

The Influence of Influencer Marketing and Consumer Trust on the Repurchase Intention of Local Fashion Products in Medan Helvetia District

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ABSTRACT

This study aims to analyze the influence of influencer marketing and consumer trust simultaneously or partially on the repurchase intention of local fashion products in Medan Helvetia District. The method used was descriptive quantitative with a questionnaire survey distributed to 100 consumer respondents aged 18-35 years in the research area. The collected data was analyzed using SPSS software through instrument validity and reliability tests, normality, multicollinearity, and multiple linear regression. The results of the analysis showed that influencer marketing had a positive and significant effect on repurchase intention with a regression coefficient of 0.427 ($t = 4.844$, $p < 0.05$), as well as consumer confidence which made a significant positive contribution with a coefficient of 0.466 ($t = 4.817$, $p < 0.05$). Simultaneously, the two variables were able to explain 60.8% variation in repurchase intent ($F = 75,145$, $p < 0.05$), while the rest were influenced by other factors outside of this study. These findings provide empirical evidence for local fashion businesses to prioritize long-term collaboration strategies with influencers as well as efforts to strengthen consumer trust to increase loyalty and sustainable sales growth.

Keywords: Consumer Trust, Influencer Marketing, Local Fashion Products, Medan Helvetia, Repurchase Intention

INTRODUCTION

The development of the fashion industry in Indonesia has shown a significant growth trend in recent years. The local fashion market is increasingly in demand by consumers because it offers unique designs, guaranteed quality, and competitive prices. The emergence of various local brands in various areas of big cities indicates a great opportunity for business actors to develop (Hasibuan et al., 2024). On the other hand, competition between brands is also getting tighter, so the right marketing strategy is the key to success (Siatama et al., 2023). The global fashion industry has undergone a major transformation in recent years, mainly triggered by the advancement of digital technology and the development of e-commerce (Khoiriyani & Dani, 2022). Increasingly integrated supply chains allow brands large and small to reach markets around the world faster. In addition, the drive towards sustainability makes consumers more selective in choosing materials, production processes, and brand ethics. The value of the global fashion market is growing rapidly, even breaking the trillion dollar mark, indicating opportunities and challenges for industry players at the same time (Laksmi Tsavitri & Hartini, 2024).

The role of influencer marketing has also grown significantly on the international stage, where influential figures on social media are able to shape the perception and purchase decisions of millions of followers. Recommendations that feel more personalized and authentic are often more effective than traditional ads. On the other hand, consumer trust is a crucial factor in building loyalty and driving repurchases, or what is known as repurchase intention (Gultom et al., 2024). This phenomenon shows that the success of

digital campaigns is not only measured by awareness, but also by consumers' willingness to buy again.

The development of the fashion industry in Indonesia has shown a significant growth trend in recent years. A wide range of local brands are emerging with distinctive designs that blend local culture and global trends. Indonesian consumers are increasingly interested in local products because of their competitive quality and national pride identity. On the other hand, competition between local brands is also getting tighter, so an effective marketing strategy is very important.

Medan Helvetia District as one of the business centers in Medan City holds great potential for the development of local fashion products. The region's diverse shopping malls, cafes, and art galleries create an ecosystem that supports the emergence of new fashion trends. Consumers in Medan Helvetia tend to look for products that reflect the local identity and culture, making this market unique and rich in opportunities. Therefore, understanding consumer behavior in this region is very important to help business actors formulate marketing strategies. Consumer behavior in the fashion industry is influenced by various factors, ranging from product quality, price, to brand image. One aspect that is now receiving more attention is the role of influencer marketing. Influencers as public figures have the ability to reach a wide audience through social media platforms. The impact of their recommendations on consumer purchasing decisions cannot be ignored.

Repurchase intention or intention to make a repurchase describes consumer loyalty to a brand. This intention is important for business sustainability because acquiring new customers is more difficult and expensive than retaining existing ones. High repurchase intention indicates the success of a marketing strategy in establishing long-term relationships with consumers. Therefore, understanding the factors that influence repurchase intent is a priority for researchers and practitioners. Repurchase intention is closely related to the assessment given by consumers who are satisfied with their first purchase. This pleasure and satisfaction will form a commitment for consumers to make a repurchase (Khoirunnisa et al., 2025).

Although repurchase intentions in the local fashion market Helvetia show promising potential, a number of problems continue to hinder customer repurchase interest. Many brands don't have an integrated customer management system in place, making it difficult to personalize follow-ups, promotions, and special offers. Stock inconsistencies and size variances when demand spikes often lead to disappointment, while the lack of tiered loyalty programs or shopping point mechanisms leaves consumers lacking long-term incentives. Without ongoing after-sales communication such as regular newsletters, access to new collection previews, or exclusive invitations, customers tend to feel overlooked and switch to other brands. Price pressures and aggressive discounts from major e-commerce platforms have also squeezed local brand margins, while high logistics costs for online shipping add to the burden on consumers. Finally, reliance on intermediaries such as marketplaces or resellers reduces brand control over prices and customer experience, making it increasingly difficult to attract them to make repeat purchases. Based on my previous research conducted by Gusti et al., (2021) perceived usability, consumer trust, and perceived pleasure have a positive and significant effect on the repurchase intention of Fashion Products.

Celebrity influencers are using artists as advertising stars in media, ranging from print, social media, and television media (Hatta & Adrenanus, 2019). Influencer marketing refers to a company's efforts to use the power of influential figures on social media to promote a product or brand. Unlike traditional advertising, this strategy presents content that looks more authentic and personal (Zuliawati Zed et al., 2025). When influencers recommend a product, their followers tend to find the endorsement more credible. Therefore, influencer marketing is widely adopted by local fashion brands to increase visibility and sales. Local fashion business actors in Medan Helvetia District are

increasingly collaborating with influencers, both micro and macro. This study focuses specifically on repurchase intention for local fashion products in Medan Helvetia and they should already use influencer marketing for increase their consumer trust. They rely on influencer feeds, stories, and videos to display product details, design advantages, and how to mix and match. This collaboration is expected to expand market reach and build a strong brand image. However, the effectiveness of this strategy has not been analyzed in depth in the local context. The use of content marketing is also very helpful for companies in digital marketing. If we're talking about content marketing, we're also talking about digital marketing. Because content marketing is one of the unique parts of digital marketing. Because almost all digital marketing must be in the form of content (Gultom et al., 2025).

Influencer marketing in Medan Helvetia is growing along with the high penetration of social media among millennials and Gen Z with micro influencers (5,000 - 20,000 followers) and nano-influencers (1,000 - 5,000 followers) playing an important role in creating personal closeness. They often appear in bazaars, pop-up stores, or cafes to create "behind-the-scenes" content or unboxing local fashion products, while regional macro-influencers add reach through seasonal campaigns that combine Medan's heritage and the latest collections. This hybrid practice between micro and macro influencers allows brands to achieve two goals of deep engagement as well as broad awareness (Septiani et al., 2024). Problems arise when offline and online coordination is not centralized, so that bazaar events or pop-up stores promised by influencers often do not match the schedule or location, causing consumer frustration. Many influencers still work without a standard contract, making deliverables (number of content, duration of view, product display) difficult to control. In addition, competition between local influencers causes market noise, promotional messages spread too quickly and consumers become confused about which endorsements are really relevant.

Strategically, local fashion brands utilize influencer marketing for three main purposes like increasing brand awareness through visual feeds and stories, strengthening brand image with exclusive collaborations (capsule collections), and encouraging trial purchases through discount codes or interactive giveaways. Insights from engagement rate, conversion rate, and audience demographics are then used as the basis for future campaign optimization. Problems arise in tracking and analyzing data for many brands still rely on likes and views as the main metric, even though sales conversions and repurchase intent are not clearly measurable. Discount codes that influencers distribute are often not utilized because the swipe up link is out of date or not integrated with the e-commerce system. In addition, when the campaign ends, these insights are rarely processed to build customer relationship databases, so investment in trial purchases does not automatically grow loyalty.

Table 1. Problems in Influencer Marketing (Medan Helvetia)

Problem	Manifestation	Direct effect on campaigns	Likely impact on repurchase
Selection by follower count only	Brands choose influencers based on followers, not audience fit	Low relevance and engagement misalignment	Lower conversion from trial to repeat purchase
One-off collaborations	Short, transactional campaigns without follow-up	No accumulation of advocacy or brand ambassadorship	Weak long-term loyalty and low repurchase rates
Lack of contractual deliverables	No clear KPIs, content specs, or timelines	Missed posts, inconsistent messaging, scheduling conflicts	Confused consumers and lost campaign conversions

Poor integration with sales systems	Discount codes/links not tracked or expired	Inability to measure conversion	Difficulty turning trial buyers into repeat customers
Low production quality for micro influencers	Lighting, editing, and product presentation are weak	Product attributes not shown clearly	Higher product return/dissatisfaction risk, reducing repurchase

At the execution level, influencer marketing practices leave four major challenges. First, influencer selection often refers to the number of followers alone, without ensuring the fit of the target values and demographics. Second, content that is too "commercial" lowers the authenticity of endorsements and triggers audience skepticism. Third, local micro-influencers are constrained by the quality of camera content production, lighting, and editing skills while macro-influencers set high rates beyond the capabilities of small-scale brands. Fourth, the relationship with influencers is still a one-off campaign without building long-term partnerships that can grow advocacy. As a result, ROI is sometimes negative because high costs are not directly proportional to sales, while brands miss out on the opportunity to develop brand ambassadors entirely. Long-term contract vacancies also make it easy for influencers to switch to competitors, so the next campaign will have to start from scratch again. Previous research conducted by Septian & Nurtjahjani (2025) shows that Influencer and Content Marketing have a positive and significant effect on buying interest.

Consumer trust is one of the keys in building loyalty and driving repeat purchases (Melia, 2023). Consumers' confidence in quality, authenticity, and after-sales service greatly influences purchasing decisions (Riandika et al., 2022). If the level of trust is high, consumers are more likely to make a repeat purchase and recommend the product to others. In the fashion sector, trust is also related to expectations for the suitability of products with those promoted. E-trust is consumer trust in the integrity, capabilities, and goodwill of service providers or digital platforms in an e-commerce environment, where consumers cannot directly interact or view products (Haris & Azhar, 2025).

Table 2. Problems in Consumer Trust (Medan Helvetia)

Problem	Manifestation	Root operational cause	Likely impact on repurchase
Offline–online mismatch	Products differ in color/fit between store and shipment	Inconsistent quality control and inventory management	Reduced trust, lower willingness to repurchase online
Complicated returns and complaints	Lengthy or opaque return processes	Limited after-sales policy and staff capacity	Frustration and churn, negative word-of-mouth reduces repurchase
Questionable review authenticity	Presence of suspicious or generic positive reviews	No review verification, possible incentivized comments	Erodes credibility of product claims, lowers repeat purchase intent
Inconsistent product quality	Variations in stitch, sizing, and finishing	Production scaling without standard operating procedures	Repeat buyers lose confidence, repurchase declines
Lack of loyalty mechanisms	No points, tiers, or exclusive access after trial	Weak CRM and customer lifecycle management	Trial purchases fail to become repeat customers

Consumer confidence in Medan Helvetia is often undermined by the mismatch between offline and online shopping experiences. Items that have been tried directly from the quality of the seams to the color match often arrive in different conditions or variants when they are shipped. On the digital side, the authenticity of reviews is questionable because of false or manipulative comments that are often present to boost ratings. As a result, consumers are hesitant to trust product descriptions on e-commerce platforms even though they already have positive experiences in physical stores. This misalignment makes them reluctant to repeat online transactions without a more accurate delivery guarantee. The next problem lies in the efforts of business actors to maintain product consistency and handle returns. As demand increases, stitch standards, size uniformity, and color accuracy often loosen due to inadequate inventory management systems. Complicated return policies and time-consuming complaint processes add to consumer frustration. Many customers feel let go when facing post-purchase obstacles, so their confidence declines. Without a fast and transparent complaint handling mechanism, consumers feel that they are not prioritized. Previous research conducted by Pitaloka (2024) shows that trust has a positive and significant effect on the repurchase intention of Zara's Clothing Fashion.

The literature shows that influencer marketing can influence repurchase intent through increased brand awareness, quality assessment, and value perception. When an influencer recommends a product in an authentic way, consumers feel more comfortable and trusted. Furthermore, the positive experience of the first purchase driven by an influencer increases the likelihood of a repurchase. However, the strength of this relationship is not necessarily the same across all market segments. The aspect of consumer trust also has a direct influence on repurchase intention. Consumers who trust a brand or product provider will feel safe to make repeat transactions. Research shows that trust mediates the relationship between the first purchase experience and the intention to make the next purchase. In fashion products, the brand's commitment to maintaining quality and authenticity greatly determines this level of trust.

Although many studies on influencer marketing, consumer trust, and repurchase intention have been conducted, few have focused on local fashion products at the sub-district level. The context of Medan Helvetia has different demographic, social, and cultural characteristics from other cities. Local values, aesthetic preferences, and the level of adoption of information technology in the region influence marketing dynamics and consumer behavior.

Based on initial observations, many fashion business actors in Medan Helvetia have active social media accounts, but still have difficulty utilizing influencers to the fullest. Most collaborations are one-time and are not followed by an in-depth evaluation of the impact on long-term sales. The lack of data on the role of consumer trust in strengthening the effect of influencer marketing is also a concern. The existence of research gaps at the sub-district level makes this study important to provide a more detailed picture. The results are expected to be able to provide insight into how collaboration with influencers can be accompanied by efforts to build consumer trust. Thus, local business actors can formulate a more targeted and effective marketing strategy.

The main purpose of this study is to analyze the influence of influencer marketing and consumer trust simultaneously on the repurchase intention of local fashion products in Medan Helvetia District. In addition, this study wanted to identify the extent to which consumer trust mediates the relationship between influencer marketing and repurchase intent. The focus of analysis on the local context provides practical added value for business actors. Theoretically, this research is expected to add to the treasure of literature on digital marketing in local fashion businesses. Empirical findings on the interaction between influencer marketing, trust, and repurchase intention will be a reference for future researchers. The methodological contribution is also reflected in the application of questionnaires and statistical analysis to consumer samples at the sub-

district level. Practically, this study provides recommendations for local fashion brands in Medan Helvetia to design a more measurable influencer marketing campaign. Business actors can understand the importance of building and maintaining consumer trust through product quality, information transparency, and after-sales service. This is expected to increase the effectiveness of marketing investments and spur long-term sales growth.

This study has limitations on the scope of the location and characteristics of the sample that only involves productive consumers aged 18–35 years in Medan Helvetia. Demographic factors such as age, gender, and income may influence the perception and intention of repurchase. Therefore, the results of the research need to be interpreted in that context, and not necessarily generalized to other regions. Taking into account these goals, benefits, and limitations, this study is designed to provide a comprehensive understanding of the dynamics of influencer marketing and consumer trust in driving repurchase intent. In-depth discussions in the following chapters will highlight the research methodology, data analysis, and implications of the findings. Thus, this background paves the way for further discussion to answer the research question: how much influence influencer marketing and consumer trust have on the intention to repurchase local fashion products in Medan Helvetia District. This will be the basis for the development of a more effective and sustainable marketing strategy.

LITERATURE REVIEW

Repurchase Intention

Purchase intention can be interpreted as a consumer's plan or intention to make a repurchase of a product or service in the future (Khumaeroh & Fauzi, 2025). Repurchase Intention is the intention to make a repurchase of a product two or more times, both for the same and different products (Tataningtyas & Tjahjaningsih, 2022). Repurchase interest can be concluded as an action after the purchase by buying back the purchased product and obtaining a positive response to past actions during the purchase process so as to generate loyalty to what was purchased (Kustianti, 2019). There are several indicators of Repurchase Intention, namely looking for information, purchase decisions, and behavior after purchase (Imtihan & Irwandi, 2021).

Influencer Marketing

Influencer marketing is a strategy that utilizes figures on social media who are recognized as having the power to influence their followers to promote a brand. The way to do this can be through giving products to be tested, organizing exclusive events, and similar activities with the aim of making influencers willing to support the product and strengthen the brand image in the eyes of the audience or potential consumers who are usually very broad (Alifa et al., 2022). Influencer marketing is a marketing strategy that can build and increase trust in purchases on Tiktok Shop, because it is considered to provide relevant information in promoting a product (Sholikhah, 2024). There are several indicators of influencer marketing, namely Trustworthiness, Expertise, Attractiveness (Marivan & Masnita, 2022).

Consumer Trust

Trust is the foundation of the company's business, especially in the banking sector. Building trust in long term customer relationships is an important factor to create loyalty in consumers (Manik et al., 2022). Trustworthiness is one of the important elements in building relationships between individuals or entities and other parties, be it in personal, social, or business contexts (Khumaeroh & Fauzi, 2025). Consumer confidence refers to a customer's willingness to take risks in a purchase transaction, with confidence that the seller will deliver on their promise to provide satisfactory products and services (Amadea & Herdinata, 2022). There are several indicators of consumer trust, namely the information in the digital payment system can be trusted, the digital payment service

provider will always keep its promises to the user, and the digital payment service provider has a good goal for its users, namely to facilitate the transactions that will be carried out (Alfian & Widodo, 2024).

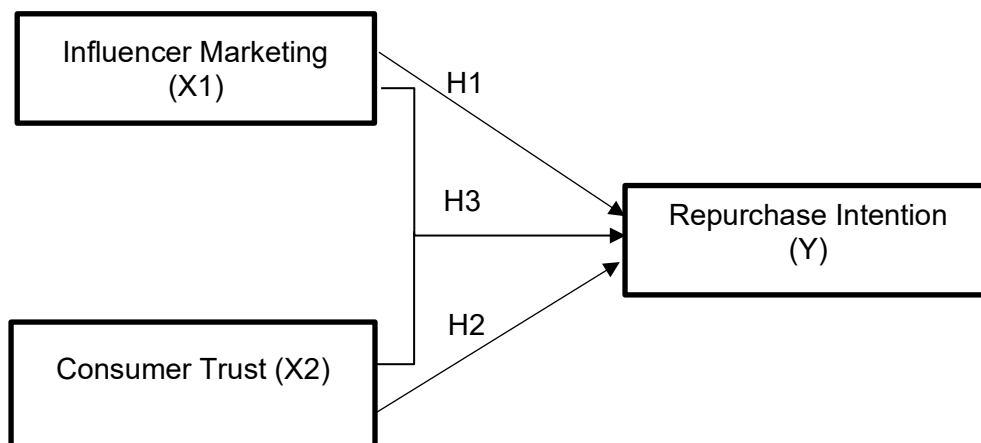


Figure 1. Theoretical Framework

The hypothesis in this study is:

- H₁: There is an influence Influencer Marketing towards Repurchase Intention
- H₂: There is an influence Consumer Trust towards Repurchase Intention
- H₃: There are an influence Influencer Marketing and Consumer Trust towards Repurchase Intention

RESEARCH METHOD

This study uses a descriptive quantitative method in local fashion products in Medan Helvetia District and this research was carried out by making questionnaire statements and disseminating them to consumers and processing data using SPSS (Statistical Product and Science Solution) application software and use multiple linear regression, normality test, multicollinearity test, t test, F test, and determination test. A population is the whole of the object being studied, whereas a sample is only a part of the population itself (Sinaga, 2023). The population in this study is customers who shop on local fashion products in Medan Helvetia District who have been exposed to influencer marketing. Due to the unknown number of populations, it will use a hair formula where the number of samples is at least 5 times and the maximum is 10 times the number of indicators. In the study, there were 10 indicators, the number of indicators used was: Minimum sample = number of indicators x 5 = 10 x 5 = 50 respondents, Maximum sample = number of indicators x 10 = 10 x 10 = 100 respondents. In this study, the researcher determined the number of samples to be used was as many as 100 respondents from customers who shopped at local fashion products in Medan Helvetia District. This study uses incidental sampling techniques. Incidental sampling is a technique for determining samples based on chance, that is, anyone who by chance/incidental encounters with researchers can be used as a sample, if it is seen that the person who happens to be met is suitable as a data source (Sugiyono, 2022).

RESULTS

In this study, which was carried out with a regression analysis model, where regression analysis will be processed with the help of the SPSS version 25 program with 100 respondents to consumers who purchase local fashion products in Medan Helvetia District. The study used a validity test as a tool to measure whether a questionnaire was

valid or not, and a reliability test. The results of the study through validity test and reliability test showed that the value of Rcount on the variable indicators of Influencer Marketing (X1), Consumer Trust (X2), and Repurchase Intention (Y) was greater than the Rtable so that it was declared valid. Meanwhile, the results of the reliability test show that the Cronbach's Alpha value of each of the above variables has been greater than 0.60, so according to the standard it can be concluded that all variables are reliable or reliable.

The results of the histogram normality test showed that the research data was distributed normally, indicated by the direction of the data line that followed the histogram line in the histogram normality test. In normal, the probability plot of regression shows that the data points are around the diagonal line and follow the direction of the diagonal line, so the regression model meets the assumption of normality.

Based on the results of the multicollinearity test, it can be seen that the correlation values for the variables Influencer Marketing and Consumer Trust have a tolerance value (0.525) > 0.1 and a VIF value of (1.906) < 10 so that it can be concluded that the variables of Influencer Marketing and Consumer Trust do not occur multicollinearity.

Based on the results of the multiple linear test, the Repurchase Intention equation = $3.125 + 0.427 \text{ Influencer Marketing} + 0.466 \text{ Consumer Trust} + e$ which can be concluded that the constant of 3.125 statistically means that if Influencer Marketing and Consumer Trust have a value of 0 then Repurchase Intention remained at 3,125. The regression coefficient of the Influencer Marketing variable (X1) of 0.427 shows that every increase in the Influencer Marketing variable of 1 unit, then the Repurchase Intention will increase by 0.427 units and the coefficient is positive, so it can be concluded that Influencer Marketing has a positive effect on the Repurchase Intention of local fashion products in Medan Helvetia District. The regression coefficient of the Consumer Trust variable (X2) of 0.466 shows that every increase in the Consumer Confidence variable by 1 unit, the Repurchase Intention will increase by 0.466 units and the coefficient is positive so that it can be concluded that Consumer Confidence has a positive effect on the Repurchase Intention of local fashion products in Medan Helvetia District.

Based on the results of the partial test, it can be seen that Influencer Marketing (X1) shows that the value of tcal (4.844) > ttable (1.9847) with a significant level (.000) < 0.05 so that it can be concluded that Influencer Marketing has a partial and significant positive influence on the Repurchase Intention of local fashion products in Medan Helvetia District. Meanwhile, Consumer Confidence (X2) shows that the tcal value (4.817) > ttable (1.9847) with a significant level (.000) < 0.05 so that it can be concluded that Consumer Confidence has a partial and significant positive influence on the Repurchase Intention of local fashion products in Medan Helvetia District.

The results of the F Test showed that the value of Fcal (75,145) > Ftable (3.09) with a significant level (.000) < 0.05, so it can be concluded that Influencer Marketing and Consumer Trust have a simultaneous effect on the Repurchase Intention of local fashion products in Medan Helvetia District.

Based on the results of the determination test, the R Square value obtained was 0.608. The results of this test showed that 60.8% of Repurchase Intention was influenced by the variables of Influencer Marketing and Consumer Trust, while the remaining 39.2% was influenced by other variables that were not studied in this study.

DISCUSSION

Influencer Marketing Towards Repurchase Intention of Local Fashion Products in Medan Helvetia District

The validity test showed all valid Influencer Marketing indicators with a Rcal value exceeding Rtable, and reliability yielding Cronbach's Alpha 0.781. The classical assumption is met: the residual data is normally distributed and there is no multicollinearity (tolerance 0.525, VIF 1.906). The results of the t-test confirmed the significant positive influence of Influencer Marketing on Repurchase Intention with a score of 4,844 and $p < 0.001$. A regression coefficient of 0.427 means that every one unit increase in the Influencer Marketing score drives Repurchase Intention by 0.427 units. This study also aligns with earlier local studies that report influencer and content marketing raise purchase interest and trial behavior (Septian & Nurtjahjani, 2025). Unlike studies that emphasize awareness only, our result shows influencer activity also moves the downstream behavior of repurchase when influencers and brands maintain at least minimal post-purchase follow-through.

Consumer Trust Towards Repurchase Intention of Local Fashion Products in Medan Helvetia District

The Consumer Confidence Indicator is also valid and reliable with Cronbach's Alpha 0.793. Normal distribution and multicollinearity are resolved as in the Influencer Marketing variable. The t-test showed a tcount of 4.817 and $p < 0.001$, indicating a significant positive influence of consumer confidence on repurchase intentions. The regression coefficient of 0.466 indicates that an increase of one unit in the level of consumer confidence increases the Repurchase Intention by 0.466 units. This study also consistent with Pitaloka (2024), who show trust (or e-trust) strongly predicts repurchase. Those studies highlight trust components like product consistency, transparent information, and reliable service which our qualitative observations of offline–online mismatches and returns friction help explain. In short, while influencer marketing encourages trial, trust appears more decisive for converting trials into repeat purchases, matching prior evidence that trust mediates or strengthens marketing effects

Influencer Marketing and Consumer Trust Towards Repurchase Intention of Local Fashion Products in Medan Helvetia District

Simultaneous analysis through the F test yielded a Fcount of 75.145 with $p < 0.001$, proving that the two independent variables together had a significant effect on Repurchase Intention. The determination coefficient (R Square) of 0.608 indicates that 60.8% of the variation in Repurchase Intention can be explained by Influencer Marketing and Consumer Trust, while the remaining 39.2% is influenced by other factors outside the model. This level suggests that in Medan Helvetia where social media exposure is high and offline retail remains important. The joint presence of visible influencer activity and operational trust mechanisms accounts for a large portion of repurchase variation. Our sampling refinement (brands with observable influencer collaborations) likely increased model relevance compared with broader samples used in some previous research (Septiani et al., 2024).

CONCLUSION

The results of the study show that influencer marketing and consumer trust simultaneously have a positive and significant effect on the Repurchase Intention of local fashion products in Medan Helvetia District. Partially, every 1 unit increase in influencer marketing increases repurchase intention by 0.427 units, while an increase in one unit of consumer trust score increases repurchase intention by 0.466 units. A determination coefficient of 0.608 indicates that these two variables are able to explain

60.8% of the variation in Repurchase Intention, while the remaining 39.2% are influenced by other factors outside of this study. Recommendations that can be given to local fashion in Medan Helvetia District are that local fashion brands should establish long-term partnerships with influencers that align with values and target demographics, integrate discount codes and e-commerce links to track conversions in real time, maintain consistency of product quality and simplify return policies to strengthen consumer trust, implement loyalty programs.

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