

## The Role of Brand Trust in Mediating the Negative Influence of E-WOM and Content Marketing on Repurchase Intention (Case Study of Tomoro Coffee Seminyak)

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### ABSTRACT.

*The rapid growth of Tomoro Coffee in Indonesia, especially in the Seminyak area, occurs amidst high consumer digital activity influenced by online reviews and content marketing. This study aims to examine the influence of Negative Electronic Word of Mouth (Negative E-WOM) and Content Marketing on Repurchase Intention with Brand Trust as a mediating variable. This study focuses on Tomoro Coffee Seminyak consumers who are actively involved in digital interactions and have made repeat purchases. A quantitative approach was used in this study using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method to analyze the relationship between variables. The results show that Negative E-WOM and Content Marketing have a significant effect on Brand Trust and Repurchase Intention. In addition, Brand Trust is proven to have a significant effect on Repurchase Intention and mediates the relationship between Negative E-WOM and Content Marketing on Repurchase Intention. Overall, these findings indicate that consumers' repeat purchase decisions are more influenced by digital perceptions and their level of trust in the brand than by offline experience factors alone. The implications of this research emphasize that companies need to strengthen their digital communication strategies and manage consumer trust to increase repeat purchase intentions.*

**Keywords:** *Negative E-WOM; Content Marketing; Brand Trust; Repurchase Intention; Tomoro Coffee.*

### INTRODUCTION

Indonesia is one of the world's leading coffee producers, ranking third after Vietnam and Brazil in terms of global coffee production volume (Ashardiono and Trihartono, 2024). This position confirms Indonesia's significant potential in the coffee plantation sector, both in terms of production and contribution to the national economy. Coffee is not only a leading export commodity, but also an important part of Indonesian culture and lifestyle, supported by an increasing trend in domestic consumption over the past decade (Widiarma, 2024). According to research by Judawinata (2023), coffee consumption in Indonesia has experienced an average annual growth of 8.22%, driven by the transition to urban lifestyles, the increasing number of coffee shops, and the growth of the middle class.

Along with increasing production, the coffee shop business in Indonesia has also experienced rapid growth in recent years, primarily driven by changes in people's lifestyles, particularly among the younger generation (Husriadi, 2025). Coffee shops, which initially served only as places to enjoy coffee, have now transformed into social spaces, informal workplaces, and even symbols of a modern lifestyle (Aryani et al., 2022). Coffee culture, once limited to certain groups, has now become part of people's daily lives, driven by the dominance of Generations Y and Z and advances in information technology that enable promotion through social media and collaboration with delivery services (Judawinata, 2023). On the other hand, the entry of global brands such as Starbucks has also triggered the emergence of local coffee shops as a form of adaptation and resistance to foreign cultural dominance,

where local coffee shops are able to provide a unique and affordable coffee experience by adopting the concept of comfort, friendly service, and menu innovation (Nurhasanah and Dewi, 2019). Furthermore, the presence of coffee shops also supports the MSME sector and creates jobs, particularly in large cities and developing regions such as Metro (Aryani et al., 2022). Therefore, coffee shops now serve not only as a lifestyle addition but also as a driver of the creative economy and a potential small business sector in Indonesia. The number of Tomoro Coffee outlets from 2023 to 2024 shows significant growth in a relatively short period of time. This indicates an aggressive expansion strategy implemented by the company to expand its market reach in the highly competitive coffee shop industry. The following graph presents data on the growth in the number of Tomoro Coffee outlets during this period.

Based on the development data of Tomoro Coffee outlets in Indonesia, it can be observed that the company has experienced extremely rapid expansion within the last year. In October 2023, the number of Tomoro Coffee outlets was recorded at approximately 200. This figure increased significantly to 360 outlets in January 2024, and continued to surge to more than 600 outlets by October 2024. This sharp and consistent growth within a short period reflects the success of Tomoro Coffee's marketing strategy, accurate selection of store locations, and effective utilization of social media to strengthen brand awareness and customer loyalty. This phenomenon also highlights Tomoro Coffee as one of the fastest-growing coffee shop brands in Indonesia.

Content-driven marketing through social media plays a major role in building customer engagement. TikTok, in particular, enables Tomoro Coffee to deliver messages in a visual and entertaining format that increases audience interaction (Marietta Alexandra, 2024). Content created by employees (employee-generated content) has also proven to effectively build trust and encourage repurchase intention among consumers (Saleem & Hawkins, 2021). Through this approach, Tomoro Coffee does not only showcase its products, but also presents experiences, real interactions, and a humanized representation of the brand.

However, the high level of social media exposure also brings potential risks. Mohanty (2025) explains that negative electronic word-of-mouth has a significant effect on consumers' repurchase intentions, in which brand trust acts as a key mediator influencing purchase decisions. In line with this finding, Rosania and Wiliweng (2023) highlight that online customer reviews directly affect consumer trust, which then shapes repurchase decisions. When negative feedback spreads rapidly without strategic response, it may create a poor perception of service quality and weaken customer loyalty.

Similar conditions have recently occurred with Tomoro Coffee, where many customers have expressed complaints about long waiting times, slow drink preparation, and employees who appear unprepared in handling orders. These complaints quickly spread through social media, creating the perception that Tomoro Coffee provides inconsistent service quality. If not handled effectively, such viral negative reviews can damage brand reputation and reduce repurchase intention—especially within a highly competitive coffee shop market.

In conclusion, the rapid outlet expansion of Tomoro Coffee demonstrates the effectiveness of digital marketing—particularly TikTok content marketing—in strengthening brand awareness and driving consumer engagement. Nevertheless, the same high digital visibility requires the company to strategically manage customer

sentiment, as the spread of negative feedback can significantly threaten brand reputation and business sustainability in a highly competitive industry.

Research conducted by Sroojani Mohanty (2025) shows that negative electronic word-of-mouth significantly influences repurchase intention, where brand trust acts as a crucial mediator bridging consumer perceptions of online reviews and their purchasing decisions. Similarly, research by Rosania and Wilujeng (2023) also found that online customer reviews have a direct impact on consumer trust, which in turn increases repurchase intention. These findings confirm that negative reviews, if not managed properly, have the potential to reduce trust in a brand, thereby weakening consumer loyalty. However, this high exposure also has its risks, especially when consumers share negative reviews publicly. As seen in the following figure, many customers expressed complaints regarding long service times, delays in serving drinks, and staff unpreparedness in handling orders. These reviews circulated widely and quickly formed a negative perception of a brand's service quality. If not responded to strategically, this has the potential to damage a business's reputation and reduce consumer repurchase intention amidst increasingly fierce competition in the coffee shop industry.



Figure 1. Review on Google Maps

Source: Google Maps, 2025

This phenomenon raises an interesting question, asking why the number of visits remains high despite its less-than-positive digital image. This suggests other factors influence consumers' repurchase intentions in choosing Tomoro Coffee as a place to consume. One possible factor is the role of social media as an effective digital marketing tool. Another factor is the outlet's strategic location in the Seminyak area, known as a hub for tourism and urban lifestyle activities, which also increases visibility and accessibility for consumers. Competitive pricing, consistent coffee flavor, and a comfortable shop atmosphere further strengthen consumers' repurchase intentions, both through in-store purchases and online ordering.

Thus, this study also aims to analyze the role of consumer trust in brands (Brand Trust) as a mediating variable in this relationship. By focusing on consumers of Tomoro Coffee Seminyak, this research is expected to provide a more comprehensive understanding of how consumers' digital perceptions are formed and how this impacts repurchase hesitation in the context of the increasingly competitive coffee shop industry in today's digital era.

## **LITERATURE REVIEW**

### **Theory S-O-R (Stimulus – Organism – Response)**

The Stimulus-Organism-Response model is defined as an extension of the classic Stimulus-Response (S-R) behaviorist paradigm, with the addition of an organism component that includes the emotional and cognitive internal processes between stimulus and response (Bakker et al., 2014). In subsequent developments, Donovan and Rossiter (1982) demonstrated that the retail environment serves as a stimulus capable of arousing consumer emotions as organisms, which then influence their tendency to approach or avoid a store.

### **The Influence of Negative E-WOM on Repurchase Intention**

Apsari (2020) found that negative electronic word-of-mouth can positively influence repurchase intention because negative reviews may still act as promotional content that increases product visibility and triggers consumer curiosity. Similarly, Gledis Anjara Sesa and Astri Wulandari (2025) reported that negative comments on social media can motivate consumers to repurchase, especially when the brand responds quickly and effectively to complaints. Thus, negative E-WOM has the potential to stimulate consumer action toward repurchase.

**H1:** Negative E-WOM positively influences Repurchase Intention

### **The Impact of Content Marketing on Repurchase Intention**

According to Alfraihat et al. (2024), engaging and relevant content marketing strategies can directly increase repurchase intention, and indirectly through strengthened brand trust and customer engagement. Marlina et al. (2024) also confirmed that content marketing significantly contributes to repurchase intention in the context of Jiniso, particularly when supported by high customer satisfaction. Therefore, well-designed content marketing initiatives can encourage consumers to repurchase.

**H2:** Content Marketing positively influences Repurchase Intention

### **The Effect of Negative E-WOM on Brand Trust**

Empirical studies indicate that negative E-WOM can shift consumer perceptions of a brand and influence their trust. Negative messages shared across digital platforms can either decrease or increase trust depending on how the brand handles them. When negative feedback is addressed promptly and transparently, consumer trust may improve. Hence, negative E-WOM has the potential to shape brand trust, either positively or negatively.

**H3:** Negative E-WOM positively influences Brand Trust

### **The Influence of Content Marketing on Brand Trust**

Ashrafa et al. (2022) revealed that content marketing on social media positively influences brand trust, which later strengthens brand loyalty as an indirect impact. Goncalves Ines and Rosinha Antonio (2023) also highlighted that among various content marketing elements, trustworthy content has the strongest effect in encouraging e-commerce usage, reflecting high consumer trust in the brand. Therefore, content marketing can significantly enhance brand trust.

**H4:** Content Marketing positively influences Brand Trust

### **The Role of Brand Trust in Enhancing Repurchase Intention**

Brand trust is a central determinant of repurchase intention due to consumers' feelings of safety, confidence in product quality, and consistent positive experiences. Gun and Soyuk (2025) confirmed the significant effect of brand trust on repurchase intention in the health-insurance industry when supported by perceived quality and satisfaction. A similar pattern was found by Sun and Moon (2024) in the bottled-water industry, where brand trust increased repurchase intention even under sustainability considerations. Raihana and Madiawati (2024) also demonstrated that brand trust strengthens repurchase intention and plays an important mediating role through customer satisfaction. Thus, higher brand trust increases the likelihood of repurchase.

**H5:** Brand Trust positively influences Repurchase Intention

### **The Mediating Role of Brand Trust in the Relationship Between Negative E-WOM and Repurchase Intention**

Negative E-WOM may decrease repurchase intention by generating consumer doubt about product quality and integrity (Arif, 2019). However, Hersetyawati et al. (2021) argued that negative E-WOM does not always reduce repurchase intention because consumers may still repurchase if they trust the brand. Prior studies have consistently shown a significant and positive link between brand trust and repurchase intention (Wibawa & Setiawan, 2021). Therefore, brand trust is expected to mediate the relationship between negative E-WOM and repurchase intention.

**H6:** Brand Trust mediates the relationship between Negative E-WOM and Repurchase Intention

### **The Mediating Role of Brand Trust in the Relationship Between Content Marketing and Repurchase Intention**

Prameswari et al. (2025) found that relevant and appealing content marketing increases repurchase intention by fostering emotional engagement and strengthening consumer loyalty. However, Husna and Purwanto (2025) reported that content marketing does not always drive repurchase intention, indicating that even high content marketing consistency does not automatically increase repeat purchases. Overall, both content marketing and brand trust contribute positively to repurchase intention (Gokerik, 2024). Therefore, brand trust is expected to mediate the relationship between content marketing and repurchase intention.

**H7:** Brand Trust mediates the relationship between Content Marketing and Repurchase Intention

## **RESEARCH METHODS**

This research was conducted at Tomoro Coffee Seminyak, located at Jl. Raya Basangkasa, Seminyak, Kuta District, Badung Regency, Bali. The selection of Tomoro Coffee Seminyak as the research object was based on the consideration of the increasing number of competitors in the coffee shop industry within the Seminyak area.

A population is a generalized area consisting of objects or subjects with specific quantities and characteristics determined by the researcher to be studied and used to draw conclusions (Nindi & Susilo, 2024). The population in this study consisted of all Tomoro Coffee Seminyak customers residing on the island of Bali, the exact number of which is unknown.



Data in this study were collected through a survey using a questionnaire as the primary instrument. A questionnaire is a method of collecting data by providing a list of questions or written statements to respondents, allowing them to provide answers based on their personal views or experiences (Sihotang, 2023). In this study, the questionnaire was distributed online via Google Forms to facilitate wide distribution and reach respondents from different regions. In addition to the shared link, a QR code was also provided to increase accessibility and make the response process more practical and efficient. The collected data was then examined, processed, and analyzed to obtain answers to the research questions in a comprehensive manner.

Furthermore, in the data analysis stage, the Measurement Model (Outer Model) was applied to assess the quality of the research indicators. The evaluation of the outer model included three criteria, namely:

- Convergent Validity, which measures the extent to which indicators of a construct are positively correlated;
- Discriminant Validity, which determines whether each construct is truly distinct from other constructs; and
- Reliability, which examines the consistency of the indicators in measuring each variable.

These criteria ensure that the measurement indicators used in this study accurately and reliably represent the intended research variables.

## RESULTS AND DISCUSSION

### Data Analysis Results

#### 1. Measurement Model (Outer Model)

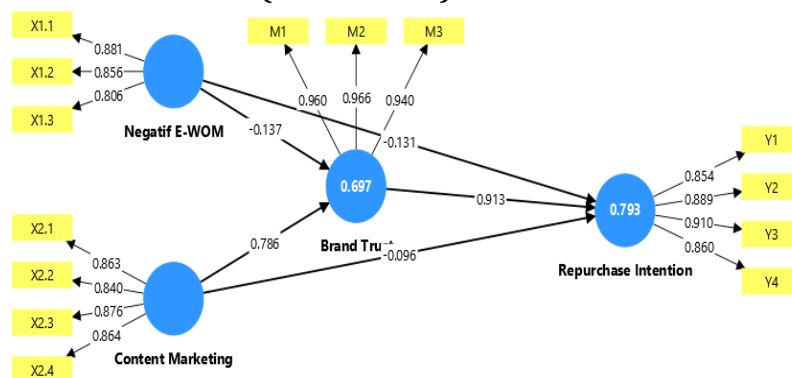


Figure 2. Outer Model of the PLS Algorithm

Source: Processed Data, 2025

Table 2. Convergent Validity and Reliability Test Results

Source: Processed data, 2025

Construct	Indicator	Loading Factor	Cronbach's Alpha	Composite Reliability	AVE
Negatif E-WOM	X1.1	0.881	0.814	0.854	0.719
	X1.2	0.856			
	X1.3	0.806			
Content Marketing	X2.1	0.863	0.887	0.937	0.741
	X2.2	0.84			
	X2.3	0.876			

	X2.4	0.864			
Brand Trust	M1	0.96	0.952	0.952	0.913
	M2	0.966			
	M3	0.94			
Repurchase Intention	Y1	0.854	0.901	0.908	0.771
	Y2	0.889			
	Y3	0.91			
	Y4	0.86			

Table 2 shows the results of the convergent validity test using the loading factor values. Based on the convergent validity output obtained, it states that the results of the outer loading on each indicator of each construct have obtained a factor value above 0.5. This can be concluded that the data obtained has met the requirements for convergent validity well.

Based on Table 2, it can be seen that the correlation between the variables brand trust, content marketing, negative e-WOM, and repurchase intention. The correlation of the brand trust variable is higher than content marketing, negative e-WOM, and repurchase intention. Furthermore, the correlation of the content marketing variable is higher than brand trust, negative e-WOM, and repurchase intention. Furthermore, the correlation of the negative e-WOM variable is higher than brand trust, content marketing, and repurchase intention. Furthermore, the correlation of the repurchase intention variable is higher than brand trust, content marketing, and negative e-WOM. Therefore, it can be explained that all indicators in each variable are valid.

Table 2 shows that all research variables have a Cronbach's Alpha value above 0.60 and a Composite Reliability value greater than 0.70. This indicates that all constructs in this study have met reliability criteria, thus the instrument used can be considered reliable and consistent in measuring the research variables.

## 2. Structural Model Evaluation Results (Inner Model)

A structural model (inner model) is a structural model for predicting causal relationships between variables. Evaluation of the inner model is carried out as follows:

### a) R-Square

R-square ( $R^2$ ) can indicate how much variation in the dependent variable is caused by the independent variables. R-square can also indicate the strength or weakness of a research model. An R-square ( $R^2$ ) value of 0.67 is classified as a strong model, a value of 0.33 is a moderate model, and a value of 0.19 is classified as a weak model (Pereira et al., 2024).

**Table 5. R-Square Results**

Source: Processed data, 2025

	<i>R-square</i>	<i>R-square adjusted</i>
<i>Brand Trust</i>	0.697	0.690
<i>Repurchase Intention</i>	0.793	0.786

In this study, the  $R^2$  value is used as a basis for calculating the error value (Pe) with the formula:

$$Pe_i = \sqrt{1 - R_i^2}$$

Next, all  $Pe$  values will be combined to obtain the total model determination coefficient ( $R^2m$ ) using the formula:

$$R^2m = 1 - (Pe_1^2 \times Pe_2^2 \times \dots \times Pe_n^2)$$

This total coefficient of determination provides an overview of the extent to which the entire research model is able to explain endogenous (dependent) variables, namely variables that are influenced by other variables being analyzed.

1) Brand Trust

$$Pe_1^2 = \sqrt{1 - R_i^2} = \sqrt{1 - 0.697} = \sqrt{0.303} = 0.550$$

2) Repurchase Intention

$$Pe_2^2 = \sqrt{1 - R_i^2} = \sqrt{1 - 0.793} = \sqrt{0.207} = 0.455$$

Based on the results of the error influence calculation ( $Pe_i$ ), the error influence ( $Pe_1^2$ ) obtained was 0.550, and the error influence ( $Pe_2^2$ ) was 0.455. After analyzing  $e_1$  and  $e_2$ , the calculation of the total determination coefficient was obtained as follows:

$$R^2m = 1 - (Pe_1^2 \times Pe_2^2)$$

$$R^2m = 1 - (0.697^2 \times 0.793^2)$$

$$R^2m = 1 - (0.550 \times 0.455)$$

$$R^2m = 1 - (0.250)$$

$$R^2m = 0.750$$

Thus, the overall research model is able to explain 75% of the variation in the endogenous variables, while 25% is explained by factors outside the research model. Based on the category, the value of 0.650 falls into the moderate to substantial category, although it has not yet reached 0.67, which is already approaching the strong category. This indicates that the research model used is quite effective in explaining the relationship between the analyzed variables.

b) Q-Square

Q-Square Predictive Relevance ( $Q^2$ ) is a measure of how well the observations made provide results for the research model. The  $Q^2$  value ranges from 0 (zero) to 1 (one). The closer the Q-Square Predictive Relevance ( $Q^2$ ) value is to 0, it indicates that the research model is getting worse, while conversely, the further away from 0 (zero) and closer to 1 (one), this means the research model is getting better. The criteria for the strength and weakness of the model are measured based on the Q-Square Predictive Relevance ( $Q^2$ ) as follows: 0.35 (strong model), 0.15 (moderate model), and 0.02 (weak model). The Q-Square formula is :  $Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)$ . The magnitude of the Q-Square value is (Zakir et al., 2025).

$$= 1 - (1 - R_1^2) (1 - R_2^2)$$

$$= 1 - (1 - 0.690) (1 - 0.768)$$

$$= 1 - 0.078$$

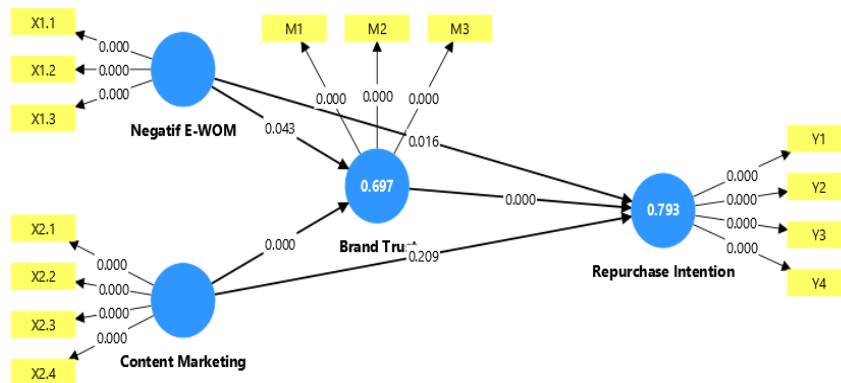
$$= 0.922,$$

$$= 92.2\%$$

The Q-square calculation result of 0.922 is greater than 0 and close to 1. It can be concluded that 92.2% of the repurchase intention variable is influenced by negative E-WOM, content marketing, and brand trust. Meanwhile, 7.8% is influenced by other factors not included in the research model or outside the research model such as price and product quality. Referring to the model's strength and weakness criteria based on the  $Q^2$  value, this model is classified as very strong. This means that even a slight change in the negative variables of E-WOM, content marketing, and brand trust will have a significant impact on repurchase intention.



### 3. Hypothesis Testing



**Figure 3. Bootstrapping**

Source: Processed Data, 2025

**Table 6. Hypothesis Testing Results**

Source: Processed Data, 2025

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T statistics ( O/STDEV )</i>	<i>P values</i>
<i>Negatif E-WOM -&gt; Repurchase Intention (H1)</i>	-0.131	-0.145	0.053	2.462	0.016
<i>Content Marketing -&gt; Repurchase Intention (H2)</i>	-0.096	-0.107	0.076	1.265	0.209
<i>Negatif E-WOM -&gt; Brand Trust (H3)</i>	-0.137	-0.129	0.067	2.046	0.043
<i>Content Marketing -&gt; Brand Trust (H4)</i>	0.786	0.798	0.040	19.719	0.000
<i>Brand Trust -&gt; Repurchase Intention (H5)</i>	0.913	0.921	0.075	12.151	0.000
<i>Negatif E-WOM -&gt; Brand Trust -&gt; Repurchase</i>	-0.125	-0.119	0.062	2.012	0.047

<i>Intention (H6)</i>					
<i>Content Marketing -&gt; Brand Trust -&gt; Repurchase Intention (H7)</i>	0.717	0.736	0.083	8.627	0.000

In using SmartPLS, statistical testing is performed on each hypothesized relationship, carried out through simulation, in this case using the Bootstrap method on the sample. Bootstrap testing aims to minimize the problem of data abnormality in the study. The results of the Bootstrap testing of this PLS analysis are is.

Based on the results of hypothesis testing, the first hypothesis (H1) shows that negative E-WOM has a negative and significant effect on repurchase intention (path coefficient = -0.131;  $t = 2.462$ ;  $p = 0.016$ ). This means that the higher the level of negative E-WOM received by consumers, the lower their intention to make repeat purchases. Meanwhile, the second hypothesis (H2) is rejected because content marketing does not significantly influence repurchase intention (path coefficient = -0.096;  $t = 1.265$ ;  $p = 0.209$ ), indicating that content marketing neither increases nor decreases consumer intention to repurchase.

The third hypothesis (H3) is accepted, showing that negative E-WOM has a negative and significant effect on brand trust (path coefficient = -0.137;  $t = 2.046$ ;  $p = 0.043$ ), meaning that a higher level of negative reviews reduces consumer trust in the brand. Conversely, the fourth hypothesis (H4) proves that content marketing has a positive and significant effect on brand trust (path coefficient = 0.786;  $t = 19.719$ ;  $p = 0.000$ ), indicating that effective marketing content increases consumer trust.

The fifth hypothesis (H5) confirms that brand trust has a positive and significant effect on repurchase intention (path coefficient = 0.913;  $t = 12.151$ ;  $p = 0.000$ ), meaning that higher brand trust leads to stronger repurchase intention. Furthermore, the sixth hypothesis (H6) is accepted, showing that negative E-WOM significantly decreases repurchase intention through brand trust (path coefficient = -0.125;  $t = 2.012$ ;  $p = 0.047$ ). Finally, the seventh hypothesis (H7) is also accepted, demonstrating that content marketing positively influences repurchase intention through brand trust (path coefficient = 0.717;  $t = 8.627$ ;  $p = 0.000$ ), where effective content marketing strengthens brand trust and ultimately increases the willingness to repurchase.

## Discussion

Based on the results of the data analysis presented in the previous section, this chapter discusses the relationships among negative E-WOM, content marketing, brand trust, and repurchase intention. First, the findings show that negative E-WOM has a negative and significant effect on repurchase intention at Tomoro Coffee Seminyak. This means that the more frequently consumers are exposed to negative online comments, reviews, or complaints, the lower their intention to repurchase Tomoro Coffee products. With an effect size of 13.1%, negative reviews regarding service delays, inconsistent taste, hygiene issues, and barista performance have been shown to shape negative perceptions that directly reduce consumer interest in making repeat purchases. Second, the results indicate that content marketing does

not significantly influence repurchase intention, as its effect reaches only 9.6%. Although content marketing strengthens brand awareness, consumers who have already experienced the product tend to base their repurchase decisions on satisfaction factors such as product quality, taste consistency, service experience, and emotional value rather than on promotional content.

Third, the study reveals that negative E-WOM has a negative and significant effect on brand trust, with an impact value of 13.7%. When negative information spreads across platforms such as TikTok, Instagram, Google Reviews, and food delivery applications, consumer trust toward Tomoro Coffee declines rapidly, especially when complaints appear credible, logical, and detailed. Conversely, the fourth finding shows that content marketing has a strong positive and significant influence on brand trust, with an effect of 78.6%. Strategic content delivery that is informative, engaging, consistent, and authentic—such as videos of coffee preparation, product advantages, promotions, brand storytelling, and interactive campaigns—enhances consumer perceptions of Tomoro Coffee as a credible, transparent, and reliable brand.

Furthermore, the fifth finding shows that brand trust has the strongest effect on repurchase intention, reaching 91.3%. Trust encourages consumers to repeatedly purchase not only because of coffee taste but also due to perceived security, quality assurance, and positive experiences. When consumers believe that Tomoro Coffee consistently provides high-quality products and services, repeat purchases occur with minimal cognitive effort, supported by emotional attachment to the brand. Additionally, the sixth finding reveals that brand trust partially mediates the negative effect of E-WOM on repurchase intention, with a mediation coefficient of  $-0.125$  and a VAF value of 48.8%. This indicates that negative reviews not only directly reduce repurchase intention but also reduce consumer trust, which further weakens repurchase interest.

Finally, the seventh finding shows that brand trust fully mediates the positive effect of content marketing on repurchase intention, with a mediation coefficient of  $0.717$  and a VAF value of 88.2%. This implies that content marketing does not directly influence repurchase intention; instead, its effect occurs entirely through increasing brand trust. High-quality, relevant, creative, and consistent content fosters trust by presenting Tomoro Coffee as a brand that is honest, transparent, and committed to delivering value. This trust becomes the psychological foundation that encourages long-term purchasing behavior. In summary, while negative E-WOM weakens consumer trust and reduces repeat purchase likelihood, strong and strategic content marketing that builds trust plays a vital role in sustaining repurchase intention in the competitive coffee shop industry.

## CONCLUSION AND SUGGESTIONS

Based on the description in the previous chapter, the results of the research and discussion of the research entitled "The Role of Brand Trust in Mediating the Negative Influence of E-WOM and Content Marketing on Repurchase Intention (Case Study of Tomoro Coffee Seminyak)" can be drawn the following conclusions: There is a negative and significant influence between negative E-WOM on repurchase intention. The higher the level of negative comments or reviews received, the consumer's tendency to make repeat purchases will decrease. There is an insignificant influence between content marketing on repurchase intention at Tomoro Coffee Seminyak. This means that increasing or decreasing the quality of

content marketing presented does not change consumer intention to repurchase., There is a negative and significant influence between negative E-WOM on brand trust. The more negative reviews that appear, the level of consumer trust in the brand will weaken. Brand trust has a positive and significant influence on repurchase intention. This means that the higher the brand trust, the repurchase intention will increase., There is a positive and significant influence between content marketing on brand trust at Tomoro Coffee Seminyak. The better the marketing content displayed, the higher the level of consumer trust in the brand., There is a positive and significant influence between brand trust on repurchase intention at Tomoro Coffee Seminyak. The higher the consumer trust in the brand, the greater the possibility of them making repeat purchases., There is an influence of brand trust as a mediating variable between negative E-WOM on repurchase intention which is negative and significant. The higher the tendency for negative E-WOM to appear, the lower the level of consumer trust in the brand, so that the decrease in brand trust has an impact on weakening consumer intention to make repeat purchases., There is an influence of brand trust as a mediating variable between content marketing on repurchase intention which is positive and significant. The better the content marketing strategy delivered through the media, the more consumer brand trust increases, so that the increase in brand trust encourages increased consumer intention to make repeat purchases.

Based on the above conclusions, suggestions can be put forward for further researchers; Based on the results of the R-square ( $R^2$ ) analysis, this research model is able to explain 70% of the variation in the brand trust variable and 79% of the variation in the repurchase intention variable, while 30% of the variation in brand trust and 21% of the variation in repurchase intention are still influenced by other factors outside the research model. Therefore, further research is recommended to add other variables such as product quality, service quality, price, and customer satisfaction which theoretically have the potential to explain the remaining percentage so that the model becomes more comprehensive. In addition, future research can explore other factors related to the formation of brand trust and repurchase intention, such as perceived value, customer experience, brand image, and social media engagement, so that the research results can include a broader explanation of the variations that have not been revealed in this model. Further research is also recommended to expand the research object. This research was only conducted on Tomoro Coffee Seminyak customers so the results do not represent all Tomoro Coffee consumers. Further research can be conducted at all Tomoro Coffee branches in Badung Regency or Denpasar City to obtain a more comprehensive picture of the negative influence of e-WOM, content marketing, and brand trust on repurchase intention. In addition to expanding the object, the population and sample of the study can also be expanded to be able to describe consumer behavior more representatively. Future research can also be conducted at other coffee shops so that the results can be compared to see whether the research shows similar or different patterns. By adding new variables, expanding the location and object of the study, and enlarging the sample coverage, this aims to provide a more complete, in-depth, and comprehensive picture of the role of brand trust in mediating the negative influence of e-WOM and content marketing on repurchase intention, especially in the context of the food and beverage industry such as Tomoro Coffee.

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