

# **THE INFLUENCE OF *SOCIAL MEDIA MARKETING* AND *ELECTRONIC WORD OF MOUTH* ON *REPURCHASE* THROUGH *BRAND IMAGE* AS A *MEDIATING VARIABLE* ON *AS FROZEN* IN PALU CITY.**

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## **Abstract**

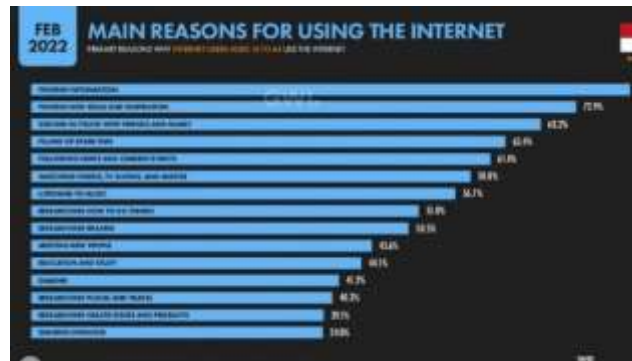
The purpose of this study was to examine the effect of social media marketing on repurchase behavior through brand image as a mediating variable, as well as the effect of e-WOM on repurchase behavior through brand image as a mediating variable at As Frozen in Palu City. Customers of As Frozen in Palu City were the research subjects. The sample for this study consisted of one hundred consumers from As Frozen in Palu City. Purposive sampling was used as the sampling strategy, and data analysis was conducted using SEM with the SmartPLS 4.0 program. The findings indicate that all hypotheses were empirically supported: social media marketing had a positive effect on repurchase, brand image had a positive effect on repurchase, e-WOM had a positive effect on repurchase, and brand image positively influenced repurchase. Additionally, the indirect relationships between variables e-WOM on repurchase through brand image, and social media marketing on repurchase through brand image, both showed significant positive effects.

**Keywords:** *Social Media Marketing, E-WoM, Repurchase, Brand Image.*

## **INTRODUCTION**

For commercial endeavors to continue, marketing is essential. A company's marketing strategy is the only reason why a company with mediocre output can succeed; conversely, a company with high-quality products will not reach its full market share potential if an effective consumer marketing campaign is not launched. The goal of a company's marketing strategy is to gain customer trust by providing distinctive, tasty, and useful goods and services. The importance of understanding the client is emphasized by the notion of marketing itself. In general, marketing is defined as sales and advertising; however, the definition of advertising is not widely known, despite the fact that marketing involves more than just sales; in order for customers to make a decision about which product to buy, it is important to fully understand their needs and be able to fulfill them (Zahara & Nuriya Santi, 2021) .

With the advancement of technology, the use of the internet to promote goods or services of a business is now commonplace. The advancement of marketing technology, namely internet marketing, is a very important means of communication in modern human interaction. Networks and connections between businesses and customers both current and potential customers can be expanded through internet marketing. The growth of online marketing has made it easier for businesses to launch, advertise, and sell their goods and services. With the development of the internet, it can make it easier for consumers to find something they need. This is illustrated in the following figure:



**Figure. 1. Reasons for Internet Usage in 2022**

Source: (Riyanto, n.d.)

Based on the picture above, it can be seen that consumers use the internet to find information, this information is something that consumers need to meet their needs. This is what companies can use to utilize the internet as an accommodation to market and promote their products and services. Social media marketing is a new trend in internet marketing. The marketing platform known as social media marketing utilizes social media to present businesses, goods, services, or concerns to the general public. According to Hanaysha (2022) due to the importance of social media in influencing customer purchasing behavior, the use of this platform for communication and promotion of new and current goods and services has grown significantly in recent years. According to Fahmi *et al.* (2020) blogging, social networking, social media sharing, social bookmarking, social news, geolocation and social gathering, and community development are just some of the various ways available on social media. Social media is one of the most frequently used channels for people today to spend time. This is depicted in the following image:



**Figure. 2. Social Media User Data in 2022**

Source: (Hootsuite, 2022)

Out of 277.7 million Indonesians, 191.4 million of them actively use social media, as shown in the figure above. Social media is often used by a large number of individuals to find all their needs, both primary and secondary. According to Chatterjee and Kar (2020) people usually spend more than 330 minutes a day on social media platforms. Which means that on average each consumer spends 330 minutes per day using social media applications. Basically, marketing through social media is carried out to reach all consumers and potential consumers so that the products marketed or promoted by the company can be known and can even be consumed again by consumers. According to Pratiwi (2021) According to Pratiwi (2021), social media marketing is the best way to increase online sales. Businesses can utilize social media to share photo-based ads with other social media users. This is important because images can convey a lot of information, are instant, and allow business owners to interact with customers on social media in a two-way manner. Social media can successfully persuade individuals to make a purchase if the photos showcased are attractive, the captions or posts contributed contain an offer to buy the item and maintain its existence.

Social media marketing is a great tool for businesses to sell and promote their goods and services, attracting customers to make repeat purchases or use the service. According to Narottama and Moniaga (2022) social media marketing is a technique that encourages people to use online social media platforms to advertise their websites, goods, or services and to connect with a wider audience that offers more marketing opportunities than conventional advertising methods. Business people must be ready to quickly adapt to technology so that their products are in demand by customers in the increasingly sophisticated digitalization era. One way is to utilize social media as a marketing tool. Social media gives people a platform to exchange information and interact without being limited by time or geography. In addition, sharing experiences and reviewing things on social media has become commonplace. WOM, or word-of-mouth marketing, refers to the practice of conducting product reviews and exchanging experiences.

*Word-of-mouth*, or WOM, is a method of spreading information about a good or service that is usually done in person and only reaches close friends and family. However, word-of-mouth communication has undergone a paradigm shift in recent times, so that it can now be done online with a wider audience. This is known as e-WoM. The informal online word-of-mouth dissemination of information over the internet is known as electronic word-of-mouth, or e-WoM. Customers utilize e-WoM as a source of information to lower the risks associated with purchasing goods and services online. According to Amanda *et al.* (2021) e-WoM is an exchange of information between people based on each person's unique experience with a product. E-WOM can be applied as a marketing tactic to increase company productivity, allowing businesses to compete and grow. Sincere testimonials from individuals unaffiliated with product and service provider companies are essential to E-WOM. Regarding e-WoM, the majority of potential consumers will seek information before choosing to make another purchase. This information can be obtained from individuals who make purchases in physical or online stores, or through social media platforms such as Facebook, Instagram, and Twitter. According to Amanda *et al.* (2021) *Electronic word-of-mouth* refers to comments made by potential consumers about a product or company, whether favorable or unfavorable. Through the internet, a company or product can be obtained by a large number of individuals or organizations.

Electronic media-based *word-of-mouth* (e-WOM) communication spreads information about goods and services not only from known individuals, but also from a wider group of people, i.e. scattered individuals with relevant product experiences from other locations or offerings. According to Muslim and Februadi (2022) e-WoM is the value that consumers want to share. Furthermore, according to Muslim and Februadi (2022) Because it is easier to reach everyone on social media, this customer opinion is considered more effective than word-of-mouth (WOM). Therefore, the presence of electronic word-of-mouth, as well as social media as a place to read evaluations from previous customers, may make consumers feel more comfortable making repeat purchases of goods or using services. One of the things that encourages the emergence of electronic *word of mouth* is the *brand of* a product that has been consumed or used by consumers. Customers who interact with well-known brands will use social media to spread positive word of mouth about their experiences. To increase people's repeat purchases, brand is very important. The creation of a brand image results from consumers' mental experiences of the manufacturer's products or services that they often or consistently use.

Sales promotion is a communication program in marketing that plays an important role in increasing the value of a brand. Brand image is the perception of a brand that is created in the minds of customers, signifying a belief and perception. Sales and the value of a product can be positively influenced by a good brand image, and vice versa. According to Sinaga and Hutapea (2022) When customers decide to buy a product after receiving feedback on how one brand

differs from other product brands, a brand image is created. *Brand image* is very important for the success of a marketed product. According to Sumiati and Gea (2021) According to Sumiati and Gea (2021), a good brand image needs to be owned by every company, because during the process of consumers making repurchases, consumers will tend to remember a product brand that is embedded in their minds and then buy the product. When customers remember the brand of a product, they show a brand image, a type of relationship with the product. It is under these circumstances that businesses can produce products that are acceptable to customers. This situation arises because the corporation may be considered better at creating and developing its products than its competitors who make similar goods. Customers' opinions of a brand are formed by their prior knowledge and interactions with the brand. By considering electronic word-of-mouth information spread by other consumers through social media platforms as a platform for companies to promote and introduce their products or services for use and consumption, brand image can be utilized to generate consumer interest in making repeat purchases based on consumer perceptions of the company's brand.

In Palu City, there are business actors who use social media as promotional material and material to introduce their business to consumers in Palu City, one of which is AS Frozen. AS Frozen Palu is a business engaged in frozen food with a variety of products ranging from processed chicken and beef, vegetables, spices and other food equipment. Even AS Frozen Palu also provides local products made by small businesses in Palu City such as risoles, bottled coconut water and so on. The use of social media as a material for marketing, both promotion and introducing products, AS Frozen always uploads photos and videos about the products sold through Instagram media in the form of *feeds* and Instagram *stories* regularly and consistently every day. According to Liao & Huang (2021) social media refers to an electronic communication platform that allows users to build virtual communities to exchange ideas, content, and personal messages. This is done so that consumers know the information provided in the form of information on what products AS Frozen Palu sells as a frozen food business. There are 1,806 posts uploaded by AS Frozen Palu on the Instagram social media *platform* which indicates that AS Frozen is active and routine in promoting and introducing the products it sells to consumers. Because according to Chawla & Chodak (2021) in this sense, social media refers to interactions between people who share the same interests, groups, or even communities. In addition, there are several Instagram video *stories* which are proof of AS Frozen's consistent promotion through social media with Instagram media as AS Frozen's strategy to invite consumers and potential consumers to shop at AS Frozen.

The use of social media is a form of marketing and promotion carried out by AS Frozen Palu to invite, persuade, provide information and even to generate consumer intention to buy back the products sold by AS Frozen Palu in the form of photos, videos and writings / *captions*. With the social media used, AS Frozen Palu can have two-way communication with consumers and potential consumers, namely by replying to the messages / *direct messages* they send or asking questions about the products sold. This is intended and very effective to influence consumers and cause and decide to buy back the products sold by AS Frozen Palu. This is done by AS Frozen in order to create a positive impression felt by consumers, which in turn consumers make repeat purchases and can even recommend AS Frozen Palu as a frozen food business that has a good impression on other consumers and potential consumers through media reviews. namely in the form of consumers uploading videos. The AS Frozen Palu side is then tagged in the Instagram story. From this, a positive *electronic word of mouth* arises because potential consumers get recommendations from other consumers for their experience in making shopping transactions at AS Frozen Palu. According to Zhou *et al.* (2021) social media facilitates consumer participation in brand-related electronic word of mouth (eWoM) by providing multi-directional communication patterns and multidimensional information transfer.

In addition, *electronic word of mouth* does not only arise from experience recommendations from other consumers. However, it can arise from suggestions conveyed through social media instagam which are conveyed personally. AS Frozen Palu, which has been established since 2020, is a business that provides frozen food products and kitchen ingredients in Palu City. Although it is not the first frozen food product business and processed kitchen products in Palu City, AS Frozen Palu is the most preferred business and has been recognized by many people in Palu City and is the most complete in providing frozen food ingredients and kitchen equipment. This has led to the perception of consumers in Palu City that AS Frozen is the most complete frozen food business in Palu City. Because according to Lin *et al.*



(2021) the process of creating, disseminating, and consuming a brand among organizational agents and, ultimately, consumers is known as branding. The following is the gross income generated by AS Frozen Palu in 2021 which is contained in the table below:

**Table 1.**  
**US Frozen Gross Profit in 2021**

Year	Gross Profit
2021	Rp. ± 975,990,000

Source: Interview Results (2022)

From the table presented above, it can be seen that the income generated by AS Frozen Palu as a frozen food business in 2021 amounted to IDR ± 975,990,000. For AS Frozen Palu, which has just started operating its company, this is an extraordinary development. This is because AS Frozen Palu promotes through social media actively and consistently. Then when consumers buy the products sold by AS Frozen Palu, they get a positive experience, both in the form of service experience, the completeness of frozen food products and others, which makes consumers who have shopped recommend AS Frozen Palu to other consumers and potential consumers, which in turn creates consumer perceptions about the image of AS Frozen Palu which is very good and has been embedded in the minds of consumers that AS Frozen Palu is the most complete frozen food business and has good service. This can lead to repurchases made by consumers. Because according to Antwi (2021) repurchase intentions measure the likelihood that online customers will make future purchases from the same online merchant.

This study aims to investigate the potential positive impact of Social Media Marketing on repurchase intention, Brand Image, Electronic Word of Mouth, and Repurchase Intention. In addition, it is also to find out whether Brand Image has a significant effect on Repurchase Intention, whether Social Media Marketing has a positive effect on Repurchase Intention through the Brand Image variable, and whether Electronic Word of Mouth has a positive effect on Repurchase Intention through the Brand image variable. These objectives are based on the background that has been explained. The picture was taken at AS Frozen Palu City.

## RESEARCH METHODS

Causality research is a type of research that is conducted and uses quantitative methodology. According to Sanusi (2014) Research organized to investigate whether there is a causal relationship between variables is known as a causality research design. In this type of design, researchers can usually predict cause and effect to identify causal, intermediate, and dependent variables. Qualitative and quantitative data types are used in this study. According to Sugiyono (2016), data in the form of phrases, body language, facial expressions, graphs, drawings, and photographs are referred to as qualitative data. Qualitative data in this study refers to information on AS Frozen's estimated gross profit over a period of one month or one year, as well as various other details that have been indicated by consumers and AS Frozen itself. Meanwhile, quantitative data is numerical data that is examined by statistical methods. The quantitative data referred to in this study is in the form of a questionnaire.

Questionnaires, interviews, and observation are the data collection methods used. The purpose of observation is to collect information about research problems by direct field observation. On this occasion, observations were made by researchers at the AS Frozen location on Jalan Mandala No. 01 North Birobuli, Palu City, South Palu Regency, Central Sulawesi. Direct question and answer interviews with the manager or owner of AS Frozen and a number of customers who have made purchases are one of the ways researchers collect data when conducting preliminary studies to identify the problem under study. Interviews should last between ten and thirty minutes. A questionnaire is a series of statements or questions created by the researcher to be sent to the client for completion. The information gathered from these responses will be used to formulate research hypotheses and gather data on solutions to the problem posed. In this case, AS Frozen respondents will be given a questionnaire to fill out, and they have ten minutes to do so.

The population used includes all consumers who have purchased products at AS Frozen Palu City. Meanwhile, *purposive sampling* is the sample strategy used. According to Sugiyono (2016) Purposive sampling approach is a way of selecting samples based on predetermined criteria. The sample size will be determined according to the suggestion of Hair et al. (2006) that a sample size of between 100 and 150 should be used when performing structural equation modeling (SEM), because SEM is the data analysis method used in this study. Based on the above hypothesis, the sample of this study amounted to 100 respondents of Palu City. The data in this study were analyzed using the Structural Equation Model (SEM) analysis method. SEM is a statistical tool that can be used to assess the correlation between markers and latent components, between latent constructs with each other, and between direct measurement errors. SEM is a class of multivariate dependent statistics that allows direct analysis of multiple dependent and independent variables. According to Ghozali (2014) There are two categories of SEM approaches: Variance-based SEM (SmartPLS or PLSGraph) and covariance-based SEM (LISREL or AMOS).

## RESULTS AND DISCUSSION

### *Outer Model Evaluation*

Determining the details of the relationship between concepts and their indicators is the purpose of the outer model, or the initial evaluation stage. The results of the data processing are as follows.

#### a) *Convergent Validity*

The idea that the measurement of a construct should have a strong correlation serves as the basis for determining convergent validity (Ghozali & Latan, 2015). Based on the relationship between item or component scores, convergent validity is evaluated. If the correlation is more than 0.7, then the single reflexive measure is considered high. The outer loading value of each indicator of the research variable is as follows:

**Table 2.**  
***Outer Loading***

<b>Indicator Variable Outer Loading</b>		
<b><i>Social Media Marketing</i></b>	X1.2.1	0.809
	X1.3.2	0.909
	X1.3.3	0.875
	X1.4.1	0.751
	X1.4.2	0.907
	X1.4.3	0.753
<b><i>Electronic Word of Mouth</i></b>	X2.1.2	0.769
	X2.1.3	0.839
	X2.2.1	0.789
	X2.2.3	0.865
	X2.4.3	0.779
<b><i>Repurchase</i></b>	Y.3	0.750
	Y.4	0.911

	Y.5	0.870
<b>Brand Image</b>	Z.1.2	0.876
	Z.2.4	0.837
	Z.3.2	0.819
	Z.3.3	0.785

Source: SmartPLS Process Results (2023)

The social media marketing variable (X1), which is assessed using six measurement indicators, is known to have a convergent validity value above 0.7 based on the data in Table 2 above. Therefore, it is determined that the six indicators (X1) measuring social media marketing are valid construct measurement instruments. With five measurement markers, the variable Electronic Word of Mouth (X2) has a convergent validity value greater than 0.7. Three measurement indicators assess repurchase (Y), and Y has a convergent validity value greater than 0.7. Thus, the three indicators of measuring repurchase (Y) are accepted as valid measuring instruments. Likewise, the convergent validity value of the brand image variable (Z), which is determined by four indicators, is more than 0.7. As a measuring tool, the indicators in this study have met the convergent validity standards because each indicator has a convergent validity value of more than 0.7 which indicates the validity of each variable.

#### b) **Discriminant Validity**

This can also be ascertained in other ways, including by examining the average value of the variance extracted (AVE), in addition to the cross loading and convergent validity values. A viable model requires the required value for each indicator to be greater than 0.5. The AVE results for each construct are listed below, and displayed in the attached table.

**Table 3.**  
**Average Variance Extracted**

<b>Variables</b>	<b>AVE</b>
<b><i>Social Media Marketing</i></b>	0.700
<b><i>Electronic Word of Mouth</i></b>	0.654
<b><i>Repurchase</i></b>	0.716
<b><i>Brand Image</i></b>	0.689

Source: SmartPLS (2023)

#### c) **Composite Reliability**

The findings of composite reliability show how to test the research model in PLS. The component used to evaluate the value of an indicator's dependence on a variable is called composite reliability. If the value of a variable is more than 0.6, it is said to fulfill composite reliability. The combined reliability values of all variables used in this study are listed in the following table:

**Table 4.**  
**Composite Reliability**

<b>Variables</b>	<b>Composite Reliability</b>
<i>Social Media Marketing</i>	0.924
<i>Electronic Word of Mouth</i>	0.871
<i>Repurchase</i>	0.844
<i>Brand Image</i>	0.853

Source: SmartPLS (2022)

It can be seen from the presentation in Table 4 above that the Composite Reliability value is more than 0.70 for each research variable. It is clear from this data that each variable has met the requirements of composite reliability, indicating a high level of dependability for each variable. The Cronbach alpha value can be used to strengthen the reliability test with the composite reliability mentioned above. If the Cronbach's alpha value of a variable is more than 0.7, it is considered reliable or meets Cronbach's alpha. The Cronbach alpha values for each variable are listed below, and displayed in the following table.

**Table 5.**  
**Cronbach's Alpha**

<b>Variables</b>	<b>Cronbach's Alpha</b>
<i>Social Media Marketing</i>	0.913
<i>Electronic Word of Mouth</i>	0.867
<i>Repurchase</i>	0.802
<i>Brand Image</i>	0.849

Source: SmartPLS (2021)

It can be seen from the data in Table 5 above that each research variable has a Cronbach's alpha value greater than 0.7. Therefore, it can be concluded that all research variables have a high level of dependability because this finding shows that each variable has met the standard Cronbach alpha value.

### **Inner Model Evaluation**

Using  $Q^2$  and GoF to illustrate the Inner Model in this study. The  $R$  value<sup>2</sup> is used to determine the  $Q$  value<sup>2</sup>. The R-Square number displayed in the attached table is the result of data processing carried out with the SmartPLS 3.0 application.

**Table 6.**  
**R-Square**

<b>Variables</b>	<b>R-Square</b>
<i>Brand Image</i>	0.706
<i>Repurchase</i>	0.630

Source: SmartPLS (2022)

It can be seen from the presentation in Table 6 above that the R-Square values for the brand image and repurchase variables are 0.706 and 0.630, respectively.

### **Goodness of Fit (GoF) Assessment**

The SRMR model value indicates the Goodness of Fit, or GoF, of the PLS model. If the SRMR value is less than 0.10, the PLS model is considered to meet the criteria for goodness of fit model; if it is less than 0.08, the model is considered perfect. The table of test results using SmartPLS 3.0 software is shown below:



**Table 7.**  
**SRMR**

	Saturated Model	Estimated Model
<b>SRMR</b>	0.081	0.081

Source: SmartPLS (2022)

Table 7 above shows that the research SRMR score of 0.081 or less than 0.10 indicates that the research model is considered to be fit and appropriate for testing the research hypothesis. We initially checked the original sample path values on the relationship paths for each variable before testing the hypothesis (Boostrapping).

### Hypothesis Testing (*Boostrapping*)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
BRAND IMAGE → REPURCHASE	0.365	0.368	0.125	3.053	0.002
E-WOM → BRAND IMAGE	0.241	0.242	0.084	2.864	0.004
E-WOM → REPURCHASE	0.161	0.161	0.076	2.132	0.033
SOCIAL MEDIA MARKETING → BRAND IMAGE	0.670	0.676	0.077	8.717	0.000
SOCIAL MEDIA MARKETING → REPURCHASE	0.325	0.324	0.118	2.750	0.005

Figure 3. Results of Direct Relationship Between Variables,

Source: SmartPLS (2023)

#### 1. Hypothesis 1: *Social Media Marketing has a positive effect on Repurchase*

Seen in Figure 3 above, the P-Value of hypothesis 1 of 0.006 ( $<0.05$ ) indicates that the first hypothesis of the study, namely "Social media marketing has a positive effect on Repurchase As Frozen in Palu City" can be accepted.

#### 2. Hypothesis 2: *Social Media Marketing has a positive effect on Brand Image*

Seen in Figure 3 above, the P-value of hypothesis 2 of 0.000 ( $<0.05$ ) shows that the second hypothesis of the study, namely "Social media marketing has a positive effect on the brand image of As Frozen in Palu City" can be realized.

#### 3. Hypothesis 3: *E-WoM has a positive effect on Repurchase*

Based on Figure 3 above, it can be seen that the P-Value of hypothesis 3 is 0.03 ( $<0.05$ ), meaning that the research hypothesis, namely "E-WoM has a positive effect on Repurchase As Frozen in Palu City" can be proven.

#### 4. Hypothesis 4: *E-WoM has a positive effect on Brand Image*

Seen in Figure 3 above, the P-Value of hypothesis 4 of 0.004 ( $<0.05$ ) indicates that the fourth research hypothesis, namely "E-WoM has a positive effect on As Frozen Brand Image in Palu City" can be realized.

#### 5. Hypothesis 5: *Brand Image has a positive effect on Repurchase*

Seen in Figure 3 above, the P-Value of hypothesis 5 of 0.002 ( $<0.05$ ) indicates that the fifth hypothesis of the study, namely "Brand Image has a positive effect on Repurchasing As Frozen in Palu City" can be accepted.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
E-WOM → BRAND IMAGE → REPURCHASE	0.080	0.084	0.046	2.032	0.042
SOCIAL MEDIA MARKETING → BRAND IMAGE → REPURCHASE	0.250	0.262	0.090	2.667	0.004

Figure 5. Results of Indirect Relationship Between Variables

Source: SmartPLS (2023)

#### 6. Hypothesis 6: *Social Media Marketing has a positive effect on Repurchase through Brand Image as a mediating variable*

The P-value for hypothesis 6 in this study is 0.004 ( $<0.05$ ), as shown in Figure 5 above. This means that the hypothesis which states "social media marketing has a positive effect on repeat purchases through brand image as a mediating variable at As Frozen in Palu City" can be accepted.

#### **7. Hypothesis 7: *E-WoM* has a positive effect on Repurchase through Brand Image as a mediating variable**

As shown in Figure 5 above, the P-value of hypothesis 7 of 0.04 ( $<0.05$ ) indicates that the research hypothesis stating "e-wom has a positive effect on repeat purchases through brand image as a mediating variable at As Frozen in Palu City," is valid.

### **Discussion of Research Results**

#### ***Social Media Marketing Has a Positive Effect on Repurchase***

As Frozen Food utilizes *social media marketing* using the Instagram *platform* as a promotional media tool to introduce, inform the products sold by As Frozen Food. The promotion is in the form of product photos, price information, promo information and operational information which aims to make potential customers, customers and old customers know about it. With this promotion carried out by As Frozen Food, it makes it easier for customers to find products, and choose the products they want to consume. The tendency of customers to buy As Frozen Food products can grow and be influenced by the social media marketing that the company uses for its promotions. Customer decisions to repurchase products are directly influenced by As Frozen's social media marketing efforts. Given that the buyer will re-examine the information on the goods he wants and wants to use. The information that customers are looking for can be used by As Frozen Food to run promotions or post content on social media so that they buy or even repurchase the goods the company sells. This is in line with research findings Khoirunnisa & Astini (2021) which shows that social media marketing has a positive impact on repurchases. Maskuroh *et al.* (2022) found that social media influences repurchases in the same way.

#### ***Social Media Marking Positively Affects Brand Image***

As Frozen Food sells a variety of products, both frozen food products and seasoning products from a variety of existing brands. This is the image that customers remember that As Frozen Food has and sells the most complete range of products from various brands, both well-known brands and local products. The products sold by As Frozen Food are of good quality and have fairly cheap prices. In addition, As Frozen Food always provides product promos to customers so that customers can buy the products offered at a fairly cheap price.

This is what makes As Frozen Food even bigger and known by all the people of Palu City, even apart from the products offered are complete and cheap, As Frozen Food already has one branch which makes As Frozen Food increasingly dominate the frozen food market in Palu City. This is why As Frozen Food always uses *social media marketing* as a tool for promotion which ultimately makes As Frozen Food even bigger and has an image and is known by customers as the most complete and cheapest frozen food store. This is in line with the research findings Moslehpour *et al.* (2020)(2020), which shows that social media marketing improves brand perception. The same thing was also revealed by Bilgin (2018) which states that social media marketing affects brand image.

#### ***E-WoM Has a Significant Effect on Repurchase***

As Frozen Food always gets good responses from customers both directly and online, namely a satisfied response to the services and products purchased by customers. This can be seen from posts from customers who share *reviews of shopping* then posted back by As Frozen Food which is always shared on the Instagram *platform*. This can indirectly lead to other potential customers that As Frozen Food has good service and complete products because the *reviews of* other customers are true.

This has become a consideration for potential customers to shop at As Frozen Food because customers who have shopped at As Frozen Food have indirectly conducted a positive *review of* As Frozen Food itself by sharing the post via social media Instagram. When customers see positive reviews - which are basically positive word of mouth reviews - they may decide to repurchase the product they want from As Frozen Food because they will consider the positive evaluation as a guide. This is in accordance with research by Liang *et al.* (2017) which shows that electronic word of mouth influences *repurchase* well. Similar research was also conducted by Tandon *et al.* (2020) who found that electronic word of mouth influences *repurchase* well.

### ***e-WoM Has a Positive Effect on Brand Image***

As Frozen Food has a good *brand image* in the eyes of customers because of the influence of positive *electronic word mouth* provided by customers. This happens because of the positive *reviews* from customers about products that are always shared via Instagram social media, which makes this indirectly a consideration for potential customers to buy products at As Frozen Food. In addition, the existence of a positive product image such as the variety of products owned by As Frozen Food is the basis for customers to make positive *electronic word of mouth* to relatives, family and even friends or other potential customers to recommend As Frozen Food as a place for frozen food products with varied products. This will be embedded in the minds and remembered by customers because of the recommendations from these customers.

As Frozen Food's brand image in the future is strongly influenced by the *electronic word of mouth* that consumers leave with the company. Because e-WOM is negative, if customers give bad e-WOM to potential customers who want to buy at As Frozen Food, potential customers will decide whether to buy at As Frozen Food or not. And vice versa. This is also consistent with research Luong *et al.* (2017)(2017), which found that electronic word of mouth increases brand perception. Similar research was conducted by Kala & Chaubey (2018) who found that electronic word of mouth increases brand perception.

### ***Brand Image Has a Positive Effect on Repurchase***

As Frozen Food always carries out strategies and innovations for the sustainability and success of its company. As Frozen Food always provides various brands of the same product. If the customer is looking for product A with brand A then the product with brand A is out of *stock* or *out of stock*, As Frozen Food provides product A with brand B. This aims to keep customers shopping at As Frozen Food even though the product they are looking for is *out of stock* but there is product A with brand B which is an alternative. In addition, As Frozen Food always carries out promo strategies for the products it sells at affordable prices so that customers can buy large quantities of products at low prices. The strategy carried out is what is embedded in the minds of customers and becomes the basis for customers to always and repeatedly make purchases at As Frozen Food because of the positive image generated by As Frozen Food. This is also in line with research Putri & Yasa (2022) which shows that *repurchase* is positively influenced by brand image. Bhakuni *et al.* (2021) found in another study that brand image has a significant effect on *repurchase*.

### ***Social Media Marketing Affects Repurchase Through Brand Image as a Mediating Variable***

As Frozen Food always actively utilizes social media as a product promotion media and media to provide information to customers. This is done by As Frozen Food to reach all customers and potential customers. As Frozen Food always provides good service to customers so that customers feel at home and enjoy shopping at As Frozen Food. In addition, the variety of products offered by As Frozen Food is diverse. This is done so that when customers don't get the product they are looking for, there is a replacement product provided by As Frozen Food. In addition, As Frozen Food always provides attractive promos which are always notified via their Instagram social media so that customers and potential customers know the promo information.

Because of this, As Frozen Food has such a large market share, has branches and has become famous because of As Frozen Food's activeness in promoting the products it sells on Instagram social media and providing promos that attract customers who become their positive image and finally customers who have shopped at As Frozen Food always and repeatedly shop at As Frozen Food. This is also in accordance with research Uttari & Giantari (2022) which shows that brand image, a by-product of social media marketing, affects repurchases indirectly. Fahmi *et al.* (2020) found that social media marketing increases repurchases through brand image variables. Their research is similar to this.

### ***E-WoM Has a Positive Effect on Repurchase Through Brand Image as a Mediating Variable***

As Frozen Food always carries out strategies and innovations so that customers can remember it. Apart from providing a wide variety of products, As Frozen Food also always has attractive promos so that the products it sells are quite cheap so that all customers can reach them. This is done by As Frozen Food as a strategy for their product image so that customers remember and are embedded in the minds of customers that As Frozen Food sells a variety of products at low prices and has many attractive

promos. In addition, As Frozen Food provides maximum service to customers such as picking up orders needed by customers or helping to find products that customers want to buy. This is a reminder by customers regarding the services provided by As Frozen Food and As Frozen Food also has 1 branch which aims to reach all existing customers. This proves that As Frozen Food always makes strategies and innovations to its products and services so that customers feel at home and will be loyal to shopping at As Frozen Food.

This is the strength of As Frozen Food to be able to dominate the frozen food market share in Palu City. Because with the variety of products sold, attractive promos and maximum service, customers who have shopped at As Frozen Food will recommend As Frozen Food to friends, relatives or family which will lead to repeat purchasing behavior due to the positive image provided by As Frozen. This is also in accordance with research Ulya *et al.* (2023) which shows that the brand image variable indirectly influences the choice to make repeat purchases in a profitable way through electronic word of Mouth. Widyastuti *et al.* (2022) found that brand image plays an indirect role in influencing repurchase decisions resulting from *electronic word of mouth* promotions.

## CONCLUSIONS

Based on the findings and analysis of this study, the following conclusions can be drawn:

1. *Repurchase* As Frozen in Palu City is positively affected by *Social Media Marketing*.
2. As a brand image of Frozen in Palu City that benefits from *Social Media Marketing*
3. In Palu City, *Electronic Word of Mouth* promotion has a positive impact on *Repurchase* As Frozen.
4. *Repurchase* of As Frozen in Palu City is positively affected through *Electronic Word of Mouth*.
5. As Frozen in Palu City, Brand Image has a good influence on *Repurchase*
6. Like Frozen in Palu City, *social media marketing* has a positive effect on *Repurchase* through *brand image* as a mediating variable.
7. Like Frozen in Palu City, *Electronic Word of Mouth* has a good influence on *Repurchase* through *Brand Image* as a mediating variable.

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