



The Influence of Brand Image and Customer Experience on Reuse Intention with Trust as A Mediating Variable: A Study on Sociolla Users



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Abstract

In Indonesia's growing beauty e-commerce sector, customer reuse intention is vital for long-term survival, as retaining existing customers is a key factor. This study aims to explain the mediating role of trust in the relationship between brand image and customer experience on reuse intention at the e-commerce platform Sociolla. Using a quantitative approach with SEM-PLS, data were collected from 170 respondents via a Google Form questionnaire. The sample was selected using a purposive sampling technique. The findings indicate that brand image and customer experience both positively and significantly influence trust, which, in turn, boosts reuse intention. Additionally, trust was found to act as a partial mediator in the relationships between brand image, customer experience, and reuse intention. Theoretically, these findings contribute to the Theory of Planned Behavior by providing empirical evidence of how these variables are interconnected. The study also offers practical recommendations for Sociolla, such as utilizing brand ambassadors, enhancing customer service, ensuring transparency, and guaranteeing transaction security, to drive customer loyalty and retention.

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1 Introduction

Amidst the rapid expansion of Indonesia's beauty industry, Sociolla has emerged as a key player in the beauty e-commerce market since its inception in 2015. Operating as a business-to-customer (B2C) platform, Sociolla offers an extensive range of authentic beauty products from over 150 brands (Sociolla, 2024), available through both its online and physical retail channels. While the company has successfully established itself as a market leader with the highest visitor numbers in its category, it now faces a significant challenge. Based on Table 1, it is shown that Sociolla experienced a sharp decline in its online traffic, plummeting from 16.4 million in 2022 to 7.6 million in 2024. This downturn suggests a potential decline in performance or an intensification of competition from rivals such as Sephora, Beautyhaul, Watsons, and The Body Shop. According to Semrush (2025), website traffic refers to the total number of users visiting a site within a specific timeframe. Overall traffic is quantified by aggregating all site visits, encompassing both paid and organic sources (Semrush, 2025). Understanding traffic volume is crucial for business owners as it provides an estimate of their potential customer base. Consequently, increasing website traffic is a vital business objective, as it holds significant potential for boosting site visits and, in turn, driving sustainable sales growth.

Table 1
Number of E-commerce Beauty Traffic in Indonesia for 2022-2024

No	E-commerce	Number of Traffic			Total
		2022	2023	2024	
1	sociolla.com	16.428.573	11.597.227	7.618.669	35.644.469
2	watsons.co.id	8.007.356	8.837.937	12.674.471	29.519.764
3	sephora.co.id	3.723.198	3.382.116	6.903.288	14.008.602
4	thebodyshop.co.id	4.130.320	2.586.271	3.363.276	10.079.867
5	beautyhaul.com	2.649.361	2.836.863	2.920.974	8.407.198

Source: semrush.com, 2025

Despite Sociolla being a relatively recent entrant to the Indonesian beauty industry, launched in 2015, it has competed with established players such as The Body Shop (1992), Watsons (2006), BeautyHaul (2014), and Sephora (2014). Although Sociolla initially recorded the highest number of visits among its competitors, the subsequent declining trend in its e-commerce traffic over the past few years raises significant questions. This phenomenon serves as the primary rationale for selecting Sociolla as the subject of this study.

Reuse intention, or a consumer's likelihood of reusing a technology or service, is a critical challenge for e-commerce (Davis, 1989; Dwijayanti et al., 2023). Retaining existing customers is more cost-effective than acquiring new ones (Anggita & Trenggana, 2020), and loyal, repeat customers are essential for a business's long-term sustainability and competitive advantage (Fiiwe et al., 2023; Balla et al., 2015). Existing customers also tend to spend more, contributing significantly to profits (Pratiwi & Prihastuty, 2021). Therefore, focusing on strategies to enhance reuse intention is key for companies like Sociolla to boost sales and reduce marketing costs. The Theory of Planned Behavior (TPB) is the core theoretical framework for this study, proposing that a person's actions are driven by their intentions, provided they feel they have control over the behavior. The theory outlines that an individual's behavioral intention is shaped by their attitudes, subjective norms, and perceived behavioral control. In this research, customer experience is defined as the attitude toward the behavior, while brand image serves as the subjective norm. These two elements, in turn, influence customer trust, which functions as the perceived behavioral control. Ultimately, this combination of factors is posited to impact a customer's reuse intention when using an e-commerce platform (Meitridasari et al., 2021).

In order to increase consumer reuse intention, companies selling products online must pay attention to their brand image. As Kotler & Keller (2019) explain, brand image is how a brand is perceived in the consumer's mind, making it easier for them to recognize a product and leading to repeat purchases (Natasiah & Syaefulloh, 2024). This image is difficult for competitors to replicate and, once established, is hard to change (Xiong et al., 2021). For a company like Sociolla, a reputation for selling authentic products can build a positive perception, fostering loyalty and repeat business. Research by Gustyantoro & Matoati (2024), Dung et al. (2022), and Anggraeni & Kusumadewi (2023) states that brand image has a positive and significant effect on reuse intention. However, different results were found by Tarmuji & Gemilang (2023), Mulyaningsih & Meria (2023), and Purwoko & Fikri (2024), who stated that brand image has no significant effect on reuse intention.

To improve reuse intention among its customers, Sociolla focuses on providing a positive customer experience. Defined as a series of interactions that create a personal and emotional response (Gentile et al., 2007), a positive experience is essential for business success (Becker & Jaakkola, 2020). Sociolla enhances this by integrating its e-commerce site with Beauty Journal to create SOCO (Sociolla Connect). Every customer interaction, whether good or bad, is part of this experience (Prabawa et al., 2022). A positive initial experience can lead to a customer's desire to reuse the application (Ramadhani & Siregar, 2022). For Sociolla, a positive customer experience includes easy website navigation, quality customer service, and exclusive benefits for SOCO community members, such as product reviews and reward points. These positive interactions directly contribute to an increased intention for repeat purchases. Positive online shopping experiences have a major impact on repurchase behavior (Mustikasari et al., 2021). While previous empirical studies by Shin (2021) and others have found a positive and significant effect of customer experience on reuse intention, some research by Aldriyanti & Tjajaningsih (2022) and colleagues indicates no significant effect.

There's a recognized research gap concerning how brand image and customer experience influence reuse intention, with prior studies yielding conflicting results. To address this, it's essential to introduce trust as a mediating variable. Defined as a consumer's willingness to be vulnerable to a brand's actions (Mayer et al. 1995), trust is crucial for retaining customers in the competitive beauty industry and is directly linked to repeat purchases (Javed & Wu, 2020). Trust was chosen as the mediating variable because it serves as a crucial foundation for building long-term relationships between consumers and a digital platform like Sociolla. Unlike in a physical store where a customer can interact with a beauty advisor, in e-commerce, trust in the brand replaces that direct interaction. The lack of face-to-face contact makes trust an essential factor influencing consumer behavior (Janel et al., 2024). In this context, trust acts as a psychological bridge, connecting consumer perceptions of brand image and customer experience to their reuse intention of the e-commerce service.

The decision to use trust as a mediating variable is supported by the Theory of Planned Behavior (TPB), where it acts as the perceived behavioral control (PBC). According to Pavlou & Fygenon (2006), PBC reflects a consumer's belief in the ease and readiness of conducting an online transaction, including their confidence in using the technology, internet access, and ability to manage potential risks. Empirical evidence shows that in addition to brand image and customer experience, trust also plays a key role in repeat purchases on the same e-commerce platform (Mahendra & Putri, 2022). Several studies, including those by Ajeng et al. (2020) and Lua & Rastini (2024), have already suggested using trust as a mediating variable alongside brand image and customer experience. This makes trust a highly relevant variable, particularly in the context of e-commerce transactions (Fernández-Bonilla et al., 2022).

Previous studies have produced mixed results regarding the influence of brand image and customer experience on reuse intention. For example, Rizki et al. (2022) found that trust fully mediates the relationship between brand image and reuse intention. Similarly, other research by Lestari & Suasana (2024), Astarina et al. (2017), and Weisberg et al. (2011) suggests that trust also mediates the link between customer experience and reuse intention. Given these inconsistent findings, further investigation is needed to understand the underlying dynamics. Therefore, this study will introduce trust as a mediating variable to explore its role in the relationships between brand image, customer experience, and reuse intention within the context of Sociolla's e-commerce platform. This analysis aims to provide a new perspective on consumer behavior, particularly within the beauty e-commerce industry.

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), explains that actions are driven by intentions, but only when an individual has perceived control over that behavior. TPB was an extension of the Theory of Reasoned Action (TRA), created to address TRA's limitation in explaining behaviors not under an individual's complete control. By adding the construct of perceived behavioral control, TPB accounts for external factors that can support or hinder an intention. Ajzen (1991), as cited in Hsu et al. (2017), also argued that modifying the TPB model with other relevant constructs can enhance its predictive power for specific contexts. According to TPB, behavioral intention is predicted by three key factors: attitude toward the behavior (an individual's overall evaluation of performing a specific behavior), subjective norm (the perceived social pressure from important individuals to engage in a behavior), and perceived behavioral control (an individual's perception of their ability to perform the behavior). In this study, the research variables are guided by the TPB framework. Customer experience serves as the equivalent of attitude toward the behavior, and brand image represents the subjective norm. These factors, along with trust as the resulting attitude, collectively influence an individual's reuse intention in e-commerce transactions.

Reuse Intention

Reuse intention is defined as a consumer's plan to use a product or service from the same provider again in the future (Javed & Wu, 2020). It is a state of satisfaction that drives repeat purchases (Kotler & Keller, 2019) and reflects a perceived tendency to repeatedly use a service after comparing it to competitors (Zinedine et al., 2023). This concept is crucial for business success as it contributes to customer loyalty, which in turn boosts sales, market share, and business sustainability (Alalwan, 2020; Fong et al., 2017). Reuse intention emerges when a product or service's performance meets consumer expectations, with this alignment between experience and expectations being a primary driver of customer satisfaction (Zhang & Kim, 2021). The success of any e-commerce technology, therefore, hinges on a positive user response, indicated by increasing and sustained usage (Humbani, 2018; Narahdita et al., 2020). Companies must focus on marketing strategies that reinforce this intention to ensure business longevity.

Brand Image

Brand image is defined as the perceptions and beliefs consumers hold about a brand, which are stored in their memory (Kotler & Keller, 2019). It serves as a key differentiator from competitors (Salina & Sudaryanto, 2023) and is essentially the holistic view a consumer has of a brand (Widiartha & Suparna, 2021). A well-communicated brand image is vital for a strong market position and for building a positive reputation among consumers (Gómez-Rico et al., 2023). Consequently, brand image is crucial for influencing purchase decisions as it acts as a mental reminder of brand information. By consistently positioning a brand's image, a company can ensure it remains memorable and is perceived favorably, thereby increasing the likelihood that consumers will choose and purchase its products (Parris & Guzmán, 2023; Mariana et al., 2024).

Findings from Gustyantoro & Matoati (2024) confirm that brand image has a positive and significant influence on reuse intention. A strong brand image not only attracts new customers but also retains existing ones, which ultimately fosters the intention to reuse a service (Siregar, 2024). This is consistent with research by Dung et al. (2022), Anggraeni & Kusumadewi (2023), Witawan & Setiawan (2023), and Yundari & Wardana (2019). Collectively, these studies demonstrate that a positive brand image can effectively increase consumer intention to continue using a service, as seen in the case of the e-commerce platform Sociolla.

Within the framework of the Theory of Planned Behavior (TPB), a positive brand image influences a customer's attitude toward an e-commerce platform. When consumers perceive a brand as reliable and transparent, their trust in the platform is strengthened. This enhanced trust, in turn, fosters a tendency for sustained usage and continued engagement. Research consistently shows a positive and significant relationship between brand image and brand trust. This finding is supported by Rodiques & Rahanatha (2018), and further studies by Zadha & Suparna (2023), Sudirman et al. (2020), Huda & Nugroho (2020), Azmi et al. (2021), Cuong (2022), and Sutanto & Kussudyarsana (2024) all confirm this link.

Therefore, hypotheses are formulated as follows:

H1: Brand image has a significant positive effect on reuse intention

H3: Brand image has a significant positive effect on trust

Customer Experience

Customer experience is seen as a key indicator of successful marketing relationships. Defined as a customer's perception of their interactions with a company, it includes rational, physical, emotional, and psychological aspects (Shaw & Hamilton, 2016). This experience stems from the interactions and relationships a customer has while using a product or service (Zalma et al., 2021). According to Hidayat & Nuzil (2023), customer experience refers to the impression a customer forms when using a company's product or interacting with its systems, to guide customer behavior. In an online context, it is a psychological state manifested in a consumer's subjective response to an e-commerce website (Nilsson & Wall, 2017). A key to e-commerce success is creating a positive customer experience, as successful purchases lead to positive experiences, while failures result in negative ones (Barari et al., 2020).

Positive experiences that meet a customer's expectations directly contribute to a greater intention for sustained purchases (Dinillah et al., 2021), as a consumer's direct evaluation of a product fundamentally shapes their perception and their subsequent decision to use it again. Research consistently shows a positive and significant influence of customer experience on online reuse intention (Shin, 2021; Sadewa et al., 2024; Saraswathi & Wardana, 2021). These findings indicate that a consumer's positive online shopping experience is a substantial factor in their decision to

repeatedly use the same e-commerce platform. In essence, a favorable customer experience directly drives the likelihood of repeat purchases.

A positive experience is crucial for building trust, as it helps form a favorable attitude toward a brand within the Theory of Planned Behavior (TPB) framework. When a platform offers a seamless and pleasant experience, it is perceived as professional and trustworthy, strengthening the consumer's inclination to continue using it. Empirical evidence consistently shows a positive and significant influence of customer experience on trust, especially in online settings (Sudirman et al., 2024; Saraswathi & Wardana, 2021; Susanto, 2024; Widjianto, 2020; Saputra et al., 2023). This strong body of research confirms that a good experience directly leads to a higher level of consumer trust.

Based on this relationship, the following hypotheses are formulated:

H2: Customer Experience has a significant positive effect on reuse intention

H4: Customer Experience has a significant positive effect on trust

Trust

E-commerce thrives when sellers build customer trust through quality service, which in turn drives repurchase intention (Wuisan et al., 2020). This trust develops over time, heavily influenced by past purchasing experiences (Arnilawati et al., 2020). Mayer et al. (1995), define trust as a consumer's willingness to be vulnerable to a brand's actions, based on the expectation that the brand will act reliably. This strong belief is crucial for maintaining the relationship between a customer and service provider (Han et al., 2019). Mowen & Minor (2012), view consumer trust as the totality of knowledge and conclusions a consumer holds about a brand's objects, attributes, and benefits. A higher level of consumer trust directly increases the likelihood of a purchase (Rastini & Nurcaya, 2022). Conversely, a lack of trust creates transaction-related doubts (Raza-Ullah, 2021).

Trust emerges whenever one party has faith in the quality and reliability of a transactional relationship (Nyamrunda & Freeman, 2021). In the context of e-commerce, customer trust is the willingness to take on the inherent risks of online transactions. This trust is founded on the belief that the seller will fulfill their promises, provide a satisfying experience, and deliver products or services as advertised (Lim et al., 2006). Trust is crucial for strengthening consumer confidence in e-commerce, as stated by Kim & Peterson (2017). This is supported by Lăzăroiu et al. (2020), who found that a consumer's intention to purchase online is influenced by their level of trust in the e-commerce platform. Malhotra et al. (2017) also confirmed that trust affects reuse intention. This is further corroborated by studies from Maharani et al. (2024), Fadillah et al. (2022), Prasetya & Sukaatmadja (2021), and Mahdi et al. (2021), which all indicate that stronger brand trust increases reuse intention. Based on these empirical findings, the following hypothesis is proposed:

H5: Trust has a significant positive effect on reuse intention

Mediating Effect

Utilizing e-commerce can indirectly build a brand image for consumers (Pratiwi & Ekawati, 2020). A strong brand image helps a brand stand out from competitors, boosting consumer confidence for first-time use and encouraging repeat purchases. Studies show that trust fully mediates the influence of brand image on reuse intention (Lestari & Suasana, 2024). This is a consistent finding, as research by Sun (2024), Saraswathi & Wardana (2021), Astarina et al. (2017), and Weisberg et al. (2011) all confirm that brand image has a stronger, indirect effect on repurchase intention through the mediating role of trust.

Customer experience and trust are foundational to business success and key indicators for repurchase intention (Zalma et al., 2021; Sofiani et al., 2022). While a positive experience directly influences a consumer's intent to reuse a service, this relationship is amplified by the mediating role of trust (Syahputra & Murwatiningsih, 2019; Lestari & Suasana, 2024). Trust acts as a crucial factor that strengthens the link between a positive experience and the intent to repurchase. This mediating role is consistently confirmed in extensive research, particularly on online platforms (Zalma et al., 2021; Saraswathi & Wardana, 2021; Lua & Rastini, 2024; Sun, 2024; Astarina et al., 2017; Weisberg et al., 2011), which indicates that the influence of customer experience on reuse intention is most powerful when it is facilitated by trust. Based on the empirical studies outlined previously, the hypotheses proposed for this research are as follows:

H6: Trust mediates the influence of brand image on reuse intention

H7: Trust mediates the influence of customer experience on reuse intention

2 Materials and Methods

Population and Sample

The population for this study consists of all Sociolla e-commerce users residing in Denpasar City. A purposive sampling method was used, selecting respondents based on specific criteria: a minimum age of 17, a high school education, Denpasar residency, and at least two Sociolla transactions in the past year. Following the rule of thumb by Hair et al. (2017) of using 5 to 10 times the number of indicators, the sample size was set at 170 respondents since this study uses 17 indicators, to ensure robust results.

Data Collection and Analysis Procedure

Data for this study were collected using a survey method with a questionnaire distributed via Google Forms. The questionnaire was disseminated through various social media platforms (Instagram, TikTok, and X) to beauty communities located in Bali. This method was considered appropriate given the large and geographically dispersed nature of the target respondent group. The sources for the questionnaire's indicators are presented in Table 2.

Table 2
Source of Questionnaire Indicators

Construct	Number of Items	Source
Reuse Intention	4	Salina & Sudaryanto (2023); Lien et al., (2015)
Brand Image	5	Schmitt (1999)
Customer Experience	4	Wong (2017); Corbitt et al. (2003); (Lien et al., 2015)
Trust	4	Febrian et al. (2021), Soleha et al. (2017)

The data in this study were measured using a questionnaire developed based on the indicators for each research variable. The statements in the questionnaire were then assessed using a Likert scale, which is designed to measure an individual's or a group's attitudes, opinions, and perceptions regarding social phenomena. Responses for each statement were scored on a scale from 5 (strongly agree) to 1 (strongly disagree). This research uses Smart-PLS 4.1 for inferential statistical analysis. The chosen method, SEM-PLS, is a variance-based technique that simultaneously tests the measurement model (for validity and reliability) and the structural model (for causality and hypothesis testing). This allows for a direct analysis of relationships among multiple variables.

Research Framework

Based on the research objectives that explain the influence of brand image on reuse intention as mediated by trust, and to explain the influence of customer experience on reuse intention as also mediated by trust, the research framework is illustrated as follows:

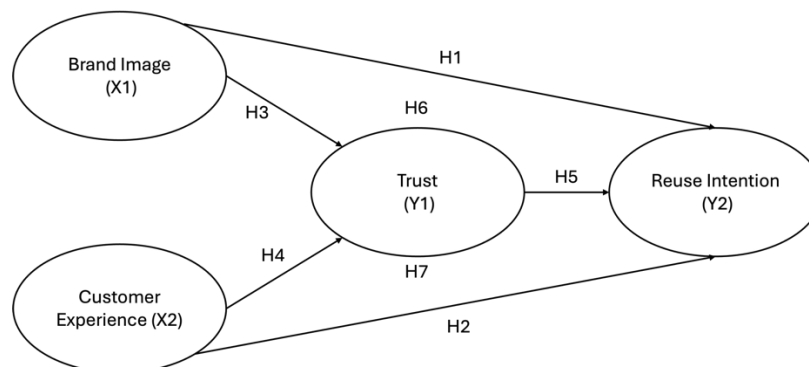


Figure 1. Research Framework

3 Results and Discussions

3.1 Result

Validity and Reliability Analysis

This study's instruments were validated and tested for reliability before the main analysis. A pilot study involving 30 respondents confirmed the construct validity of all variables, with Pearson correlation values ranging from 0.725 to 0.966, which exceeded the 0.30 threshold (Sugiyono, 2021). Following this, a reliability test using Cronbach's Alpha showed that all variables had values from 0.782 to 0.926, which is above the 0.70 criterion for good reliability (Hair et al., 2017). Consequently, all instruments were deemed reliable and valid for further use.

Demographic Profiles of Respondents

This study involved 170 respondents with varied characteristics. The sample was overwhelmingly female (95.9%), reflecting Sociolla's primary market. The most common age group was 25-29 years (37%), which aligns with Sociolla's target of tech-savvy young adults interested in beauty trends. In terms of education, the majority held a bachelor's degree (81.8%), and most were employed as private employees (63.5%). These demographics suggest a well-educated and digitally-literate consumer base with stable purchasing power. Most respondents resided in Denpasar Selatan (28.8%). Regarding purchasing behavior, the dominant income bracket was Rp 2.5–4.9 million (37%), with a majority of transactions falling between Rp 100,000 and Rp 500,000 (77.1%). Consumers also exhibited high purchase frequency, with 45.3% buying monthly. This data indicates that the typical Sociolla user is a female in her late twenties with a stable income, who makes consistent, moderate-value transactions.

Descriptive Analysis

Descriptive analysis was performed to ascertain respondent perceptions of the research variables. This involved calculating the mean value for each indicator to represent the overall perception of the entire respondent group. The descriptive categories were formulated based on an interval range derived from the answer scale. The average value of each variable is presented in Table 3 as follows:

Table 3
Description of Research Variable Value

Variable	Average Value
Reuse Intention	4.09
Brand Image	4.13
Customer Experience	4.24
Trust	4.28

All research variables received positive ratings from respondents. Reuse intention was rated as high, while brand image was considered good, reflecting a favorable view of Sociolla's reliability and product quality. Additionally, customer experience scored very well, and trust received the highest rating, placing it in the very high category. These findings indicate that customers have a strong, positive perception of the Sociolla platform.

Inferential Analysis (PLS-SEM Analysis)

The evaluation results for the reflective measurement model (Outer Model), which includes tests for convergent validity and composite reliability, are presented in Table 4.

Table 4
Convergent Validity and Composite Reliability Test

	Variable	Outer Loading	Criteria	Explanation
Convergent Validity	Brand Image (X1)	0.828 - 0.891	> 0.7	Valid
	Customer Experience (X2)	0.792 - 0.896	> 0.7	Valid
	Trust (Y1)	0.838 - 0.927	> 0.7	Valid
	Reuse Intention (Y2)	0.709 - 0.927	> 0.7	Valid
	Variable	AVE	Criteria	Explanation
	Brand Image (X1)	0.743	> 0.5	Valid
	Customer Experience (X2)	0.713	> 0.5	Valid
	Trust (Y1)	0.798	> 0.5	Valid
	Reuse Intention (Y2)	0.761	> 0.5	Valid
	Variable	Cronbach Alpha	Criteria	Explanation
Composite Reliability	Brand Image (X1)	0.885	> 0.7	Reliable
	Customer Experience (X2)	0.899	> 0.7	Reliable
	Trust (Y1)	0.915	> 0.7	Reliable
	Reuse Intention (Y2)	0.893	> 0.7	Reliable
	Variable	Composite Reliability	Criteria	Explanation
	Brand Image (X1)	0.920	> 0.7	Reliable
	Customer Experience (X2)	0.925	> 0.7	Reliable
	Trust (Y1)	0.941	> 0.7	Reliable
	Reuse Intention (Y2)	0.926	> 0.7	Reliable

Table 4 confirms the convergent validity and reliability test of the research instrument. All variables had outer loadings above 0.70 and Average Variance Extracted (AVE) values exceeding 0.50, satisfying the criteria for convergent validity. Furthermore, the instrument demonstrated good reliability, with all variables showing composite reliability and Cronbach's alpha values above the 0.70 threshold. To further assess validity, a discriminant validity test will be conducted. This test compares an indicator's correlation with its construct against its correlation with other constructs.

Table 5
Cross Loading Value

	X1	X2	Y1	Y2
X _{1,1}	0,828	0,505	0,543	0,498
X _{1,2}	0,878	0,596	0,614	0,629
X _{1,3}	0,849	0,635	0,598	0,678
X _{1,4}	0,891	0,659	0,697	0,675
X _{2,1}	0,613	0,896	0,653	0,670
X _{2,2}	0,605	0,855	0,659	0,671
X _{2,3}	0,529	0,792	0,557	0,572
X _{2,4}	0,588	0,801	0,612	0,703
X _{2,5}	0,613	0,873	0,695	0,716
Y _{1,1}	0,640	0,673	0,910	0,762
Y _{1,2}	0,693	0,726	0,927	0,752
Y _{1,3}	0,622	0,643	0,896	0,702
Y _{1,4}	0,598	0,653	0,838	0,748
Y _{2,1}	0,770	0,763	0,807	0,927
Y _{2,2}	0,661	0,731	0,800	0,921
Y _{2,3}	0,615	0,738	0,746	0,913
Y _{2,4}	0,439	0,491	0,489	0,709

Based on Table 5, the discriminant validity test shows that the correlation of each variable with its indicators is always higher than its correlation with other variables. This applies to brand image (X1), customer experience (X2), trust (Y1), and reuse intention (Y2). Therefore, it can be concluded that all indicators for each variable are valid.

Based on the confirmed validity and reliability of the measurement model's indicators, the structural model was analyzed to assess the overall model's goodness-of-fit. The analysis was accomplished by evaluating the Q2 predictive relevance model.

Table 6
Evaluation Result of Goodness of Fit Model

Structure Model	Endogen Variable	R ²
1	Trust	0,639
2	Reuse Intention	0,764
Qualification:	$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ $Q^2 = 1 - (1 - 0.639)(1 - 0.794)$ $Q^2 = 1 - (0.361)(0.236)$ $Q^2 = 0.915$	

Table 6 shows that the model demonstrates very strong predictive relevance, as indicated by a Q² value of 0.915. This high value confirms that brand image, customer experience, and trust collectively explain 91.5% of the variance in reuse intention among Sociolla's e-commerce users.

Hypothesis Testing

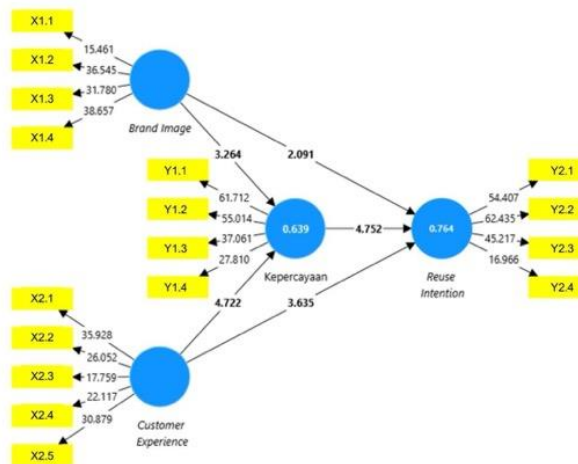


Figure 2. PLS Bootstrapping Empirical Model of Research Variables

Hypothesis testing was conducted using the p-value. A test is considered statistically significant if the p-value is less than 0.05; conversely, it is not significant if the p-value is greater than 0.05. The results of the empirical model analysis using the PLS method are shown in Figure 2. The results are summarized in Table 7:

Table 7
Hypotheses Testing

Hypothesis	Original Sampel	T-statistics	p values	Explanation
Direct Effect				
<i>Brand image -> Reuse intention</i>	0,164	2,091	0,038	Significant
<i>Customer experience -> Reuse intention</i>	0,324	3,635	0,000	Significant
<i>Brand image -> Trust</i>	0,367	3,264	0,001	Significant
<i>Customer experience -> Trust</i>	0,498	4,722	0,000	Significant
<i>Trust -> Reuse intention</i>	0,468	4,752	0,000	Significant
Indirect Effect				
<i>Brand image -> Trust -> Reuse intention</i>	0,171	2,698	0,008	Significant
<i>Customer experience -> Trust -> Reuse intention</i>	0,233	3,374	0,001	Significant

Based on Table 7, all variables have a p-value less than 0.05, which indicates that all the hypotheses are accepted.

3.2 Discussion

The Influence of Brand Image on Reuse Intention among Sociolla E-commerce Users

The analysis confirmed that brand image has a significant positive influence on reuse intention. This finding indicates that as the brand image of the Sociolla e-commerce platform improves, customers' desire to reuse the platform for transactions also increases. This finding suggests that specific indicators of brand image, such as dependability and superiority, are key to driving reuse intention. Consumers are more likely to return to Sociolla because they perceive the platform to have high transaction security and provide safe, reliable, and high-quality products. This is particularly relevant due to a growing consumer awareness of counterfeit products and a need for secure transactions, which strengthens the positive perception of Sociolla's brand image. The finding aligns with the Theory of Planned Behavior (TPB), where a positive brand image forms a positive intention toward the platform. This is consistent with previous research by Sari (2022), Gustyantoro & Matoati (2024), Siregar (2024), Dung et al. (2022), Anggraeni & Kusumadewi (2023), Witawan & Setiawan (2023), and Yundari & Wardana (2019), all of whom report a positive relationship between brand image and reuse intention.

The Influence of Customer Experience on Reuse Intention among Sociolla E-commerce Users

The analysis confirmed that customer experience has a positive and significant influence on reuse intention among Sociolla e-commerce users. This finding indicates that the better the experience felt by users, the greater their desire to reuse the Sociolla e-commerce site for transactions. This finding shows that customer experience, particularly with the indicators of Relate, Feel, and Sense, plays a role in increasing the intention to reuse Sociolla's e-commerce platform. Positive experiences, such as user-friendly interfaces and reward programs like SOCO Rewards, are crucial drivers. This aligns with the Theory of Planned Behavior (TPB), where a satisfying experience acts as the attitude toward the behavior, cultivating a positive intention that encourages continued usage (Dinillah et al., 2021). This finding is consistent with prior research by Shin (2021), Sadewa et al. (2024), and Saraswathi & Wardana (2021), all of whom report a positive relationship between customer experience and reuse intention.

The Influence of Brand Image on Trust among Sociolla E-commerce Users

Based on Table 8, the analysis confirmed that brand image has a significant positive influence on trust among Sociolla's e-commerce users. This indicates that as the brand's image improves, consumer trust in the platform also increases. These findings suggest that specific brand image indicators, particularly dependability and superiority, are key to fostering consumer trust in Sociolla. Consumers tend to trust the platform when they perceive a high level of transaction security and a guarantee of authentic products, which is a major concern given the prevalence of counterfeit goods online. This finding aligns with the Theory of Planned Behavior (TPB), where a positive brand image acts as a subjective norm that helps form the trust needed to drive consistent reuse intention. The result is consistent with prior research from Zadha & Suparna (2023), Sudirman et al. (2020), Huda & Nugroho (2020), Azmi et al. (2021), Cuong

(2022), and Sutanto & Kussudyarsana (2024), all of whom found a positive relationship between brand image and trust.

The Influence of Customer Experience on Trust among Sociolla E-commerce Users

As shown in Table 8, customer experience has a significant positive influence on trust in the Sociolla platform. This indicates that as consumers' experiences improve, their trust also increases. These findings indicate that customer experience, particularly through the indicators of Relate, Feel, and Sense, is a key factor in building consumer trust. Sociolla's success in making customers feel valued is driven by a user-friendly and visually appealing website, comprehensive product information, and rewarding programs. When these interactions are seamless, consumers feel appreciated, which in turn significantly reinforces their trust in the platform. This aligns with the Theory of Planned Behavior (TPB), where a positive experience acts as an attitude that influences trust and strengthens the intention for continued use. This result is consistent with prior research by Sudirman et al. (2024), Saraswathi & Wardana (2021), Susanto (2024), Widjianto (2020), and Saputra et al. (2023), all of whom found a significant relationship between customer experience and trust.

The Influence Trust on Reuse Intention among Sociolla E-commerce Users

As shown in Table 8, hypothesis testing confirmed that trust has a positive and significant influence on reuse intention among Sociolla's e-commerce users. These findings indicate that trust, particularly from indicators of competence, good intentions, and ability, significantly influences reuse intention. Consumers are more likely to return to Sociolla if they perceive that the platform has reliable technology, demonstrates genuine care through responsive customer service, and provides products that meet their needs. This is especially critical in online transactions, as consumers rely on a brand's reputation to assess its reliability (Blome et al., 2023). In the context of the Theory of Planned Behavior (TPB), trust acts as a form of perceived behavioral control, strengthening a consumer's belief that the brand will deliver on its promises and thereby boosting their intention to reuse the service. This finding is consistent with prior research by Lăzăroiu et al. (2020), Malhotra et al. (2017), and several other studies (Maharani et al., 2024; Fadillah et al., 2022; Prasetya & Sukaatmadja, 2021; Mahdi et al., 2021; Zadhā & Suparna, 2023).

The Mediating Role of Trust between Brand Image and Reuse Intention among Sociolla E-commerce Users

Hypothesis testing confirmed that trust significantly mediates the influence of brand image on reuse intention among Sociolla's e-commerce users. This study found that brand image indicators, such as dependability and superiority, influence reuse intention through the mediating role of trust. Trust acts as a partial mediator because it strengthens how brand image contributes to reuse intention. This means that while brand image has a direct effect on reuse intention, trust plays a crucial and reinforcing role in connecting brand image to a customer's intent to reuse the platform. Trust is an especially critical factor in e-commerce, as consumers rely on a brand's reputation to evaluate its reliability, given that they cannot physically inspect products. Within the Theory of Planned Behavior (TPB), a strong brand image acts as a subjective norm, creating a positive attitude that is reinforced by the perceived behavioral control that stems from feeling safe and confident in transactions. This process makes trust a vital psychological bridge connecting brand perceptions to the intention to reuse. This finding is consistent with prior research, including Lestari & Suasana (2024), Saraswathi & Wardana (2021), Astarina et al. (2017), and Weisberg et al. (2011), all of whom found that brand image indirectly and significantly influences repurchase intention through the mediation of trust.

The Mediating Role of Trust between Customer Experience and Reuse Intention among Sociolla E-commerce Users

Hypothesis testing confirmed that trust significantly mediates the influence of customer experience on reuse intention among Sociolla's e-commerce users. The results indicate a partial complementary mediation, meaning that as a user's customer experience improves, their trust in the platform increases, which in turn indirectly boosts their intention to reuse. The study found that a positive customer experience, cultivated through factors like a user-friendly interface and reward programs, is crucial for making customers feel valued. Trust is particularly vital in online transactions where products cannot be physically inspected, as it is built on the belief that a brand like Sociolla provides authentic products, reliable services, and a secure shopping experience. Thus, while a positive customer experience can directly encourage

repeat purchases, its impact is most powerful when it is supported by consumer trust. Within the Theory of Planned Behavior (TPB), customer experience acts as a positive attitude that influences trust. A seamless and pleasant experience encourages consumers to perceive Sociolla as a professional and dependable platform, which then drives reuse intention. This finding aligns with prior research by [Zalma et al. \(2021\)](#), [Weisberg et al. \(2011\)](#), [Sun \(2024\)](#), [Astarina et al. \(2017\)](#), [Saraswathi & Wardana \(2021\)](#), and [Lua & Rastini \(2024\)](#), all of whom found that trust acts as a mediator in the relationship between customer experience and reuse intention, particularly on online platforms.

4 Conclusion

This research, conducted among Sociolla e-commerce users in Denpasar, confirms a comprehensive model for driving reuse intention. The research found that both brand image and customer experience have a significant positive influence on a consumer's reuse intention. Crucially, the analysis revealed that these positive effects are amplified by trust. Both brand image and customer experience were shown to significantly increase consumer trust, which, in turn, has a direct and significant positive effect on reuse intention. Ultimately, the study confirmed that trust partially mediates the influence of both brand image and customer experience on reuse intention. This means that while a positive brand image and customer experience can directly encourage reuse intention, their impact is most powerful when they successfully build and maintain customer trust.

Managerial Implication

These findings can help e-commerce companies, especially Sociolla, increase reuse intention by strategically focusing on key areas. To strengthen brand image, management should prioritize reinforcing transaction security through reliable payment systems and data protection, as this was the highest-rated indicator. For customer experience, the focus should be on enhancing the SOCO Rewards program by providing transparent point information and expiration notifications, which makes customers feel valued and builds emotional bonds. Finally, to build trust, the company must ensure its technological capabilities are reliable and user-friendly, offering a secure system and sending transaction receipts via email for added consumer confidence. By implementing these actions, the company can effectively convert positive perceptions and experiences into consistent customer loyalty.

Limitation

This study has limitations in its scope; future studies should aim to broaden the research scope beyond Denpasar City or change the research location to provide a broader perspective and allow for more generalizable findings.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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