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Digital transformation in MSMEs: The role of social media marketing and brand resonance value in increasing the repurchase intention of digital food platform customers

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A B S T R A C T

Advancements in social media marketing have fundamentally transformed how companies engage with consumers. However, its impact on customer repurchase intention, particularly through emotional brand connections, remains insufficiently explored. This study investigates the impact of social media marketing on repurchase intention by examining the mediating role of Brand Resonance Value. A quantitative method was used by distributing surveys to 230 users of digital food platforms in Makassar. Data were analyzed using Structural Equation Modeling (SEM) to assess the relationships among social media marketing, Brand Resonance Value, and repurchase intention. The findings indicate that social media marketing significantly enhances both Brand Resonance Value and customers' intention to repurchase. Furthermore, Brand Resonance Value serves as a critical mediating factor that links social media marketing efforts to customer loyalty. These results underscore the importance of businesses designing social media strategies that not only capture consumer attention but also foster deep emotional bonds with their brands. Strengthening Brand Resonance Value through digital engagement can thus play a pivotal role in sustaining long-term customer relationships and driving repeat purchases.

1. Introduction

In recent years, the rapid development of digital technology has significantly changed the business landscape, particularly for micro-, small-, and medium-sized enterprises (MSMEs) in the food sector. This transformation has opened new opportunities for MSMEs to utilize digital platforms as practical marketing tools, with social media marketing being one of the most prominent strategies (Dwivedi et al., 2021). Social media marketing enables MSMEs to connect with a larger audience and directly engage with potential customers, allowing them to foster stronger and more personal relationships (Appel et al., 2020; de Oliveira Santini et al., 2020; Joshi et al., 2023; Li et al., 2021; Özkent, 2022). Understanding the factors that influence customer loyalty is becoming increasingly important in this context. Customer loyalty, often manifested as repurchase intention, is crucial to business sustainability, especially in highly competitive digital environments (Kumar & Kaushik, 2022; Pancić et al., 2023; Valvi & Fragkos, 2012). Although social media marketing has been recognized as an effective tool for increasing customer interaction and engagement, SMEs in the digital food sector still face significant challenges in terms of customer retention. One of the main issues is the lack of an in-depth understanding of how social media marketing can effectively influence customer repurchase intentions (Gao, 2022; Jamil et al., 2022; Wirapraja & Subriadi, 2019). Marketers have increasingly focused on digital food customers due to their distinct shopping habits and heavy reliance on online platforms (Liu, 2023; Suali et al., 2024). During the pandemic, MSMEs turned to purchasing digital food (Mohezar et al., 2023). The rise of digital food businesses in Indonesia, such as GoFood, GrabFood, and ShopeeFood, has changed the market structure and consumer behavior. Digitalization of the food industry has significantly impacted SMEs, especially with the

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emergence of food delivery services (Zainal Abidin et al., 2024). This digital transformation has brought about complex and multidimensional changes in terms of both the benefits and challenges. Before the advent of digital platforms, micro, small, and medium enterprises (MSMEs) primarily depended on local customers and word-of-mouth for their business. Platforms such as GoFood and GrabFood can provide a broader and more diverse consumer base outside their physical and operational areas. This allows for a significant increase in sales volume and expansion of the customer base (Jadhav et al., 2023; Kedi et al., 2024; Munizu et al., 2024; Rizvanović et al., 2023).

While social media marketing has gained popularity as a research topic, there remains a significant gap in the literature regarding how this strategy affects repurchase intentions, particularly within MSMEs in the digital food sector. Previous studies have focused on aspects of social media marketing, such as customer engagement or brand enhancement, without linking their cumulative impact to customer loyalty (Duffett, 2017). The current literature on the impact of social media marketing on digital food customers repurchase intentions shows mixed results. (Bhutto et al., 2023; Bryła et al., 2022; Gao, 2022). Although some studies have found positive effects (Dwivedi et al., 2023; Hu et al., 2024; Ibrahim et al., 2021; Yang et al., 2022), others have highlighted potential disadvantages (Dwivedi et al., 2021; Hu & Zhu, 2022; Rahaman et al., 2022). Additionally, many MSMEs do not fully utilize the potential of social media marketing to build a strong brand, which can increase repeat purchase decisions (Ao et al., 2023; Bryła et al., 2022; Joshi et al., 2023; Liu & Zheng, 2024; Wang, 2021). Therefore, from the background, phenomena, and research gaps, the research questions are as follows: (1) Does Social Media Marketing Influence Repurchase Intention? (2) Does Brand Resonance Value influence repurchase intentions? (3) Does Brand Resonance Value bridge the influence of social media marketing on repurchase intentions?

This study aims to fill a gap in the literature by examining the impact of social media marketing on customers' intent to repurchase on digital food platforms. This study analyzed the direct and indirect effects of social media marketing on repurchase intention. In addition, this study introduces brand resonance value as a mediating factor linking social media marketing to repurchase intentions in the digital food industry.

2. Literature Review

2.1. Social Media Marketing and Consumer Behavior

Social Media Marketing has become integral to modern marketing strategies, especially with the increasing use of digital platforms by consumers. Social Media Marketing is defined as the use of social media platforms to promote products or services and interact with consumers directly (Felix et al., 2017). With the evolution of digital marketing, Social Media Marketing has evolved from being a promotional tool to an essential means of building deeper relationships with consumers through ongoing engagement and interaction (Dwivedi et al., 2021). In the context of Micro, Small, and Medium Enterprises (MSMEs), Social Media Marketing offers a unique opportunity to reach a wider audience and build a strong brand community with limited resources (Tajvidi & Karami, 2021). Studies have shown that an effective social media marketing strategy can increase consumer engagement and build brand loyalty by creating personalized and interactive experiences (Hudson et al., 2016). Additionally, social media marketing has been proven to play an important role in forming brand resonance, where meaningful interactions on social media can strengthen consumers' emotional connections with a brand (Shayegan & Keshavarzian, 2023). Thus, a deep understanding of the dynamics of social media marketing is crucial for MSMEs who want to utilize the full potential of digital marketing. With the increasing number of people using social media worldwide, marketers are turning to social media to reach their customers and drive customer engagement (Hudson et al., 2016). Research has shown the benefits of social media marketing strategies. For example, Bagozzi and Dholakia (2006) showed that social media has a positive relationship with the quality of brand relationships. Social media marketing has also been found to positively impact businesses through better customer relationships, increased sales, inquiries, and more positive feedback (Chatterjee & Kumar Kar, 2020). Ismail Ahmed (2017) also found that social media marketing has a significant impact on brand loyalty. Furthermore, social media marketing increases the likelihood of customers visiting stores, engaging in positive word-of-mouth promotions, and forming a stronger emotional connection with a brand (Godey et al., 2016). However, the empirical validation of SMM's direct impact on repurchase intention in the context of digital food platforms is still limited.

Hypothesis 1 (H_1): *Social media marketing has a positive effect on repurchase intention.*

2.2. Brand Resonance Value as mediator

The concept of brand resonance was first synthesized from the brand equity framework developed by Keller in 2001 (Munir et al., 2021), which emphasizes the importance of emotional connection and consumer engagement in building substantial brand equity. Thus, brand resonance reflects consumer loyalty and active involvement in the brand community, which can ultimately influence purchase intention and long-term loyalty (Dwivedi et al., 2021). Studies on resonance and value resonance are rooted in many fields, such as physics, technology, and computer science (Kantabutra & Avery Gayle, 2010; Watanabe et al., 2012), social science (Kopp, 2010), and marketing and consumer science (Ande Raja et al., 2017; Shang et al., 2017; Suarez & Belk, 2017). In this context, brand resonance is considered the result of shared experiences and the co-creation of value between brands and consumers, where consumers play an active role in shaping the value and meaning of

the brand (Ramaswamy & Ozcan, 2018). Next, we adopted the principles of Service-Dominant Logic theory to develop the concept of Brand Resonance Value. Value co-creation is a critical element in building strong brand relationships. Ramaswamy and Ozcan (2018) showed that active consumer participation in co-creating experiences can increase emotional attachment and loyalty to the brand. In addition, the service ecosystem plays an essential role in forming a strong brand community, which, in turn, can increase brand resonance (Baker et al., 2022; Purani & Jeesha, 2022; Rodrigues et al., 2021). This study highlights that relationships formed within a service ecosystem not only increase economic value but also social and emotional value for consumers (Baker et al., 2022; Hejnowicz & Rudd, 2017). Thus, integrating resources and personalized interactions within the service ecosystem enables companies to build more robust and sustainable brand resonance (As' ad et al., 2024).
Brand Resonance Value refers to the emotional closeness and connection consumers feel towards a brand, encompassing dimensions such as loyalty, engagement, and the brand community. It measures how deeply consumers identify with a brand and how this connection influences their behaviors and attitudes. Brand Resonance Value is not just about repeat purchases; it encapsulates a deeper level of loyalty, where consumers become advocates and ambassadors for the brand, engaging with it on multiple levels. In emerging Asian markets, where consumer-brand relationships are often socially and emotionally anchored, BRV may play a particularly influential role.

Hypothesis 2 (H_2): *Social media marketing positively affects brand resonance value.*
Hypothesis 3 (H_3): *Brand resonance value has a positive effect on repurchase intention.*

2.3. Repurchase Intention in the Digital Context

Repurchase intention is a crucial concept in consumer behavior, indicating a customer's likelihood of purchasing a product or service from the same brand again in the future. This concept is often used as an indicator of customer loyalty and a brand's long-term success (Hellier et al., 2003). The factors influencing repurchase intention include customer satisfaction, product quality, perceived value, and overall customer experience (Cronin Jr et al., 2000). In the digital context, repurchase intention is increasingly influenced by online interactions and personalized brand experiences, and social media marketing plays a vital role in shaping consumer perceptions and relationships with brands. (Joshi et al., 2023). Studies have shown that positive experiences on social media can increase repurchase intentions by strengthening consumers' emotional connections and engagement with the brand (Dwivedi et al., 2021). Therefore, understanding the factors that influence repurchase intention is crucial for companies aiming to develop a loyal and sustainable customer base. Online repurchase intention is essential because retaining customers is more cost-effective than acquiring new ones. Consequently, the behavior of existing customers towards repurchasing results in greater profitability for the company (Yoo et al., 2020). Numerous studies have confirmed that repeat customers generate greater profits for companies because they are less expensive to maintain. In addition, they take less time to evaluate and make purchases because they are familiar with the online purchasing process (Chiu & Cho, 2021). According to Phan Tan and Le (2023), a competitive advantage can be achieved through online repurchase intentions. The main factor influencing repurchases is previous purchase experience. Regarding to Antwi and Amponsah (2021), online consumers are more likely to repurchase from a specific retailer if they have experienced value and satisfaction with their previous purchases. According to Wu et al. (2020), positive purchasing experiences can positively affect consumers and encourage them to provide positive feedback through online reviews. Repurchase intention is also an expression of loyalty (Zhang et al., 2024). The decision-making process for customer repurchases intentions is complex and subjective. During this process, various stimuli such as psychological, cultural, personal, technical, and product affect customers differently (Rodrigues et al., 2021). Consequently, it is challenging to determine which stimuli are most influential at any given time (Tan et al., 2023). Repurchase intention reflects an individual's assessment of repurchasing a product from the same company based on past experiences (Ashfaq et al., 2019). Generating repeat customers is crucial for the sustainability of digital food platforms, especially in highly competitive markets. While previous studies have examined satisfaction and trust as predictors, the role of emotionally driven variables, such as brand resonance, has received limited empirical attention.

Hypothesis 4 (H_4): *Brand resonance value mediates the relationship between social media marketing and repurchase intention.*

The proposed research model includes four hypotheses (H1–H4), positioning brand resonance value as a mediating construct between social media marketing and repurchase intention.

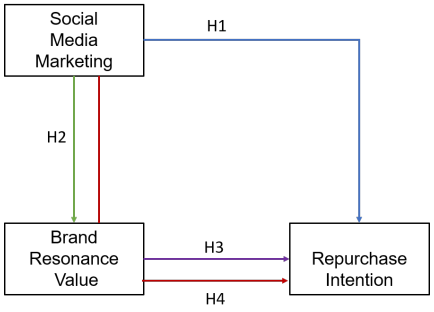

Fig. 1. Conceptual Framework

3. Methodology

This research employs a quantitative methodology involving surveys and questionnaires to investigate the impact of social media marketing on repurchase intentions from the perspective of brand resonance value. The questionnaire began by explaining the purpose of the study, offering clear instructions, and stressing the importance of thoughtful participation. The study population consisted of all consumers using digital food platforms in Makassar. To ensure that the results were representative, a purposive sampling method was used to select 230 participants. The sample size complied with the recommendations of Hair et al. (2018). Data for the study were collected using a questionnaire based on a Likert scale, which enabled respondents to express their level of agreement or disagreement with statements related to key variables, such as Social Media Marketing, Brand Resonance Value, and Repurchase Intention. A 7-point Likert scale was used in this survey, as it tends to capture more nuanced responses and is generally more effective at eliciting agreement than the traditional 5-point scale (Wang et al., 2015). The collected data were analyzed using Structural Equation Modeling (SEM), a method selected for its strength in examining complex relationships among multiple latent variables simultaneously (Munir et al., 2019). This technique allows researchers to identify and measure the direct and indirect effects of social media marketing on repurchase intentions through brand resonance value.

Table 1
Variables and Indicators

Variables	Definition	Indicators
Social Media Marketing (SMM)	strategic use of social media platforms to promote products or services, build relationships with consumers, and create an active and engaged brand community	1. Interactivity 2. trendiness 3. word of mouth
Brand Resonance Value (BRV)	The level of emotional closeness and psychological connectedness that consumers feel towards a brand, which influences consumer behavior and loyalty	1. emotional bonding 2. sense of togetherness 3. active involvement.
Repurchase Intention (RI)	The tendency or intention of consumers to repurchase products or services from the same brand in the future	1. positive experience 2. positive recommendation 3. Brand trust

4. Results

Before proceeding with further analysis, the collected data were checked for normality. Table 2 presents the skewness and kurtosis values for each item within the three main constructs of Social Media Marketing, Brand Resonance Value, and Repurchase Intention. The skewness values ranged from -0.928 to -0.084, while the kurtosis values fell between -1.437 and 1.052. All of these fall within the acceptable thresholds—skewness between -3 and 3 and kurtosis between -10 and 10—confirming that the data meet the criteria for normality (Brown, 2006). Several items exhibited kurtosis values below -1, particularly the indicators SMM1 (-1.302), SMM2 (-1.437), and SMM3 (-1.314). This suggests that their distributions were relatively flat compared to a normal distribution, which is known as platykurtic. However, these deviations remain within acceptable limits for analysis using Structural Equation Modeling (SEM) (Cain et al., 2017). This is especially acceptable given that the sample size is sufficiently large to minimize the impact of distributional bias (Memon et al., 2020). Therefore, the data distribution in this study was considered adequate for further analysis.

Table 2
Assessment of Normality

Constructs	Items	Skewness	Kurtosis
Social Media Marketing	SMM1	-0.215	-1.302
	SMM2	-0.084	-1.437
	SMM3	-0.317	-1.314
Brand Resonance Value	BRV1	-0.887	1.052
	BRV2	-0.928	0.208
	BRV3	-0.502	0.340
Repurchase Intention	RP1	-0.749	-0.482
	RP2	-0.865	-0.080
	RP3	-0.814	-0.233

Table 3 presents the results of the validity and reliability tests for the three main constructs. Validity was assessed using Standardized Loading Factors (SLF), and all indicators recorded SLF values above 0.7 (Hair et al., 2018), confirming that each item accurately represents its underlying construct. For reliability, the Composite Reliability (CR) scores also exceeded the 0.7 threshold, with values of 0.807 for Social Media Marketing (SMM), 0.856 for Brand Resonance Value (BRV), and 0.824 for Repurchase Intention (RI), indicating strong internal consistency. The average variance extracted (AVE) for each construct also met the minimum requirement of 0.5. The SMM scored 0.583, BRV 0.666, and RI 0.610, demonstrating that

each construct accounted for more than half of the variance in its indicators. Together, these results confirm that the measurement model is both valid and reliable (Cheung et al., 2024). With valid and reliable indicators, SEM can be used to explore relationships between variables (Hair et al., 2021).

Table 3
Test of Validity and Reliability

Variables	Indicators	Standardized Loading Factors	Reliability	
			CR	AVE
Social Media Marketing	SMM1	0.763	0.807	0.583
	SMM2	0.818		
	SMM3	0.705		
Brand Resonance Value	BRV1	0.892	0.856	0.666
	BRV2	0.838		
	BRV3	0.708		
Repurchase Intention	RP1	0.766	0.824	0.610
	RP2	0.819		
	RP3	0.757		

The results of the structural model fit (see Fig. 2) showed that the model fit the data well, with the following values: χ^2 = 36.276, p = 0.152; CMIN/DF = 1.847; GFI = 0.937; AGFI = 0.937; CFI = 0.985; TLI = 0.978; and RMSEA = 0.047. These indicators fall within acceptable thresholds, suggesting that the model aligns well with the expected population structure (Hair et al., 2018).

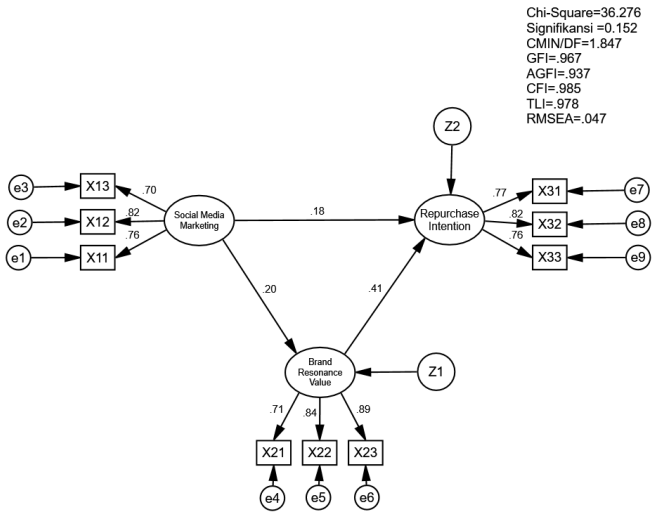

Fig. 2. Structural Model

Table 4 presents the hypothesis testing results, showing the standard estimates and p-values for each proposed relationship. All hypotheses were statistically supported, as each p-value was less than 0.05. Specifically, social media marketing significantly influenced brand resonance value (estimate = 0.199, p = 0.012) and repurchase intention (estimate = 0.179, p = 0.020), underscoring its vital role in strengthening brand connections and encouraging repeat purchases. Notably, the impact of brand resonance value on repurchase intention was the strongest, with an estimate of 0.406 (p = 0.000), suggesting that an emotional connection to a brand plays a key role in shaping customer buying behavior. The mediation effect of brand resonance value among social media marketing and repurchase intention was significant (estimate = 0.082, p = 0.005), confirming that brand resonance plays a crucial role in enhancing the influence of social media efforts on consumer loyalty. These findings support the conceptual framework and highlight how well-crafted social media strategies can build brand strength and drive long-term customer retention.

Table 4
Hypothesis Testing

Hypothesis			Standardized Estimate	Probability	Decision
Social Media Marketing	→	Repurchase Intention	0.179	0.020	Supported
Social Media Marketing	→	Brand Resonance Value	0.199	0.012	Supported
Brand Resonance Value	→	Repurchase Intention	0.406	0.000	Supported
Social Media Marketing →	Brand Resonance Value→	Repurchase Intention	0.082	0.005	Supported

5. Discussion

5.1. The Impact of Social Media Marketing on Repurchase Intention

The findings of this study confirm that social media marketing (SMM) exerts a significant positive influence on customers' repurchase intentions in the context of digital food platforms. This result supports prior research indicating that the strategic use of social media platforms enhances consumer engagement and strengthens brand-consumer relationships, which are critical drivers of loyalty behavior (Hu et al., 2024; Dessart et al., 2015). Through interactive, trend-driven, and shareable content, businesses can establish continuous brand visibility and stimulate positive emotional responses that influence consumers' decisions to return. In mobile-first economies, such as Indonesia, where the digital food industry is highly competitive, social media enables brands to sustain customer interest beyond the initial transaction by offering personalized, timely, and culturally resonant touchpoints (Godey et al., 2016; Majeed et al., 2022). However, the current result contrasts with a body of literature suggesting that SMM may not directly influence repurchase behavior, particularly when content lacks personalization and cultural alignment or when consumer trust in online platforms is low. For instance, Gao (2022) and Hu and Zhu (2022) note that the presence of aggressive or overly promotional content on social media could dilute consumer trust and reduce purchase continuity. Similarly, (Rahaman et al., 2022) emphasized that without authentic brand communication or consistent customer service, SMM efforts tend to generate short-term attention rather than sustained loyalty. Differences in platform development stages, consumer digital literacy, and industry-specific expectations likely caused the observed variations in these results. In our study, the integration of localized and emotionally resonant content likely bridged the trust gap, which often impaired SMM's effectiveness of SMM in other settings. This reinforces the importance of aligning SMM practices with cultural relevance and emotional branding, particularly for MSMEs seeking to cultivate repeat business in volatile digital markets. The strong link between social media marketing and repurchase intentions in Indonesia's digital food delivery sector can be traced back to several key local dynamics. Indonesia has one of the highest rates of social media use in Southeast Asia. Platforms such as Instagram, TikTok, and WhatsApp are not just entertainment; they have become go-to spaces for product discovery and peer recommendations, especially among Millennials and Gen Z (Agustina et al., 2024; Sair et al., 2025; Suryaputra et al., 2024). Thus, food delivery itself is a low-commitment, high-frequency purchase, meaning that people are more likely to be swayed by emotional nudges and timely promotions. Tactics, such as flash deals, influencer shoutouts, or content tailored to local tastes, often trigger impulse buys that can turn into buying habits. Another aspect is that the majority of MSMEs in Indonesia lack the brand recognition and infrastructure that well-known chains possess. This places social media at the forefront and center as the main space to shape brand identity, earn trust, and stay top-of-mind. By consistently sharing content that is visually engaging, culturally tuned, and interactive, these businesses can foster a sense of connection that nudges customers to keep returning. In a market where options are plenty and switching is easy, smart social media marketing can be at the edge to keep customers loyal and return.

5.2. The Impact of Social Media Marketing on Brand Resonance Value

Social Media Marketing has proven to be an effective tool for building Brand Resonance Value. This study shows that Social Media Marketing contributes positively to Brand Resonance Value, which aligns with previous findings that interactions conducted through social media platforms can increase consumer engagement and strengthen emotional relationships with brands (Hutter et al., 2013). Corporations can enhance the immersive nature of their brand experience by engaging in content creation and active interaction, thereby augmenting consumers' perceptions of the brand's value. This shows that a well-planned and targeted Social Media Marketing strategy can be key to building a solid and sustainable brand image.
Furthermore, the results of this study support the theory that brand resonance value is not only influenced by product quality but also by the way brands communicate and interact with consumers through social media. According to Laroche et al. (2022), Consumers who establish an emotional connection with a brand are likely to exhibit increased loyalty and are more inclined to recommend the brand to others. Therefore, companies need to leverage social media platforms to build a brand narrative that resonates with and is relevant to their target audience. Thus, social media marketing is a promotional channel and strategic tool for building long-term consumer relationships.

The impact of social media marketing on brand resonance value within Indonesia's digital food platform scene largely stems from the way these platforms nurture emotional connections and shared identity in a collectivist culture. In Indonesia, where people place high value on community ties, shared experiences, and social approval, brands that engage in authentic two-way communication on social media are better positioned to create emotional bonds and a sense of belonging. Features such as real-time replies, user-generated content, and localized storytelling make customers feel seen and appreciated, which are critical ingredients for building brand resonance (Shayegan & Keshavarzian, 2023). For example, Munir et al. (2021) found

that brand resonance significantly mediates the link between social media marketing and marketing performance in Indonesian MSMEs. In a related study, Wirapraja and Subriadi (2019) found that active participation on social media within the local food delivery sector fosters stronger emotional bonds, cultivates trust, and boosts customer engagement, all of which enhance brand resonance. Additionally, the popularity of food-related content on platforms such as Instagram and TikTok provides MSMEs with a powerful way of connecting with people through culturally meaningful stories and visuals. When this engagement is sustained and emotionally on-point, casual viewers become active members of the brand community. Engaging in this manner strengthens emotional connections and helps establish the brand in the customer's mind, not only in a practical sense but also symbolically and relationally. In a market that prioritizes digital interactions, this form of loyalty endures.

5.3. The Impact of Brand Resonance Value on Repurchase Intention

Brand Resonance Value plays a vital role in influencing consumer repurchase intentions. This study shows that consumers with positive experiences and high emotional involvement with a brand tend to have higher repurchase intentions (Han et al., 2020; Kim & Joung, 2016; Li & Su, 2025). This aligns with the findings of Keller (2003), who states that strong Brand Value can create higher brand loyalty, encouraging consumers to shop again. When consumers feel emotionally connected to a brand, they will not only choose that brand in the future but are also more likely to recommend it to others (Khan & Rahman, 2017; Liang & Fu, 2021; Mostafa & Kasamani, 2021; Valmohammadi et al., 2025). Furthermore, Brand Resonance Value not only functions as an indicator of loyalty but also as a driving factor in purchasing decisions. According to Park et al. (2010) Brands that achieve strong resonance can offer additional value to consumers, encouraging them to make repeat purchases despite the presence of other options in the market. In this context, companies must focus on developing strategies to increase Brand Resonance Value, such as creating unique and relevant customer experiences and building consistent and authentic communication with consumers (Gazi et al., 2024; Massi et al., 2023). Thus, companies can strengthen their brand positions and increase their repeat purchase intentions. In Indonesia's digital food delivery sector, the impact of brand resonance plays a crucial role in shaping the desire for repeat purchases. This is primarily due to the strong integration of emotional bonds, trust, and a sense of continuity in consumer behavior. BRV goes beyond the surface-level impact of temporary promotions, reflecting how strongly customers feel connected to a brand, how much they identify with it, and whether they see it as part of their everyday lives. In collectivist cultures such as Indonesia, where buying decisions often depend heavily on emotional and social factors, people are far more likely to stick with brands that offer symbolic value and consistent relational cues (Keller, 2003; Munir et al., 2021). BRV emerges through emotional attachment, shared experiences, and interactive engagement, elements that align closely with the habits of Indonesian consumers, who often turn to community stories, peer feedback, and visual cues when deciding on online food services. Munizu et al. (2024) also, emphasize that trust and emotional satisfaction play a more significant role in encouraging repeat purchases than factors like price or delivery speed. This means that, for MSMEs, it is not enough to offer efficient services; they need to create brand experiences that are personal, trustworthy, and community-driven. When BRV is high, people tend to forgive minor service hiccups, recommend the brand to friends, and return. In a competitive and fast-moving space, such as Indonesia’s digital food market, BRV is not just helpful; it is essential for long-term customer loyalty.

5.4. The Impact of Social Media Marketing on Repurchase Intention through Brand Resonance Value

This research indicates that social media marketing directly impacts repurchase intention, with Brand Resonance Value serving as a mediating factor. The results show that effective social media marketing can increase brand resonance value, which drives consumer repurchase intention. This finding aligns with the research of Laroche et al. (2022), which emphasizes that positive interactions on social media can strengthen the emotional connection between consumers and brands, thereby increasing brand resonance value. When consumers feel connected to a brand through experiences built on social media platforms, they are more likely to make repeat purchases (Munir et al., 2024). Brand Resonance Value also significantly mediates the relationship between Social Media Marketing and repurchase intentions. Based on the study by Majeed et al. (2022) Consumers who actively engage with brands on social media develop greater loyalty and have an increased desire to make repeat purchases. This suggests that a Social Media Marketing strategy focusing on consumer engagement and positive brand experiences can create a virtuous cycle in which increased Brand Resonance Value contributes to higher repurchase intentions. Therefore, companies must design Social Media Marketing campaigns to attract attention and build deep consumer relationships (Anjorin et al., 2024; Radnan Kristiyono et al., 2023). However, it is essential to note that the effectiveness of Social Media Marketing in increasing repurchase intention through Brand Resonance Value can be influenced by various factors, including demographic characteristics and individual preferences. Further research is needed to explore how these factors moderate the relationship between Social Media Marketing, Brand Resonance Value, and repurchase intention. By understanding these dynamics, companies can develop marketing strategies that are more targeted and responsive to consumer needs, thereby maximizing the positive impact of Social Media Marketing on repurchase intentions.

5. Conclusions

This study develops a theoretical framework linking social media marketing, brand resonance value, and repurchase intentions, emphasizing the profound influence of social media strategies on consumer loyalty. The findings offer crucial insights for crafting successful marketing strategies in the digital realm, particularly for companies operating within the

constantly changing digital food platforms. This study presents a model that attempts to explain the interaction between Social Media Marketing, Brand Resonance Value, and Repurchase Intention by applying structural equation modeling. The validation process of the hypothesized model and its relationships revealed several possibilities for enhancing Repurchase Intention. The main findings are as follows: (1) Digital food platforms with strong social media marketing can enhance customers' brand resonance value. (2) A High Brand Resonance Value enhances customers' Repurchase Intention. (3) Brand Resonance Value is essential for the interaction between Social Media Marketing and consumers' repurchase intentions.

The implications of this study are highly relevant for marketing practitioners who need to design Social Media Marketing campaigns that attract attention and build substantial brand value. This study contributes to the existing body of knowledge by highlighting the role of Brand Resonance Value in the context of Social Media Marketing and consumer behavior. This study provides new insights into how social media interactions influence consumer loyalty. The results offer valuable contributions to marketing theory and business practices, emphasizing the importance of adopting a comprehensive approach to developing marketing strategies in the digital era. For further research, it is recommended that future studies explore additional moderating and mediating variables and employ longitudinal designs to understand the dynamics of consumer behavior change over time. Thus, this study enriches the academic literature and provides practical guidance for companies facing marketing challenges in the digital age.

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