. Repurchase intention reflects consumer preference and loyalty to that company.

According to Masitoh et al. (2018), repurchase intention can be defined as customer behavior that consistently repurchases goods or services from the same company. This behavior indicates customer satisfaction and trust in the products or services offered. This is crucial for a company's long-term success. Therefore, companies need to strive to build and maintain customer repurchase intention through various effective marketing strategies.

Repurchase intention is a crucial determinant of customer loyalty in the context of e-commerce business sustainability. Consumers are more likely to make repeat purchases if they have had a positive previous experience with the platform. This positive experience can encompass various aspects, such as transaction security, shopping convenience, and perceived value for the products or services offered (Wu et al., 2020; Zhang et al., 2019).

Consumer trust in various aspects of an e-commerce platform also influences repeat purchase intention. Trust in the security of personal data, the authenticity of the product being sold, and the seller's integrity significantly impact consumers' sense of security and confidence in repeat transactions (Ebrahim, 2020). If consumers feel safe and confident in an e-commerce platform, they are more likely to make repeat purchases. Therefore, building and maintaining consumer trust is crucial to the success of an e-commerce business.

2.5. Advertising influences Purchase Decisions and Repurchase Intentions

In the advertising context, an advertisement functions as a message designed to convey a product or service offering to a target audience through a specific medium. Advertising effectiveness can be significantly enhanced through the application of creativity, which creates a unique appeal for the audience. Pratiwi and Rahanatha (2017) emphasize that creativity in advertising plays a crucial role in capturing consumer attention and differentiating the advertisement from competitors.

Research conducted by Tusanputri and Amron (2021) shows that advertising and free shipping programs have a positive and significant influence on consumer purchasing decisions. Simultaneously, these two factors were also shown to significantly influence purchasing decisions. These findings indicate that the combination of effective advertising messages and promotional incentives, such as free shipping, can be a powerful strategy to encourage consumers to make purchases.

Advertising and service quality significantly influence consumer purchasing decisions. Research by Andriani and Nalurita (2021) demonstrates that targeted, engaging, and high-quality advertising will encourage consumers to make purchases on Tokopedia. A compelling and memorable advertising message can contribute to a purchase decision.

According to Praja (2022), in his research results that tested advertising on repurchase intentions. The analysis results showed that advertising had a significant positive effect on repurchase intentions for Kapal Api Coffee in the Bondowoso Regency community. Based on this test, it can be concluded that there is a partial influence between advertising on repurchase intentions for Kapal Api Coffee in Bondowoso Regency, which is accepted. Research on advertising on repurchase intentions has also been conducted by Manek and Suparna (2025). The results showed that advertising has a positive and significant effect on brand image. Brand image has a positive and significant effect on repurchase intentions, and advertising also has a direct effect on repurchase intentions.

2.6. Trust influence Purchase Decisions and Repurchase intentions

The explanation of trust being able to improve purchasing decisions has been explained in several studies. Gefen (2003) concluded that "the higher the level of consumer trust, the higher the level of consumer purchasing intention". In Customer trust is absolutely essential

for e-commerce businesses, providing a sense of security and peace of mind when making transactions. Once customer trust is established, they are guaranteed to make repeat purchases. Research by Solihin (2020) found that trust has a positive and significant influence on purchasing decisions. This means that the higher the level of customer trust, the higher the likelihood of repeat purchases. the higher the purchase decision.

Trust has a positive and significant influence on purchasing decisions on the Shopee marketplace in Mojokerto, according to research by Ilmiyah and Krishernawan (2020). This shows that consumers can trust the Shopee marketplace in terms of service and quality transaction Online shopping. The influence of purchasing decisions increases with increased consumer trust. Buyer trust or consumer experience regarding the trustworthiness of a marketplace can provide comfort when making purchasing decisions.

Partially, the variables of trust and electronic service quality have a positive and significant influence on repurchase intention. In a study, Attaqi et al. (2022) explained that the higher the customer trust and the quality of electronic service provided by the Dana Digital Wallet, the higher the level of repurchase intention of UPN "Veteran" Yogyakarta students, customers of the Dana Digital Wallet. A similar opinion was also expressed by Sastrawan and Sukawati (2021), who proved that trust has a positive and significant influence on the variable of repurchase intention among GoPay Digital Wallet customers in the Denpasar area, Bali.

2.7. Purchase decisions influence Repurchase intentions

Several researchers have conducted research on purchasing decisions and repurchase intentions. Nugroho and Dirgantara (2022) conducted a study to analyze the factors that can influence purchasing decisions and repurchase intentions of Dolkopi, Semarang consumers, using a research gap, namely brand image, perceived price, and word of mouth. The results of their study concluded that the test showed that purchasing decisions have a positive effect on repurchase intentions. This explanation can be interpreted as meaning that if purchasing decisions increase, it will also increase repurchase intentions.

Several empirical studies have examined the relationship between purchase decisions and repurchase intentions (repurchase intention). The results of research conducted by Paryani (2011) showed a significant influence of purchasing decisions on repurchase intentions. Similar findings were also obtained by Phan and Vu (2015), who confirmed that purchasing decisions have an important role in shaping consumers' intentions to make repurchases in the future. In addition, a study conducted by Kayak et al., (2012) also supports the results of previous research, stating that purchasing decisions have a positive influence on repurchase intention.

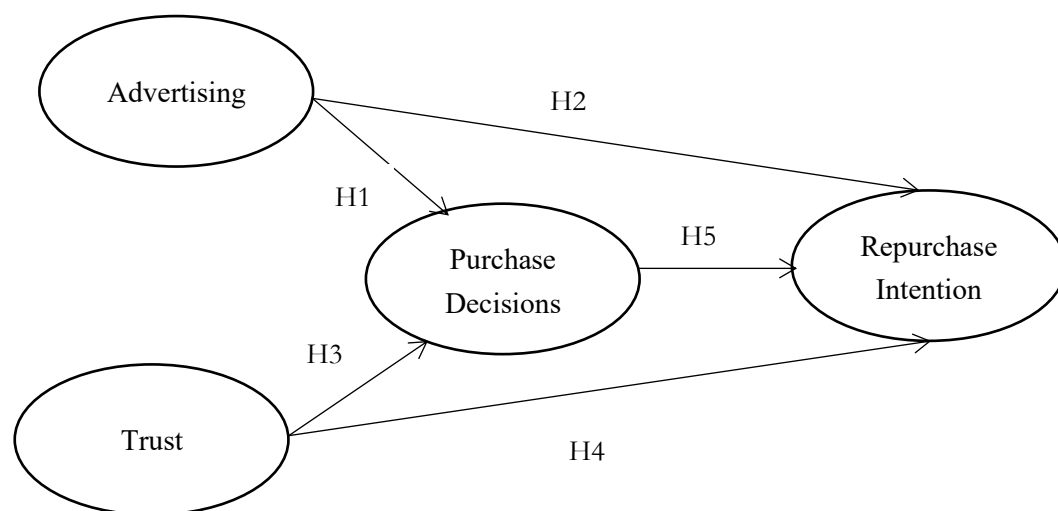


Figure 1. Research Hypothesis Model
Source: Researcher Processed Data, (2025)

3. Proposed Method

The research used a quantitative method, as an explanatory research method within a field survey. Explanatory research is explanatory research that highlights causal relationships between research variables and tests previously formulated hypotheses. In this study, the researchers used primary data sources (Sugiyono, 2010). The primary data used in this study

were obtained from questionnaire responses distributed to respondents, namely Gen Z students in Madiun City.

The sampling technique used in this study was non-probability sampling, a sampling technique that does not provide equal opportunity for each element or member of the population to be selected. The sample size was determined using the formula of Hair (2014), which suggests that the sample size depends on the number of indicators multiplied by 5 to 10. Therefore, the sample size in this study was 15 indicators multiplied by 10, resulting in 150 respondents.

The determination of each indicator for each variable was based on the results of previous research. The advertising variable indicators refer to the explanation put forward by (Djatinika, 2007). There are four advertising indicators: Attention, Interest, Desire, and Action. The Trust variable refers to three indicators described in Tirtayasa et al.'s (2021) research: satisfaction assurance, attention, and honesty.

The Purchase Decision Indicators are based on the views of Kotler and Armstrong (2011:280), which consist of four indicators: product reliability, purchasing habits, recommendations to others, and repeat purchases. The repurchase intention variable is measured through research presented by Ferdinand in Purnamawati et al. (2020) using four indicators. Repurchase intention can be measured through several indicators: Transactional, Referential, Preferential, and Exploratory.

Data analysis was conducted using the Partial Least Square (PLS) method using SmartPLS software version 3. PLS is one of the Structural Equation Modeling (SEM) solution methods which in this case is better compared to other SEM techniques. The selection of the Partial Least Square (PLS) method is based on the consideration that in this study there are 4 latent variables formed with reflective indicators and variables measured with a second-order factor reflexive approach. The reflexive model assumes that constructs or latent variables affect indicators, where the direction of the causal relationship is from constructs to indicators or manifests (Ghozali, 2012) so that confirmation of the relationship between latent variables is needed.

4. Results and Discussion

4.1 Results

For inferential statistical analysis in this study, the researcher used a structural equation model to analyze all relationships between variables in a complex manner. The data processing technique used was Structural Equation Modeling (SEM) with Partial Least Squares (PLS). The analysis tool used was SmartPLS 3.0 software.

Outer model evaluation in this study was used to evaluate the relationship between latent variables and their indicators. Four latent variables were used in this study: Advertising, Trust, Purchase Decision, and Repurchase Intention. The measurements used in the outer model evaluation in this study were Convergent Reliability, Discriminant Validity, and Composite Reliability, which are discussed in detail below.

Convergent validity of the measurement model with reflective indicators can be seen from the correlation between item scores and variable scores. Indicators are considered valid if the correlation value (factor loading) for convergent validity is above 0.5 (Ghozali, 2011:29).

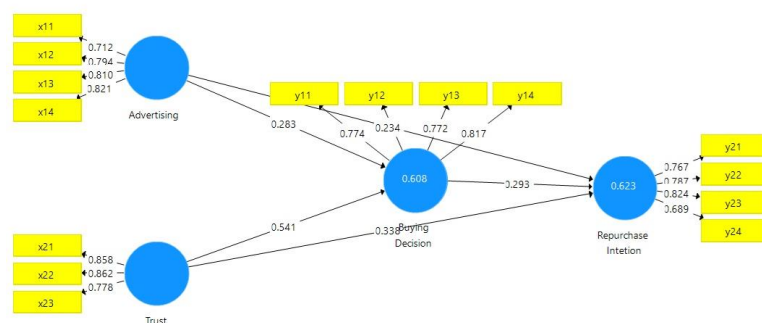


Figure 2. Measurement Outer Model
Source: SmartPLS Data Processing Results (2025)

Based on the analysis results, it can be concluded that there are no convergent validity issues in the model tested using Smart PLS software. The indicators used in this study demonstrated adequate internal consistency, as reflected by significant factor loading values. Furthermore, no indicators were found with factor loading values below the recommended threshold, thus the model's convergent validity is acceptable. Therefore, this research model is considered to meet the convergent validity criteria required for further analysis. This conclusion is based on a thorough evaluation of the loading factor values and other relevant indicators.

Furthermore, the factor loading values for each item can be seen in the Outer Loadings shown in the figure above. These Outer Loadings provide a detailed overview of each indicator's contribution to the latent construct it measures. Analysis of these Outer Loadings is crucial to ensure that each indicator substantially contributes to the measurement of the intended construct. Items with high factor loading values indicate that they effectively represent the latent construct they measure. Conversely, items with low factor loadings may require further consideration or even removal from the model. Therefore, careful interpretation of Outer Loadings is crucial in evaluating the quality of a research model.

Table 1. Outer Loadings

Variable	Item	Loading Factor	Conclusion
Advertising	X1.1	0,712	Valid
	X1.2	0,794	Valid
	X1.3	0,810	Valid
	X1.4	0,821	Valid
Trust	X2.1	0,858	Valid
	X2.2	0,862	Valid
	X2.3	0,778	Valid
Purchase Decision	Y1.1	0,774	Valid
	Y1.2	0,752	Valid
	Y1.3	0,772	Valid
	Y1.4	0,817	Valid
Repurchase Intention	Y2.1	0,767	Valid
	Y2.2	0,787	Valid
	Y2.3	0,824	Valid
	Y2.4	0,689	Valid

Source: SmartPLS Data Processing Results (2025)

A variable is considered to have discriminant validity if its AVE value is > 0.50 . All AVE values used in this study were above 0.5. The following are the results of the Average Variance Extracted (AVE) test.

Table 2. Average Variance Extracted (AVE)

Variable	AVE
Advertising	0,617
Trust	0,695
Purchase Decision	0,607
Repurchase Intention	0,590

Source: SmartPLS Data Processing Results (2025)

Composite reliability tests the reliability values between the indicator blocks of the constructs that make it up. A composite reliability value greater than 0.7 is considered good. The following is the composite reliability output from PLS.

Table 3. Composite Reliability

Variable	Composite Reliability
Advertising	0,865
Trust	0,872
Purchase Decision	0,861
Repurchase Intention	0,852

Source: SmartPLS Data Processing Results (2025)

Hypothesis testing is used to examine the relationship between variables in a study. This study used the Smart PLS 3.0 application with the bootstrapping method for hypothesis testing. Hypothesis testing is performed by examining probability values and t-statistics. The results of these calculations are considered significant if the p-value is less than 0.05 and the calculated t-value is greater than the t-table value of 1.960. The results of this study have met these assumptions, so the research hypothesis can be accepted. The results of the research hypothesis testing using the bootstrapping method from the structural model equation can be seen in the following table.

Table 4. Path Coefesient

	Original Sample (O)	Sample Mean (M)	Standard De- viation (STDEV)	T Statistics (O/STDEV)	P Value
Advertising -> Purchase Decisions	0,283	0,289	0,078	3,615	0,000
Advertising -> Repurchase Intention	0,234	0,234	0,086	2,727	0,007
Trust -> Purchase Decisions	0,541	0,535	0,077	7,034	0,000
Trust -> Repurchase Intention	0,338	0,336	0,079	4,254	0,000
Purchase Decision -> Repurchase Intention	0,293	0,296	0,094	3,135	0,002

Source: SmartPLS Data Processing Results (2025)

1. The results of the H1 test show a path coefficient of 0.283 for the Advertising variable on Purchase Decisions, with a calculated t-value of 3.615 and a p-value of 0.000. The calculated t-value is greater than the t-table value of 1.960, and the p-value is less than 0.05. The results of this study indicate that Advertising has a positive and significant influence on Purchase Decisions.
2. The results of the H2 test show a path coefficient of 0.234 for the Advertising variable on Repurchase Intentions, with a calculated t-value of 2.727 and a p-value of 0.007. The calculated t-value is greater than the t-table value of 1.960, and the p-value is less than 0.05. The results of this study indicate that Advertising has a positive and significant influence on Repurchase Intentions.
3. The results of the H3 test show a path coefficient of 0.541 for the Trust variable on Purchase Decisions, with a calculated t-value of 7.034 and a p-value of 0.000. The calculated t-value is greater than the t-table value of 1.960, and the p-value is less than 0.05. The

results of this study indicate that Trust has a positive and significant influence on Purchase Decisions.

4. The results of the H4 test show a path coefficient of 0.338 for the Trust variable on Repurchase Intentions, with a calculated t-value of 4.254 and a p-value of 0.000. The calculated t-value is greater than the t-table value of 1.960, and the p-value is less than 0.05. The results of this study indicate that Trust has a positive and significant influence on Repurchase Intentions.
5. The results of the H5 test show that the path coefficient value of the Purchase Decision variable on Repurchase Intention is 0.293 with a t-count of 3.135 and a p-value of 0.002. The t-count value has shown a value greater than the t-table of 1.960 and the p-value shows a value less than 0.05. The results of this study indicate that the Purchase Decision has a positive and significant influence on Repurchase Intention.

4.2 Discussion

4.2.1 Advertising Influences Purchase Decisions

Data processing results show a path coefficient of 0.283 for the Advertising variable on Purchase Decisions, with a calculated t-value of 3.615 and a p-value of 0.000. The calculated t-value is greater than the t-table of 1.960, and the p-value is less than 0.05. The results of this study indicate that Advertising has a positive and significant influence on Purchase Decisions.

These results align with those of Tusanputri and Amron (2021), who found that advertising has a positive and significant influence on consumer purchase decisions. This finding indicates that effective advertising messages can be a powerful strategy to encourage consumers to make purchases. The significant influence of advertising variables on consumer purchase decisions is also explained in the research of Andriani and Nalurita (2021). Advertising methods that target consumers effectively can attract public attention, and high-quality advertising will encourage consumers to make purchase decisions.

4.2.2. Advertising Influences Repurchase Intention

The path coefficient test for the Advertising variable on Repurchase Intention was 0.234, with a calculated t-value of 2.727 and a p-value of 0.007. The calculated t-value was greater than the t-table of 1.960, and the p-value was less than 0.05. The results of this study indicate that Advertising has a positive and significant influence on Repurchase Intention.

These results align with those conducted by Praja (2022), whose research examined advertising on repurchase intention. The analysis showed that advertising had a significant positive effect on repurchase intention of Kapal Api Coffee among the people of Bondowoso Regency. Based on this test, it can be concluded that there is a partial effect between advertising on repurchase intention of Kapal Api Coffee in Bondowoso Regency, which is acceptable. Research on Advertising on repurchase intention was also conducted by Manek and Suparna (2025). The results showed that advertising also has a direct effect on repurchase intention.

4.2.3 Trust Influences Purchasing Decisions

The path coefficient test for the Trust variable on Purchasing Decisions was 0.541, with a calculated t-value of 7.034 and a p-value of 0.000. The calculated t-value was greater than the t-table of 1.960, and the p-value was less than 0.05. The results of this study indicate that Trust has a positive and significant influence on Purchasing Decisions.

These research findings align with those of Solihin (2020). Trust has a positive and significant influence on purchasing decisions. This means that the higher the level of customer trust, the higher the purchase decision. The positive and significant influence of Trust on Purchasing Decisions on the Shopee marketplace in Mojokerto is the result of research by Ilmiyah and Krishernawan (2020). This indicates that the Shopee marketplace is trusted by consumers for its online shopping services and transactions.

4.2.4 Trust influences repurchase intention

The path coefficient test for the Trust variable on Repurchase Intention was 0.338, with a calculated t-value of 4.254 and a p-value of 0.000. The calculated t-value was greater than the t-table of 1.960, and the p-value was less than 0.05. This study indicates that Trust has a positive and significant influence on Repurchase Intention.

These results align with Attaqi et al. (2022), who explained that higher customer trust leads to higher repurchase intention among UPN "Veteran" Yogyakarta students. A similar finding was also expressed by Sastrawan and Sukawati (2021), who demonstrated that trust has a positive and significant influence on repurchase intention among GoPay digital wallet customers in Denpasar, Bali.

4.2.5 Purchase Decisions Influence Repurchase Intention

The path coefficient test for the variable Purchase Decision on Repurchase Intention was 0.293, with a calculated t-value of 3.135 and a p-value of 0.002. The calculated t-value was greater than the t-table of 1.960, and the p-value was less than 0.05. The results of this study indicate that Purchase Decisions have a positive and significant influence on Repurchase Intention.

These results align with research conducted by Paryani (2011), which demonstrated a significant influence of purchase decisions on repurchase intentions. Similar findings were also obtained by Phan and Vu (2015), who confirmed that purchase decisions play a significant role in shaping consumers' intentions to repurchase in the future. Furthermore, a study by Kayak et al. (2012) also supports the results of previous research, stating that purchase decisions have a positive influence on repurchase intentions.

Nugroho and Dirgantara (2022) also studied the relationship between purchasing decisions and repurchase intentions. Their research aimed to analyze factors that could influence Dolkopi consumers' purchasing decisions and repurchase intentions. The results of their study concluded that the test showed that purchasing decisions had a positive effect on repurchase intentions.

5. Conclusions

This study comprehensively confirms that advertising and trust have a positive and significant influence on purchase decisions, as well as a positive and significant influence on repurchase intentions. These findings align with previous studies, which emphasize that effective advertising messages and high levels of consumer trust can drive purchase decisions. Furthermore, positive purchase decisions will strengthen consumers' intentions to repurchase in the future.

The practical implication of these findings is that companies need to invest in advertising strategies that are not only effective but also focused on building consumer trust through product quality, excellent service, and transparent communication. In this way, companies can create a mutually reinforcing cycle of positive outcomes, leading to future development and sustainable competitive advantage. This research provides a valuable empirical contribution to understanding the dynamics of factors influencing purchase decisions and repurchase intentions and can serve as a foundation for further research in marketing and consumer behavior.

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