

The Effect of Instagram Marketing Activities on Repurchase Intention Mediated by Brand Image and Brand Trust

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ABSTRACT

Instagram marketing activities an important role in marketing strategies that can be implemented by fast food restaurants by providing information that suits consumer needs and providing a quick response in receiving all forms of criticism so that consumer trust increases in the company and makes repeat purchases in the future. The purpose of this study was to determine how much influence Instagram marketing activities have on brand image and brand trust and repurchase intention in fast food restaurants among generation Z. This type of research is quantitative with a purposive sampling technique distributed through a questionnaire of fast food restaurant consumers aged 18-27 years and domiciled in the Bekasi area. Primary data analysis was carried out using the Structural Equation Modeling (SEM) method. The results of this study indicate that the Instagram marketing activities variable has the greatest direct influence on brand trust, then the brand trust variable has the greatest indirect influence between the relationship between Instagram marketing activities and repurchase intention. This study contributes to fast food restaurants in maintaining and increasing consumer trust can be seen from several factors, namely prioritizing food quality as an effort to improve restaurant quality, especially related to the menu offered. High quality will provide greater customer satisfaction, of course it will be more in demand by generation Z. For further research, researchers plan to expand the research area and look for objects in other fields.

Keywords: Keywords: Instagram Marketing Activities, Brand Image, Brand Trust, Repurchase Intention

INTRODUCTION

The remarkable advancement of the Internet has revolutionized marketing practices. Social media marketing activities are a new dimension of digital marketing practices (Bilgin, 2018). Social media marketing activities have influenced the way the F&B industry communicates with brands through social networking sites, such as Instagram, to connect with various stakeholders (Hutter et al., 2013). Instagram marketing activities are now widely considered an effective tool for reducing misunderstandings and rumors about brands and increasing brand value by providing a new data-driven paradigm for consumers to interact, collaborate, and exchange information and content online about consumer experiences in the food and beverage industry (Yu & Yuan, 2019; Chen & Lin, 2019). The rapid growth of the social media market has made the local and international F&B industry compete and make this market highly competitive, thus spurring companies to improve their marketing strategies (Barreda et al., 2020). Furthermore, the implementation of Instagram social media marketing strategies plays a crucial role in reaching and engaging target audiences, highlighting the abstract benefits of social media in achieving marketing communication goals (Cleo & Sopiah, 2021). This research is important to provide insight to fast food restaurant owners in understanding the extant of influence these variables have on consumer trust and repurchase intentions, so that appropriate strategies can be formulated to maintain market share and win the competition (Le et al., 2022).

In the fast-food restaurant industry, Instagram marketing activities are key to building sustainable business relationships. Instagram marketing activities are an important variable to study because they can influence consumer behavior, where the main function of these marketing activities is based on marketing activities on the business's social media platform, such as sharing content, reviews, and information, holding collaborations, and other online events to attract long-term customers (Bilgin, 2018).

Brand image is a key consideration for fast-food restaurant customers seeking the best value for their

money (Syah et al., 2022). Barreda et al. (2020) claimed that brand image emerges from perceived judgments based on the customer's experience. Brand image is embedded in the customer's mind as an overall impression of what they receive (Handayani et al., 2021). Guede et al. (2021) state that a company's brand image helps grow fast-food restaurant sales and market share, creating and maintaining strong relationships with consumers.

One factor that people consider is brand trust, as it reflects customers' confidence in a fast-food restaurant's ability to provide high-quality service. Brand trust relates to customers' confidence in a fast food restaurant's ability to offer competent service, thus earning their trust (Kandampully et al., 2016). Consumers tend to make informed choices when visiting fast-food restaurants, and these choices are often directed toward restaurants they trust (Rather & Hollebeek, 2019). Brand trust is also an important factor in increasing consumer interest in the brand and strengthening their intention to purchase, as consumers believe that the brand they trust will fulfill their expectations (Herjanto et al., 2020).

Repurchase intention is the ultimate goal of any business strategy in the fast-food restaurant industry (Farzin & Fattahi, 2018). The cost of retaining existing customers is far more economical than that of attracting new customers (Chiu & Cho, 2019). Repurchase intention is crucial for companies because it shapes customer loyalty (Chunhui et al., 2024). Loyal customers generally tend to purchase products or services repeatedly, allowing companies to profit from the products or services they sell (Huang et al., 2020).

This study adapts Hafez's (2022) research on the impact of social media marketing activities on consumer brand equity. However, there are differences between this study and previous research. First, the researcher replaced brand experience with brand image as an intervening variable to partially measure the influence of Instagram marketing activities. Second, the researcher replaced the brand equity variable with brand trust. Third, the previous study focused more on social media marketing activities in the banking sector in Bangladesh, while this study focuses on the Indonesian fast-food industry, specifically in Jakarta.

This study aimed to partially measure the influence of Instagram marketing activities on brand image, brand trust, and repurchase intention among consumers in the fast food industry. Furthermore, it is also to determine which variables have the greatest influence on repurchase intentions. It is hoped that this research will contribute to marketing management theory and science and also increase the use of social media, thereby increasing the effectiveness of information in the fast-food industry in Jakarta.

LITERATURE REVIEW

Instagram Marketing Activities

According to Heskiano et al. (2020), Instagram marketing is a form of digital marketing that uses the Instagram platform to build relationships with customers, increase brand awareness, and encourage interactions that result in conversions. According to Barreda et al. (2020), Instagram marketing activities include various visual content-based marketing strategies, such as images, videos, and stories, which aim to attract audiences, increase engagement, and build customer loyalty through social interactions. Park and Namkung (2022) define Instagram marketing activities as part of social media marketing that utilizes Instagram features, such as feeds, reels, and IG Live, to convey brand messages, expand market reach, and encourage user participation through two-way communication. According to Huang et al. (2024), Instagram marketing activities are part of a social marketing strategy that involves creating and distributing engaging content, using influencers, and interacting with customers to increase brand awareness and loyalty.

Brand Image

Saleem et al. (2017) define brand image as a representation of the overall perception of a brand, formed from information and past experiences with the brand. According to Sürücü et al. (2019) brand image is a guide used by consumers to evaluate a product when they do not have sufficient knowledge about a product and there is a tendency that consumers will choose products that are well known through experience using the product or based on information obtained from various sources. Heskiano et al. (2020) state that brand image is a set of beliefs in a name, symbol, design, and impression that consumers have of a brand obtained from factual information, which they then use. Brilliany (2022) defines brand image as a guide used by consumers to evaluate a product when they do not have sufficient knowledge about a product. Consumers tend to choose products that are well known through experience using the product or based on information obtained from various sources. According to Elistia et al. (2023), brand image is a collection of associations regarding a brand that are stored in the minds or memories of consumers, and brand image is formed in the minds of consumers because they are accustomed to using certain brands, and there is consistency in the brand image.

Brand Trust

According to Herjanto et al. (2020), brand trust is a consumer's belief that a product has certain attributes, which arises from repeated viewing and learning and experience. Furthermore, according to Ebrahim et al. (2020), brand trust is the willingness of consumers to trust and feel safe in a brand despite all its risks because there is an expectation that the brand can provide positive and reliable results for them. Artik and Duygun (2022) define brand trust as a consumer's desire to entrust a brand and be faced with risks because they expect that the brand will yield positive results. According to Huo et al. (2022), brand trust is one of the most important pillars of strong brands. Elistia et al. (2023) defined brand trust as a form of involvement that has been fully anticipated and deeply realized.

Repurchase Intention

According to Kassim and Abdullah (2018), repurchase intention is the intention to make a subsequent purchase of the same product owing to consumer satisfaction with innovation, quality, price, service, and after-purchase service. According to Chiu and Cho (2019), repurchase intention is positive feedback and reviews to the public, relatives, and family members, and repurchasing the same product and service. According to Huang et al. (2020), repurchase intention is a form of consumer behavior that has the desire and action to repurchase a product because of the satisfaction received according to desires. According to Syah et al. (2020), repurchase intention is the intention to buy the same product again owing to consumer satisfaction with innovation, quality, price, service, and after-purchase service. Meanwhile, Sukma et al. (2021) define repurchase intention as a positive assessment of customer activities that have been carried out previously and cause a consumer to make a repeat purchase. According to Gökerik (2024), repurchase intention is the behavior of repeating a product two or more times based on trust and a form of positive response to a product in the form of a desire to reuse the product from time to time.

THEORETICAL FRAMEWORK AND HYPOTHESES**The Relationship Between Instagram Marketing Activities and Brand Image**

Instagram marketing has become an important tool for brand communication and customer interaction with customers (Cheung et al., 2019). Companies use it to expand their services and strengthen their brand image, while customers also play a role in marketing communications (Godey et al., 2016). With popular content, interactions between consumers and brands are enhanced, increasing the marketing impact of the platform. When consumers trust brands that actively promote themselves on social media, they are more confident in purchasing their products (Noraini et al., 2016). Therefore, Instagram marketing activities can also be considered direct access to customers to provide online information or other marketing activities, such as through Instagram Live and YouTube (Mirje, 2020). Furthermore, Seifollahi and Eskandari (2021) noted that interactive marketing strategies that use Instagram social media links have a positive impact on brand image and create a leverage effect between brands and consumers. The viral effect among Instagram users allows a brand to be widely discussed and recognized among a large number of users. As a result, businesses and Marketers have begun to focus on Instagram marketing campaigns to engage customers, which, in turn, changes the way businesses and customers interact and influence each other (Muhamad & Aransyah, 2022). Research (Seifollahi & Eskandari, 2021; Johansson & Hiltula, 2021; Park & Namkung, 2022) has found that Instagram marketing activities positively affect brand image. Based on the above description, the following hypothesis is proposed.

H₁: Instagram Marketing Activities have a positive influence on Brand Image.

The Relationship Between Instagram Marketing Activities and Brand Trust

Instagram marketing activities are essential for increasing brand trust (Yang et al., 2022). Companies with effective Instagram marketing activities that present engaging content that aligns with consumer expectations can increase consumer trust in their brands (Cheung et al., 2021). Consumers perceive Instagram marketing as more trustworthy than traditional marketing because it offers interactive communication between consumers and companies and provides direct feedback (Mayasari et al., 2023). Gökerik (2024) states that customer-brand interactions through social media occur through stages such as connection, engagement, and customer interaction, contributing to the formation of brand trust. Park and Namkung (2022) found that Instagram marketing activities positively affect brand trust. Therefore, based on the discussion above, the following hypothesis is proposed:

H₂: Instagram Marketing Activities have a positive effect on Brand Trust.

The Relationship Between Instagram Marketing Activities and Repurchase Intention

The impact of Instagram marketing activities on repurchase behavior is crucial in the current digital marketing landscape (Sun & Moon, 2024). Research conducted by Gökerik (2024) examined the factors

influencing online shopping behavior and repurchase intention, showing that e-commerce players view repurchase intention as a determining factor for business continuity. This study deepens the understanding of the impact of Instagram marketing on customer behavior (Han et al., 2019). Wen et al. (2024) emphasized the significant impact of Instagram marketing activities on consumer behavior, noting that consumers exhibit behavioral changes due to social media. Research conducted by Brew (2024) investigated the impact of social commerce consumers' price fairness perceptions on repurchase intention and found that social commerce experience significantly influenced it. Research results (Cheung et al., 2021; Dholakia & Pandya, 2023) show that Instagram marketing has a positive and significant influence on repurchase intention. Based on the above statement, the following hypothesis is proposed:

H₃: Instagram Marketing Activities have a positive effect on Repurchase Intention.

The Relationship Between Brand Image and Repurchase Intention

Brand image is a customer's perception of a brand formed from their experiences, associations, and expectations (Lucky et al., 2023). Repurchase intention is influenced by a strong brand image, as customers tend to remain loyal to brands with a positive reputation and that meet their expectations (Sethi & Kapoor, 2021). Husain et al. (2022) explained that a good brand image creates an emotional connection with customers. This emotional connection strengthens customers' intention to continue choosing that brand over competitors, thereby increasing their repurchase intention (Saleem et al., 2017). A positive brand image not only influences customer satisfaction but also increases loyalty, which contributes to the intention to repurchase the same product or service in the future (Zenani, 2021). Brand image has a direct relationship with repurchase intention because a strong brand can create added value for consumers, such as a better perception of quality and a sense of pride in using the product (Han et al., 2019). Research (Sethi & Kapoor, 2021; Kim et al., 2023) has found that brand image positively impacts repurchase intention. Therefore, based on the discussion above, the following hypothesis is proposed:

H₄: On-Site Work has a positive effect on Job Performance.

The Relationship Between Brand Trust and Repurchase Intention

Brand trust arises from previous experiences and interaction history along the consumer-brand journey and is described as a process of experiential learning and consumer perception over time (Sethi & Kapoor, 2021). The most significant aspect of the consumer journey from a brand trust perspective tends to be the actual consumption experience, as this is directly related to brand usage and experience, which in turn can foster repurchase intention (Husain et al., 2022). Furthermore, repurchase intention is influenced by consumer trust in a company or product brand, helping them avoid potential purchase risks (Gkouna et al., 2023). High brand trust in a product can strengthen the brand, as brand trust plays a crucial role in determining a product's success in the market (Chunhui et al., 2024). Previous research (Miranti & Syah, 2023; Kim et al., 2023) suggests that brand trust positively affects repurchase intention. Based on the above statement, the following hypothesis is proposed:

H₅: Brand Trust has a positive effect on Repurchase Intention.

The Relationship Between Brand Image and Instagram Marketing Activities and Repurchase Intention

Social media marketing, including Instagram, can shape brand image by creating positive experiences for consumers (Oppong et al., 2023). Marketing strategies on Instagram, such as engaging content, customer interaction, and the use of influencers, can increase awareness and create a more positive brand perception (Park & Namkung, 2022). Instagram marketing activities play a crucial role in building brand image because social media interactions reflect a brand's values and identity (Yang et al., 2022). A positive brand image increases customer trust and satisfaction, which drives repurchase intentions (Rudzewicz & Strychalska, 2021). When customers have a positive impression of a brand, they are more likely to choose and repurchase that brand over competitors and are more likely to repurchase (Hawkins & Saleem, 2024). Interactions with customers through comments, likes, and DMs help create a closer relationship between brands and consumers, which encourages repeat purchases (Hu et al., 2024). Furthermore, influencer marketing on Instagram can increase brand trust and credibility, thereby encouraging customers to make repeat purchases (Liao et al., 2023). Research by (Farzin & Fattahi, 2018; Singh et al., 2021) found that brand image can mediate the relationship between Instagram marketing activities and repurchase intention. Therefore, based on the above statement, the following hypothesis is proposed:

H₆: Brand Image mediates the relationship between Instagram Marketing Activities and Repurchase Intention.

The Relationship Between Brand Trust and Instagram Marketing Activities and Repurchase Intention

Brand interactions on social media can increase customer trust by creating transparency and two-way

communication (Sarin & Sharma, 2023). brands that actively answer customer questions on Instagram and provide honest reviews of their products tend to be more trusted by consumers (Siddiqui et al., 2021). Effective Instagram marketing builds trust through authentic content, customer testimonials, and direct audience (Park & Namkung, 2022). Brand trust is established when a brand consistently offers clear and transparent information to its customers (Brijesh Awasthi, 2023). When a brand uses trusted influencers with high credibility, customer trust in the brand increases (Mardhati et al., 2024). If customers believe that a brand consistently delivers quality products according to expectations, they will be more confident in repurchasing without looking for other alternatives (Thuy & Quang, 2022). Brands that maintain good relationships with customers through Instagram, information transparency, and excellent customer service are more likely to be trusted and gain loyal customers (Park & Namkung, 2022). Empirical results from (Moslehpour et al., 2022; Hu et al., 2024) found that brand trust mediates the relationship between Instagram marketing activities and repurchase intention. Based on the above explanation, the following hypothesis is proposed:

H₇: Brand Trust Mediates the Relationship Between Instagram Marketing Activities and Repurchase Intention
Based on the theoretical logic explanation above, the following research model was created:

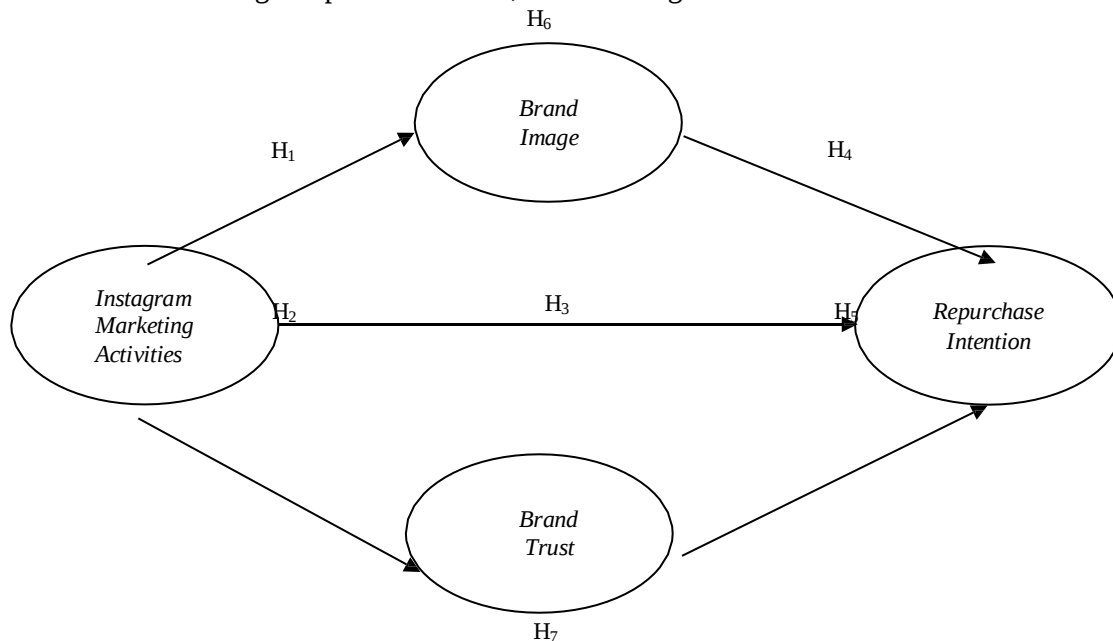


Figure 1. Conceptual Framework

RESEARCH METHOD

This study was adapted from a previous journal, and there were 20 indicators in this research questionnaire. The measurement related to the Instagram Marketing Activities variable consists of five statements adopted from Park and Namkung (2022), the measurement of the Brand Image variable consists of five statements adopted from Rudzewicz and Strychalska (2021), the measurement of the Brand Trust variable consists of five statements adopted from Jalilvand and Samiei (2012), and the measurement of the Repurchase Intention variable consists of five statements adopted from (Cheung et al., 2021; Xia et al., 2023).

The sampling technique used is non-probability, namely a sampling technique which does not provide equal opportunities or chances for each member of the population to be selected as a sample. Purposive sampling will be used to collect data, namely determining the sample based on certain criteria that will be used and in accordance with the objectives of the study. The population in this study is fast food restaurant customers in Jakarta. The number of fast food restaurants in Jakarta is very large. Due to limited research resources, a purposive sampling method was used with the criteria determined by the researcher, namely Gen Z fast food restaurant customers (Solaria and Marugame Udon) aged 18-26 years in Jakarta who have an Instagram account and follow the official social media account of the fast food restaurant on Instagram, and have made a direct purchase at least twice in one month. The questionnaire was then given screening questions according to qualifications.

The data collection technique used was the distribution of questionnaires on the Internet via Google Forms. Data were collected twice for each participant. The questionnaire used a Likert scale with a measurement scale of 1-4, where a score of four means strongly agree (SS), a score of three means agree (S),

a score of two means disagree (TS), and a score of one means strongly disagree (STS). The type of research used was quantitative research using the SEM (Structural Equation Modeling) method, where the number of samples was determined based on Hair et al. (2021) minimum sample that can be used is 5 times larger than the number of questions, and a maximum of 10 times larger, so the sample size used in this study is $(20 \times 10) 200$ respondents. A pretest will be conducted on 30 respondents, and validity and reliability tests will be conducted using confirmatory factor analysis to test and measure the hypothesized model, with the condition that the calculated r value must be greater than the r table, which is 0.5. The reliability test is based on the Cronbach's alpha value, with the condition that a sufficient value is ≥ 0.6 (Hair et al., 2021).

The analysis of primary data from 200 respondents used the Structural Equation Modeling method to test the outer and inner models. In the outer model test, there are convergent validity, discriminant validity, reliability, collinearity, and adjusted R-squared. The inner model test consists of the criteria p -value, t -statistic, and original sample. The value of convergent validity can be determined by looking at the loading factor value in the outer loading table and the Average Variance Extracted (AVE) value. According to research (Hair et al., 2021), the value that meets convergent validity is > 0.7 for the loading factor, and the AVE value is > 0.5 . Furthermore, according to Hair et al. (2021), if the T -statistic value is greater than the T table (1.960) with a P value < 0.05 , this can be said to have a positive effect; conversely, the direction of the relationship can be determined by looking at the original sample value.

RESULTS AND DISCUSSION

Validity testing in the pretest stage refers to the calculated r -value with a requirement of 0.50 (Hair et al., 2021). Based on the test results, the calculated r value was ≥ 0.50 for each indicator, totaling 20 statements; therefore, all indicators met the validity requirements and could be used in the next stage of analysis. Then, the reliability test refers to Cronbach's alpha with a requirement of 0.6 (Hair et al., 2021). Based on the reliability test, the results obtained were that all statement indicators obtained a value ≥ 0.6 , exceeding the predetermined value limit, indicating that all indicators in this study are reliable and can be used for further analysis.

The respondents in this study were Gen Z fast food restaurant customers (Solaria and Marugame Udon) aged 18-26 years who live in Jakarta. Based on the results of distributing online questionnaires via Google Forms, 200 respondents were obtained, dominated by females (129 people, 64.2%) and males (71 people, 35.6%). Of the respondent, 78 (38.8%) were private/state employees, 65 (32.3%) were students, 33 (16.9%) were entrepreneurs, 19 (9.5%) were housewives, and others as many as 5 (2.5%) were in other occupations. The level of education is dominated by bachelor's degrees, with 88 people (43.8%), high school/equivalent with 81 people (40.8%), and diplomas with 31 people (15.4%). Meanwhile, expenditure of 1 month was less than IDR 200,000 for 7 people (3.5%), IDR 200,001 - IDR 500,000 for 42 people (21.4%), and more than IDR 500,000 for 151 people or (75.1%).

Outer Model Test Results

Table 1. Results of Respondent Data Validity Test

Variable	Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Brand Image	BI1	0.765	0.851	0.894	0.629
	BI2	0.754			
	BI3	0.751			
	BI4	0.751			
	BI5	0.782			
Brand Trust	BT1	0.723	0.807	0.866	0.564
	BT2	0.776			
	BT3	0.702			
	BT4	0.846			
	BT5	0.873			

<i>Variable</i>	<i>Indicator</i>	<i>Outer Loading</i>	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	<i>AVE</i>
Instagram Marketing Activities	IMA1	0.761	0.815	0.871	0.574
	IMA2	0.727			
	IMA3	0.733			
	IMA4	0.792			
	IMA5	0.716			
Repurchase Intention	RI1	0.733	0.800	0.862	0.555
	RI2	0.746			
	RI3	0.717			
	RI4	0.775			
	RI5	0.753			

Source: Researcher-processed data findings, 2026

Convergent validity can be determined by examining the loading factor values in the external loading table and the Average Variance Extracted (AVE) value. Hair et al. (2021) stated that the fixed value that must be met to measure convergent validity is > 0.7 , then for factor loading and AVE with a value > 0.5 . In this study, the loading factor value obtained from 20 indicators was > 0.7 , thus it was stated that the 20 indicators were acceptable, and the AVE value > 0.5 so that it had passed the requirements, and it could be concluded that the 20 indicators were acceptable. In addition, the internal consistency reliability test was used to measure the indicator's ability to measure its latent construct based on the Composite Reliability and Cronbach's Alpha values to be acceptable > 0.6 -

0.7 (Hair et al., 2021). The results of data processing showed that all latent variables (constructs) had a Composite Reliability value > 0.7 and a Cronbach's alpha value > 0.6 . Thus, both the composite reliability and Cronbach's alpha values passed the requirements.

Discriminant validity describes the differences between one latent variable and another (Hair et al., 2021). Three methods can explain the discriminant validity test: the Heterotrait-Monotrait Ratio (HTMT), Fornell-Larker Criterion, and Cross-Loading. The Heterotrait-Monotrait Ratio (HTMT) is the ratio of the average correlation between inter-item measurements of variables to the geometric mean of the correlation between the measurement items. Discriminant validity proposed by Henseler et al. (2015) is that the Heterotrait-Monotrait Ratio (HTMT) value for each research variable is < 0.90 , which has good discriminant validity. In the results of this study, all HTMT values for correlations between items measuring variable relationships showed values that met the standard of < 0.9 .

The Fornell-Larckel Criterion states that a latent construct should better explain the variance of its indicators than the variance of other latent constructs (Hair et al., 2021). All variables measured in this study met the criteria; thus, the Fornell-Larckel Criterion has good discriminant validity. The results are presented in Appendix 5. The cross-loading value indicates the correlation between an indicator and its construct and the other constructs. The correlation value of an indicator with a latent variable should be higher than the correlation value with the other latent variables (Hair et al., 2021). Based on the statistical results, the cross-loading values for Brand Image, Brand Trust, Instagram Marketing Activities, and Repurchase Intention measurements were higher and correlated more strongly with the main variables they measured than with other variables, indicating that these variables have good discriminant validity.

Multicollinearity testing is necessary to determine whether any independent variables are similar to each other within a regression model. If a correlation is found, the regression model is considered to have multicollinearity. Multicollinearity testing was performed by examining the tolerance and Variance Inflation Factor (VIF) values. In the outer VIF table, a VIF value < 5 indicates no collinearity problem with the indicators (Hair et al., 2021). The statistical results indicate no multicollinearity problem for any indicator, as the VIF value is < 5 for all indicators.

Table 2. Model Fit

	<i>Saturated Model</i>
SRMR	0.096
d_ULS	1.949
d_G	0.905
Chi-Square	454.388
NFI	0.645

Source: Researcher-processed data findings, 2026

Model fit indicates the level of suitability of the entire model, which can be calculated by the residual value of a predicted model by comparing it with the actual data. Based on the results of the analysis above, it can be seen that the Standardized Root Mean Square (SRMR) value is $0.096 < 1$, so the model can be declared fit. Furthermore, the Normed Fit Index (NFI) value is 0.645 or 64.5%, so it can be concluded that the obtained structural model has relevant predictions.

Table 3. R Square Adjusted

	<i>R Square</i>	<i>R Square Adjusted</i>	<i>Conclusion</i>
Brand Image	0.443	0.437	Moderate
Brand Trust	0.577	0.573	Moderate
Repurchase Intention	0.748	0.740	Moderate

Source: Researcher-processed data findings, 2026

The next step was to determine the R-squared value. If the R-square is at 0.75, 0.50, or 0.25, it can be concluded that the outer model is strong, moderate, or weak, respectively. The coefficient of determination explains the extent to which the independent variable explains the dependent variable (Hair et al., 2021). Based on calculations, it is known that the Instagram Marketing Activities variable can explain the Brand Image variable by 43.7%, while the remaining 56.3% is explained by other variables not examined in this study. Furthermore, the Instagram Marketing Activities variable can explain the Brand Trust variable by 57.3%, while the remaining 42.7% is explained by other variables not examined in this study. The Instagram Marketing Activities, Brand Image, and Brand Trust variables can explain the Repurchase Intention variable by 74.0%, while the remaining 26.0% is explained by other variables not examined in this study.

Inner Model Results (Hypothesis Testing)

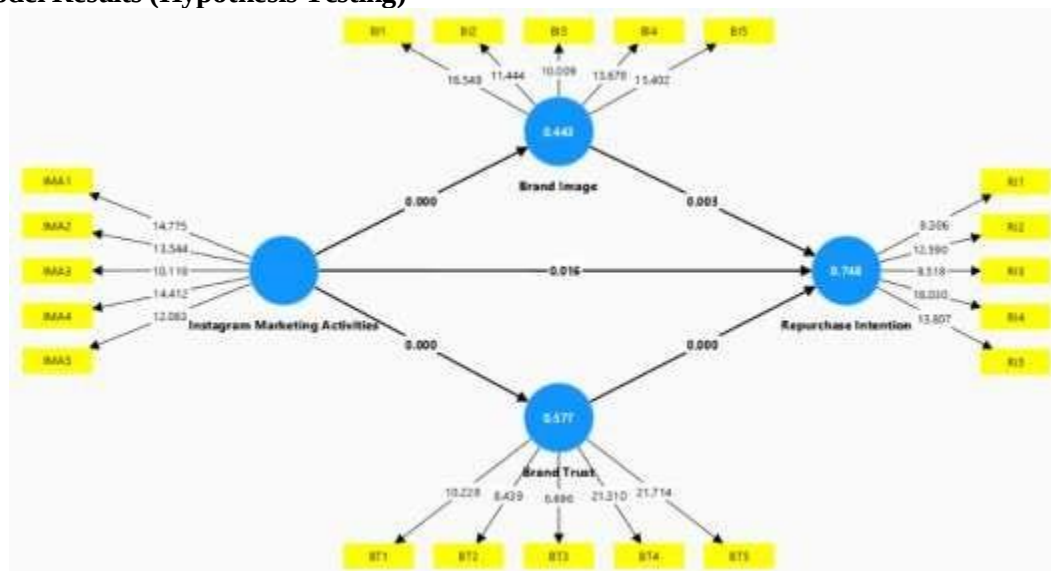


Figure 2. Hypothesis Test Results

The inner model (hypothesis test) was conducted by examining the significance of the path coefficients. According to Hair et al. (2021), if the T-statistic value is greater than the T-table (1.960) at the 5% level, with a p-value < 0.050 , a significant effect can be observed. The direction of the relationship was determined by examining the original sample values. The results of the bootstrapping calculation are shown in the table below:

Table 4. Direct Influence Test Results

	<i>Hypothesis</i>	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Information</i>
IMA → BI	H ₁	0.665	7.141	0.000	The data support the hypothesis
IMA → BT	H ₂	0.760	10.942	0.000	The data support the hypothesis
IMA → RI	H ₃	0.194	2.135	0.016	The data support the hypothesis

	<i>Hypothesis</i>	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Information</i>
BI → RI	H ₄	0.202	2.728	0.003	The data support the hypothesis
BT → RI	H ₅	0.556	6.625	0.000	The data support the hypothesis

Source: Researcher-processed data findings, 2026

Inner model testing (hypothesis testing) by looking at the results of the significance of the path coefficient. If the T statistic value is greater than the T table (1.960) at the 5% level, with a p-value < 0.050, it can be said that there is a significant influence. Testing the first hypothesis, the influence of Instagram Marketing Activities (IMA) on Brand Image (BI) obtained T Statistic 7.141 > 1.960 with a p-value of 0.000 < 0.050, it can be said that there is a significant and positive influence between Instagram Marketing Activities on Brand Image, thus H1 can be accepted. hypothesis two, which examines the influence of Instagram Marketing Activities (IMA) on Brand Trust (BT), obtained a T Statistic of 10.942 > 1.960 with a p-value of 0.000 < 0.050. This indicates a significant and positive influence of Instagram Marketing Activities on Brand Trust. Thus H2 is accepted.

Hypothesis testing three of the influence of Instagram Marketing Activities (IMA) on Repurchase Intention (RI) obtained T Statistic 2.135 > 1.960 with p-value 0.016 < 0.050, it can be said that there is a significant and positive influence between Instagram Marketing Activities and Repurchase Intention. Thus H3 is accepted. Hypothesis testing for the influence of Brand Image (BI) on Repurchase Intention (RI) obtained T Statistic 2.728 > 1.960 with p-value 0.003 < 0.050, it can be said that there is a significant and positive influence between Brand Image on Repurchase Intention. Thus H4 is accepted. Hypothesis testing of the influence of Brand Trust (BT) on Repurchase Intention (RI) obtained T Statistic 6.625 > 1.650 with p-value 0.000 < 0.050, it can be said that there is a significant and positive influence between Brand Trust on Repurchase Intention. Thus H5 is accepted.

Analysis of Mediation Effects

Table 5. Indirect Effect Test Results

	<i>Hypothesis</i>	<i>Original Sample (O)</i>	<i>T Statistics (O/STDEV)</i>	<i>P Values</i>	<i>Information</i>
IMA → BI → RI	H ₆	0.134	2.460	0.004	The data support the hypothesis
IMA → BT → RI	H ₇	0.422	6.082	0.000	The data support the hypothesis

Source: Researcher-processed data findings, 2026

The sixth hypothesis tests the mediating effect of Brand Image (BI) between the relationship between Instagram Marketing Activities (IMA) and Repurchase Intention (RI) and obtained a statistical T result of 2,460, which is greater than the T table (1,960) with a p-value of 0.004 < 0.05. This means that Brand Image has a positive mediating effect on the relationship between Instagram Marketing Activities and Repurchase Intention. Thus, H6 is accepted. Finally, the seventh hypothesis tests the mediating effect of Brand Trust (BT) between the relationship between Instagram Marketing Activities (IMA) and Repurchase Intention (RI) and obtained a statistical T result of 6,082 which is greater than the T table (1,960) with a p-value of 0.000 < 0.05. This means that Brand Trust has a positive mediating effect on the relationship between Instagram Marketing Activities and Repurchase Intention. Thus, H6 is accepted.

Based on the results of the hypothesis testing, the hypothesis with the highest value was H2, namely that Instagram Marketing Activities (IMA) have a positive effect on Brand Trust (BT). The analysis showed a T-statistic of 10.942, with a p-value of 0.000. This T-statistic far exceeds the T-table threshold of 1.960 at the 5% significance level, and the p-value is well below 0.050, indicating a highly significant effect.

Therefore, it can be concluded that marketing activities on Instagram significantly and strongly increase consumer trust in brands. The high coefficient value (0.760) indicates that the more intensive and effective marketing activities conducted through Instagram, the greater the consumer trust in the brand. This finding reinforces the importance of utilizing social media, especially Instagram, to build and strengthen long-term relationships with consumers by increasing brand trust. Therefore, H2 is accepted and strongly supported by the research data.

The first finding proves that Instagram marketing activities can grow the brand image of fast food restaurants (Solaria & Marugame Udon) in Jakarta. This can be seen from several aspects of consumer responses that convey information easily through the restaurant's Instagram homepage regarding the results of consumer visits. Furthermore, when consumers want to search for a menu, they can search for the menu displayed on the restaurant's Instagram homepage, making it easier for consumers to make their choices. The fast food restaurant's Instagram homepage can also share information with other customers, making it easy

for them to interact to get quality information about the menu at the fast food restaurant. Content on fast food restaurant's Instagram account is very attractive to consumers because displaying user testimonials or product reviews through the Instagram comment column can strengthen the brand image, especially if the reviews are positive. This helps build trust and credibility for the brand, which is very important for improving the brand image. Instagram marketing activities that involve interaction with followers, such as replying to comments, sharing feedback, or holding Q&A sessions, can help strengthen the relationship between a brand and its audience. High engagement can show that the brand cares about its followers and increases positive perceptions. This is consistent with the characteristics of the respondents, who were mostly female employees aged 18-26, who are the most dominant group providing reviews of fast food restaurants (Solaria & Marugame Udon) on Instagram. Therefore, this study is similar to previous research that stated that Instagram marketing activities impact brand image (Godey et al., 2016; Cheung et al., 2019).

Further, this study demonstrates that Instagram marketing activities can increase consumer brand trust in fast-food restaurants (Solaria and Marugame Udon) in Jakarta. Clear and transparent information can reduce uncertainty in consumers, thereby strengthening their trust in the brand. When consumers see that posted product images or videos reflect the product's true quality and are not fabricated, their credibility and trust in the brand increase. Consumers tend to trust brands that are transparent in their visual communications. Content provided by fast food restaurants on their Instagram feeds, featuring influencers trusted by their audiences, can provide strong validation or recommendations for a brand. Because influencers have a more personal relationship with their audience, they can strengthen brand trust by providing authentic and unforced product recommendations. When consumers see that a brand's product or service has received positive reviews from others, they feel safer making a purchase and have more confidence in the quality offered, demonstrating a form of social proof that serves to increase consumer trust. Thus, this study aligns with previous research that states that Instagram marketing activities impact brand trust (Yang et al., 2022; Gökerik, 2024).

The following findings demonstrate that Instagram marketing activities can increase the repurchase intention of fast food restaurant consumers (Solaria and Marugame Udon) in Jakarta. This is because the information easily conveyed through Instagram feeds by consumers makes them interested in trying other menu items presented by the fast food restaurant. Consistent visual content from fast-food restaurants and showing products in a way that evokes emotions or needs can increase consumer perception of the product's value. If the product looks attractive and consistent in its presentation, consumers are more likely to repurchase it because they are already emotionally connected to the brand. Testimonials and positive experiences from others can convince consumers to repurchase the same product because they feel the product has proven quality and is useful for others. Exclusive offers, discounts, or special promotions announced through fast-food restaurant Instagram accounts can motivate consumers to make repeat purchases. When consumers feel that they receive more value from the offer, they are more likely to repurchase the product in the future. Consistency in communication and branding through Instagram helps fast-food restaurants understand what consumers expect from the menu presented. Fast-food restaurants that consistently meet consumer expectations are perceived as more stable and trustworthy, which increases consumer repurchase intentions. These findings align with those of previous studies by Han et al. (2019) and Sun and Moon (2024), which found that Instagram marketing activities impact repurchase intentions.

The results of this study also prove that brand image can increase repurchase intentions. This is proven if fast food restaurants (Solaria and Marugame Udon) are highly trusted by their consumers because they are the main choice of food consumption for Gen Z. Fast food restaurants are successful among other F&B industries, making consumers want to consume the menu at fast food restaurants. Fast food restaurants always present attractive menus so that consumers have a good perception of fast food because of the consistent quality of the food, friendly service, and cleanliness of the restaurant, making them tend to have the desire to return again. If consumers are satisfied with their experience, both in terms of food quality and service, they are more likely to repurchase. Fast-food restaurants with a consistent brand image that is acceptable to Gen Z are easier to build customer loyalty, which is a key factor in increasing repurchase intention. When many fast food restaurants are spread across Jakarta, fast food restaurants (Solaria and Marugame Udon) are their main choice because they are confident in the brand's reputation based on positive reviews given by previous consumers, so new consumers will have the intention to consume again. Fast food restaurants (Solaria and Marugame Udon) consistently innovate by presenting new menu items to attract consumers and increase repurchase intentions. This study aligns with previous research (Sethi & Kapoor, 2021; Husain et al., 2022) that brand image affects repurchase intention.

No less important than the results of previous studies, this study proves that brand trust can increase the repurchase intention of Gen Z consumers of fast food restaurants (Solaria & Marugame Udon) in Jakarta.

Consumers believe that fast food restaurants can compete in the future because they have consistent food quality, friendly service, and restaurant cleanliness according to their expectations, thus increasing consumer repurchase intention. If consumers experience problems with ordering, fast food restaurants (Solaria and Marugame Udon) always provide good handling of customer complaints, thus providing a very memorable experience for consumers. Fast food restaurants (Solaria and Marugame Udon) that have been proven to have BPOM permits make consumers feel safe and do not need to worry about the quality or safety of food; they are more likely to repurchase. Fast food restaurants (Solaria and Marugame Udon) are believed to be popular among Gen Z. Consumers believe that they can rely on the restaurant to provide a satisfying experience every time they visit, and they are more likely to return. This belief tends to encourage repurchase intentions. This leads consumers to choose to return to fast-food restaurants they trust rather than trying new brands they are unfamiliar with. Gender, occupation, and spending significantly impact repurchase intention, as female employees aged 18-26 with spending above IDR 500,000 tend to increase their purchase intention when they believe the fast food restaurants (Solaria & Marugame Udon) have a good reputation. These findings align with those of previous studies (Gkouna et al., 2023; Chunhui et al., 2024) which found that brand trust impacts repurchase intention.

Another finding of this study proves that brand image can have an impact on the relationship between Instagram marketing activities and repurchase intention. Clear information about the menu options available fast food restaurants (Solaria and Marugame Udon) influences consumer repurchase intention because of the ease provided to consumers in finding the menu they want. If consumers want to know more about a product, they can ask the admin about it via a short message on Instagram. The fast response provided by the fast food restaurant administration makes consumers consider carefully when making a repurchase intention. If consumers experience problems ordering, the speed of responding to the problem is highly prioritized, making consumers more confident in their desire to buy. Consumers will also have a good experience when shopping because they consult with friends to help them choose the right menu to buy. Positive Instagram marketing activities of fast-food restaurants (Solaria and Marugame Udon) have great potential to go viral. When someone shares their positive experience on social media or through instant messages in the comments section, it can contribute to improving the reputation of fast food restaurants (e.g., Solaria and Marugame Udon). The conversation can attract wider attention and make fast-food restaurants (Solaria and Marugame Udon) more popular. The results of this study are in line with those of previous studies (Oppong et al., 2023; Hu et al., 2024) which stated that brand image can mediate the relationship between Instagram marketing activities and repurchase intention.

The final results of this study also prove that brand trust can have an impact on the relationship between Instagram marketing activities and the repurchase intention of Gen Z consumers of fast food restaurants (Solaria and Marugame Udon) in Jakarta. When other consumers provide positive reviews or recommendations about their experiences with fast-food restaurants (Solaria and Marugame Udon), potential new consumers are more likely to trust and feel safe making purchasing decisions. Good reviews about consistent food quality, friendly service, and restaurant cleanliness according to their expectations can strengthen user confidence and increase their repurchase intention. Other consumers also share positive experiences about fast food restaurants (Solaria and Marugame Udon) in the comments column of the restaurant's Instagram social media, so that the intention to make a purchase arises in their minds after the information obtained meets their desires. Consumers also read reviews about fast-food restaurants through social media from other consumers online. New Gen Z consumers can ask customer service questions about the various menus available on the fast food restaurant's Instagram social media, as well as review reviews about products that can provide a memorable experience. Reviews and ratings provided by other users also influence repurchase intention, as consumers tend to rely on others' experiences to determine whether they will make a purchase. Providing a variety of food choices at fast food restaurants (Solaria and Marugame Udon) provides consumers with more options, which contributes to repurchase intention. Fast-food restaurants with a wider selection are often more appealing to consumers who want to try different types of food. This, in turn, can increase the purchase intention among new Gen Z consumers who may have previously been unaware of or hesitant to try fast-food restaurants. The results of this study align with previous research suggesting that brand trust can mediate the relationship between Instagram marketing activities and repurchase intention (Moslehpour et al., 2022; Park & Namkung, 2022).

CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

This study examines the influence of Instagram marketing activities on repurchase intentions mediated by brand image and brand trust in Gen Z consumers of fast food restaurants (Solaria & Marugame Udon) as the object of research. This study explains how factors such as Instagram marketing activities, brand image,

and brand trust influence repurchase intentions. Based on the findings of this study, it can be concluded that to improve the effect of Instagram marketing activities on the brand image of fast food restaurants (Solaria and Marugame Udon) in Jakarta, fast food restaurants must provide clear information about the available menu options so that reviews given by consumers about the restaurant become good values to improve the brand image of fast food restaurants (Solaria and Marugame Udon). Furthermore, to improve Instagram marketing activities on brand trust in fast food restaurants (Solaria & Marugame Udon), fast food restaurants can convey information with interesting content about the menu presented, which reflects the actual quality of the product and is not fabricated, thereby strengthening trust in the restaurant.

Furthermore, to improve the brand image towards the repurchase intention of fast food consumers (Solaria & Marugame Udon), fast food restaurants can provide exclusive offers, discounts, or special promotions announced through Instagram that can motivate consumers to make repeat purchases. To increase brand trust towards the repurchase intention of Gen Z fast food consumers (Solaria & Marugame Udon) in Jakarta, fast food restaurants must maintain consistent food quality, provide friendly service, and ensure restaurant cleanliness to meet consumer expectations when visiting the restaurant, as has happened before. To increase the repurchase intention of Gen Z fast food consumers (Solaria & Marugame Udon) in Jakarta, fast food restaurants must prioritize several brand image and brand trust factors through optimal and measurable Instagram marketing activities.

This study has several limitations that can be improved and developed. First, in this study, the respondents were Gen Z consumers of fast food restaurants (Solaria and Marugame Udon) limited to the Jakarta area. As a result, these findings cannot represent the entire sample of Gen Z consumers of fast food restaurants (Solaria and Marugame Udon) in Greater Jakarta. Therefore, for further research, the researcher will provide information to increase the number of respondents to obtain more comprehensive results. Second, the variables included in this study should continue to be developed so that other variables related to this study can be used in various contexts. Therefore, the researcher provides input for further research by including additional variables.

This study has several managerial implications for increasing repurchase intentions. The implications that can be drawn from the conclusions above are that this research can provide suggestions and input for fast food restaurants (Solaria and Marugame Udon) in developing and utilizing marketing strategies based on consumer reviews and recommendations through the Instagram social media platform to strengthen the positive influence of Instagram marketing activities. Improving and maintaining food quality is important for improving restaurant quality, especially related to the menu offered. High quality will provide greater customer satisfaction, which will certainly be more attractive to Gen Z. This satisfaction encourages a high level of trust, and customers are likely to recommend this fast food restaurant to others. This has positive implications for the reputation of fast-food restaurants. In addition, consumer experiences when visiting a restaurant that meets their expectations contribute to the creation of added value for the menu. Thus, consumers will have a greater desire to visit again and make it a sustainable restaurant choice in the long term.

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