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Optimizing Digital Strategies in The Domestic Tourism Industry: The Influence of Social Media Marketing and E-WOM on Repurchase Intention for Open Trip Travel Packages

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Abstract

This study explores the impact of Electronic Word of Mouth and Social Media Marketing on repurchase intention within the context of Open Trip tourism packages in Indonesia. Employing a quantitative research design and Structural Equation Modeling, data were collected from 357 Indonesian social media users who had previously participated in Open Trip travel experiences. The analysis incorporates three mediating variables, namely Consumer Brand Engagement, Brand Image, and Trust, to examine how digital marketing influences consumer loyalty in the tourism sector. Confirmatory Factor Analysis confirmed the validity and reliability of all constructs, and the structural model demonstrated excellent fit with values such as RMSEA of 0.006 and CFI of 0.999. The results show that Electronic Word of Mouth positively influences both Consumer Brand Engagement and Brand Image, while Social Media Marketing significantly affects Brand Image and Trust. All three mediators were found to significantly enhance repurchase intention. The model accounts for 34.9 percent of the variance in repurchase behavior. These findings emphasize the importance of credible communication and emotionally resonant digital engagement in strengthening consumer commitment. This research contributes to the theoretical understanding of digital consumer behavior and offers strategic guidance for tourism marketers seeking to build long-term customer retention.

Keywords: *Electronic Word of Mouth (EWOM), Social Media Marketing, Repurchase Intention, Brand Image, Consumer Brand Engagement, Trust, Open Trip*

1. INTRODUCTION

The domestic tourism industry in Indonesia has experienced substantial growth in recent years, positioning itself as a critical driver of national economic progress. This momentum is reflected in the sector's increasing contribution to the national gross domestic product and the growing mobility of the population. According to the Central Bureau of Statistics (BPS), domestic tourist trips reached 1.02 billion in 2024, marking a 21.61 percent increase from the previous year. This expansion underscores the strategic role of the service sector in accelerating economic recovery, advancing regional development, and generating employment opportunities.

The predominance of domestic travelers over international tourists as contributors to tourism-related GDP highlights the resilience of Indonesia's local tourism amid global disruptions. This dynamic presents a timely opportunity to develop innovative, personalized tourism offerings that appeal to digitally literate consumers. A deeper understanding of tourist behavior, evolving preferences, and digital

consumption habits is therefore crucial, especially among the productive age group that dominates domestic travel activity.

Among the most prominent developments in the domestic tourism landscape is the growing popularity of Open Trip packages. These pre-arranged group tours offer affordability, flexibility, and social interaction, making them particularly attractive to younger audiences. The model has flourished through the support of digital platforms and targeted social media campaigns. The success of travel providers such as Explorer.ID demonstrates the potential of digital strategies to boost tourism demand through visually engaging and user-friendly travel content.

In the post-pandemic era, heightened consumer awareness regarding health, safety, and digital convenience has reshaped travel decision-making. Millennials increasingly rely on personal preferences and perceived risks, influenced strongly by peer reviews and digital engagement. This shift necessitates a strategic focus on Social Media Marketing and Electronic Word of Mouth (E-WOM), both of which are



essential in shaping consumer perceptions and purchase decisions in tourism.

Although many prospective Open Trip participants are already familiar with the concept through social media exposure, participation remains influenced by factors such as pricing transparency, social appeal, group dynamics, and platform credibility. These conditions emphasize the need to examine the role of digital variables in shaping Repurchase Intention, which is central to maintaining customer loyalty and sustaining tourism business models.

Despite the growing relevance of Open Trip travel in Indonesia's tourism landscape, scholarly attention to its digital marketing dimensions remains limited. Existing research has often concentrated on consumer demographics while neglecting the mediating effects of E-WOM, brand image, consumer brand engagement, and trust. This study addresses that gap by empirically investigating the influence of E-WOM and Social Media Marketing on Repurchase Intention, offering both conceptual contributions and actionable insights for digital strategy development within the tourism sector.

2. LITERATURE REVIEW

2.1 Electronic Word of Mouth (E-WOM) Electronic Word of Mouth (E-WOM) refers to informal communication disseminated through digital platforms by individuals who are potential, current, or former consumers, sharing their personal experiences with a product or service. It is generally regarded as more credible than conventional advertising due to its foundation in real consumer experiences (Siddiqui et al., 2021).

E-WOM is structured around three core dimensions: cognitive, affective, and behavioral. The cognitive dimension pertains to how consumers comprehend and interpret the information they receive. The affective dimension involves the emotional trust that emerges from positive consumer reviews (Leong et al., 2022). Meanwhile, the behavioral dimension reflects the actions consumers take in response to the information, such as making a purchase or recommending a product based on peer reviews (Shankar et al., 2020). Although E-WOM offers notable advantages in enhancing credibility and consumer influence, it also faces significant challenges. One such issue is the prevalence of fake reviews, where individuals provide feedback about products or services they have not actually used or purchased, thereby compromising the reliability and authenticity of the information shared (Lestari and Widjanarko, 2023).

2.2 Consumer Brand Engagement (CBE)

Consumer Brand Engagement (CBE) encompasses the cognitive, emotional, and behavioral participation of consumers in their interactions with a brand. This engagement is significantly enhanced using visual content and interactive, two-way communication on social media platforms (Cheung et al., 2021). In the context of digital tourism, particularly with promotional content such as Open Trip packages, consumers who establish emotional and cognitive connections are more likely to engage actively. This

engagement manifests in behaviors such as commenting on posts, sharing travel-related content, or following brand accounts to stay informed (Cao et al., 2021).

CBE serves as a critical indicator of brand loyalty. When consumers are highly engaged, they are not only more inclined to make repeat purchases but also to become voluntary advocates of the brand through word-of-mouth and digital interaction (Peltier et al., 2020). This sustained engagement reinforces the consumer-brand relationship and contributes to long-term business sustainability.

2.3 Brand Image

Brand Image represents the consumer's perception of a brand based on accumulated experience, familiarity, and symbolic associations. A strong image helps differentiate a product and fosters loyalty (Dewi, 2022). In tourism services, brand image encompasses not just reputation but also emotional appeal and perceived uniqueness of offerings like Open Trip travel packages (Lin et al., 2021). Consistent brand image builds consumer trust and encourages repurchase behavior by reinforcing confidence in the brand's value and identity (Hien et al., 2020).

2.4 Social Media Marketing (SMM)

Social Media Marketing (SMM) is a digital communication strategy that leverages platforms like Instagram, Facebook, and TikTok to promote products, enhance engagement, and foster customer relationships (Koay et al., 2021). Three key elements define effective SMM: promotional information (informative content), sharing behavior (consumer-driven content distribution), and trendiness & interactivity (visually engaging and interactive features) (Majeed et al., 2021). Personalized content and responsive communication are vital for building brand image and long-term consumer loyalty in the digital space (Ebrahim, 2020).

2.5 Trust

Trust in digital marketing refers to consumers' confidence in a brand's reliability, integrity, and commitment to customer needs. It reduces uncertainty in online transactions and increases comfort in decision-making (Atulkar, 2020). It comprises three main dimensions: reliability (fulfillment of service promises), service responsiveness (timely assistance), and customer orientation (brand alignment with user expectations) (Valette-Florence & Valette-Florence, 2020). Transparent, timely, and empathetic communication on social media significantly enhances consumer trust and strengthens brand relationships (Villagra et al., 2021).

2.6 Repurchase Intention

Repurchase Intention refers to a consumer's willingness to buy a product or service again from the same provider. It indicates brand loyalty and the success of long-term marketing efforts (Amin et al., 2011). In digital tourism, this intention is shaped by perceived security, trust, promotional relevance, and the convenience of using the platform for travel planning (He et al., 2022). Social and cultural values, along with emotional experiences during service use, also influence repurchase intention by reinforcing consumer attachment to the brand (Che Nawi et al., 2019).

3. HYPOTHESIS CONSTRUCTS AND THEORETICAL BASIS

3.1 E-WOM and Consumer Brand Engagement

Electronic Word of Mouth (E-WOM) significantly influences Consumer Brand Engagement (CBE) by facilitating direct and indirect interactions among consumers and between consumers and brands. According to Cheung, Pires, and Rosenberger (2021), CBE is shaped through consumer-to-consumer interaction (CCI) and consumer-brand interaction (CBI), both of which are strengthened by positive online experiences. Similarly, Cahyanaputra et al. (2022) and Srivastava and Sivaramakrishnan (2021) confirm that emotional and behavioral engagement grows when consumers are exposed to frequent, credible, and relevant E-WOM.

3.2 E-WOM and Brand Image

E-WOM also serves as a critical determinant of Brand Image, especially in digital environments where user-generated content is perceived as more trustworthy than corporate advertising. Leong et al. (2022) emphasized that information quality and credibility are pivotal in shaping favorable brand perceptions. Supporting this, Bernarto et al. (2020) found that tourism-related E-WOM improves destination image, while Wibowo et al. (2021) and Lestari and Widjanarko (2023) confirmed similar results across sectors, highlighting that consumer reviews are key in forming strong brand identities.

3.3 Social Media Marketing and Brand Image

Social Media Marketing (SMM) has emerged as a strategic tool in shaping Brand Image by enhancing brand transparency, authenticity, and engagement. Majeed et al. (2021a) found that interactive social content and real-time customer service via social media significantly improve brand equity. Saputra et al. (2024) and Solihin and Ahyani (2022) corroborate this by showing that engaging narratives and visual campaigns on platforms like Instagram foster strong brand impressions that translate into consumer loyalty.

3.4 Social Media Marketing and Trust

Trust is a foundational element in digital consumer behavior, often shaped through Social Media Marketing strategies that promote transparency and consistent communication. Li et al. (2021) and Chan et al. (2020) found that active brand engagement through social media fosters trust by reducing perceived risks. Moreover, Wantini and Yudianta (2021) and Hamid et al. (2023) demonstrated that trust is a significant outcome of SMM efforts, directly affecting user satisfaction and brand commitment.

3.5 Consumer Brand Engagement and Repurchase Intention

Consumer Brand Engagement (CBE) is a predictor of Repurchase Intention, as it reflects emotional, cognitive, and behavioral bonds with a brand. According to Asyhari et al. (2022) and Yuniarti and Raharjo (2023), higher levels of brand engagement drive repeat purchase behavior, even in the absence of ongoing promotions. Yulawati and Sari (2022), and Dewi et al. (2023) further noted that cross-channel brand experiences and content-driven engagement help build consumer loyalty through psychological attachment.

3.6 Brand Image and Repurchase Intention

Brand Image contributes significantly to Repurchase Intention by building emotional trust, satisfaction, and brand preference. Dharmawan et al. (2023) and Huang et al. (2019) concluded that a favorable brand image fosters perceived value and long-term use. Rahmawati et al. (2023), Fatmawati et al. (2022), and Widya et al. (2022) added that brand visual appeal and consistent reputation shape consumer confidence and purchasing habits across retail, banking, and service contexts.

3.7 Trust and Repurchase Intention

Trust plays both a direct and mediating role in driving Repurchase Intention, especially in digital commerce where uncertainty is high. Studies by Trivedi and Yadav (2020) and Dewi et al. (2020) showed that trust enhances platform satisfaction and loyalty, while Nurhidayati et al. (2020) and Raza et al. (2025) confirmed that trust builds emotional bonds like brand love. Additionally, Putra et al. (2024) and Hidayat and Sari (2024) emphasized that product consistency and transparent communication foster consumer confidence and sustained brand engagement.

4. RESEARCH METHODS

4.1 Research Design

This study employs a quantitative research design to investigate the influence of Electronic Word of Mouth (E-WOM) and Social Media Marketing (SMM) on Repurchase Intention within the context of domestic Open Trip tourism in Indonesia. Quantitative methods are suitable for identifying patterns, testing hypotheses, and measuring causal relationships between variables using structured instruments and statistical analysis (Hardani et al., 2020).

4.2 Data Collection Period and Scope

The research was conducted from January to July 2025, targeting Indonesian social media users who have been exposed to Open Trip promotional content. A digital data collection method was chosen to maximize outreach and ensure participation from diverse geographic locations across the country. The survey was distributed using Microsoft Forms, and responses were collected entirely online.

4.3 Population and Sample

This study targets Indonesian social media users who are familiar with or have interacted with Open Trip travel packages. The focus is on digitally engaged individuals exposed to promotional content or user reviews on social platforms. A non-probability convenience sampling method was employed, allowing efficient recruitment of relevant participants under time and resource constraints. In accordance with Hair et al. (2010), a sample size of 357 respondents was deemed adequate to ensure statistical reliability and support the validity of the Structural Equation Modeling (SEM) analysis.

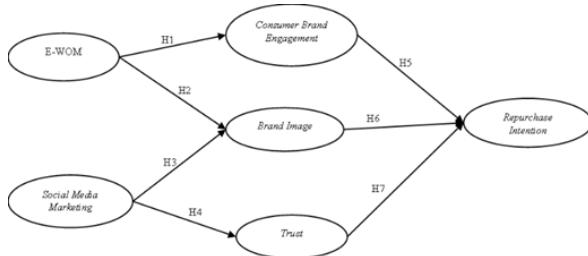
4.4 Data Collection Technique

Data were collected using a structured questionnaire based on prior validated instruments. Respondents were required to meet the following criteria:

- Active users of social media for tourism-related information.
- Familiar with the Open Trip travel concept.
- Have bought or use Open Trip package.

The instrument used a six-point Likert scale (from 1 = strongly disagree to 6 = strongly agree), designed to avoid neutral responses and encourage clear opinions.

Figure 1. Theoretical Framework



Source: Processed by the author

Hypotheses:

- H1: Electronic Word of Mouth (E-WOM) has a positive effect on Consumer Brand Engagement.
 H2: E-WOM has a positive effect on Brand Image.
 H3: Social Media Marketing has a positive effect on Brand Image.
 H4: Social Media Marketing has a positive effect on Trust.
 H5: Consumer Brand Engagement has a positive effect on Repurchase Intention.
 H6: Brand Image has a positive effect on Repurchase Intention.
 H7: Trust has a positive effect on Repurchase Intention.

4.5 Operationalization of Variables

The study includes:

- Independent Variables: E-WOM and Social Media Marketing.
- Mediating Variables: Brand Image, Trust, and Consumer Brand Engagement.
- Dependent Variable: Repurchase Intention.

All constructs were measured using multiple indicators adapted from validated sources. The indicators were developed to reflect the behavioral and perceptual attributes relevant to digital tourism marketing and were customized to the Open Trip context.

4.6 Data Analysis Method

To analyze the data, this study applied Structural Equation Modeling (SEM) using AMOS version 29 in conjunction with SPSS version 29. SEM was chosen for its methodological strength in testing complex causal relationships and validating measurement models involving latent constructs. The analytical process began with Confirmatory Factor Analysis (CFA) to evaluate construct validity, using standardized factor loadings and Average Variance Extracted (AVE), both with a minimum threshold of 0.50. Reliability was assessed through Cronbach's Alpha, with a cutoff of 0.60 or higher indicating acceptable internal consistency.

Model fit was evaluated using a combination of widely accepted goodness-of-fit indices, including Chi-Square, Goodness of Fit Index (GFI), Adjusted GFI (AGFI), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Root Mean Square Residual (RMR). The cut-off criteria were based on the standards proposed by Haryono and Wardoyo (2015), which recommend a CFI value of at least 0.90 and an RMSEA not exceeding 0.08. Hypotheses were tested by examining the significance of path coefficients, where a t-value above 1.967 at a 0.05 significance level indicated statistical support. When necessary, model refinement was performed by consulting modification indices, provided that any adjustments remained theoretically justified.

5. RESULTS AND DISCUSSION

5.1 Respondent Demographics

The demographic composition of the 357 respondents provides critical insight into the target market for Open Trip tourism in Indonesia. A significant proportion of respondents were female, representing 63.31 percent, while males accounted for 36.69 percent. In terms of age, the largest segments were individuals aged 20 to 24 years (38.10 percent) and 25 to 29 years (33.33 percent), indicating that Open Trip travel is especially attractive to younger adults. Smaller age groups included those under 20 (8.68 percent), 30 to 34 (11.76 percent), and those above 35 years, each with minimal representation. These patterns highlight that the primary market for Open Trip packages consists of young, socially active consumers in their early adulthood.

The data on education, employment, and marital status further define this segment. Respondents were predominantly well-educated, with 39.78 percent holding a bachelor's degree and 36.97 percent having completed high school. The majority were employed (53.78 percent), followed by those not yet employed (28.85 percent) and self-employed individuals (12.89 percent). Most respondents were unmarried (67.23 percent), reinforcing the idea that Open Trip offerings appeal to independent, mobile, and digitally connected individuals. These characteristics make this group highly responsive to targeted digital marketing and peer-influenced promotional strategies within the tourism sector.

Table 1. Respondent and demographic profile

Category	Variable	Total	Percentage
Gender	Female	226	63,31%
	Male	131	36,69%
Age	<20	31	8,68%
	20–24	136	38,10%
	25–29	119	33,33%
	30-34	42	11,76%
	35–39	22	6,16%

	40-44	5	1,40%
	45-49	2	0,56%
Education Level	<High School	8	2,24%
	High School	132	36,97%
	Diploma	55	15,41%
	Bachelor's	142	39,78%
	Master's/Doctorate	20	5,60%
Employment	Unemployed	15	4,20%
	Employed	192	53,78%
	Not yet employed	103	28,85%
	Self-employed	46	12,89%
	Retired	1	0,28%
Marital Status	Single	240	67,23%
	Married	110	30,81%
	Separated/Divorced	6	1,68%
	Widowed	1	0,28%

Table 2. Validity and reliability test result

Indicator	Result	Explanation	Cronbach's Alpha
EWM 1 I understand user reviews about the Open Trip I joined on social media.	0.793	valid	0.905
EWM 2 I trust Open Trip reviews on social media when I don't yet have personal experience with the provider.	0.842	valid	
EWM 3 When planning to join again, I search for Open Trip reviews on social media for consideration.	0.828	valid	
EWM 4 Open Trip reviews on social media appear consistent with information from other sources.	0.874	valid	
EWM 5 Information from Open Trip reviews on social media	0.850	valid	

	helps me understand more about the destination and travel details.			
SMM 1	I find Open Trip promotional information on social media easy to find and always updated.	0.855	valid	0.916
SMM 2	Information shared by Open Trip providers on social media helps me better understand travel package details.	0.852	valid	
SMM 3	I like to repost promotional content or reviews about Open Trip on social media.	0.871	valid	
SMM 4	Open Trip promotions on social media look trendy and make me interested in joining again.	0.871	valid	
SMM 5	Social media of the provider makes it easy for me to share experiences and encourages repurchase intention.	0.841	valid	
	I often find solutions to my travel needs through			
CBE1	interactions with Open Trip's social media account.	0.831	valid	0.904
CBE2	I often see videos or photos related to Open Trip travel packages on social media.	0.853	valid	
CBE3	I follow visual content	0.857	valid	

RI5	I consider Open Trip as my main choice for future travel.	0.859	valid
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5.2 Exploratory Factor Analysis (EFA)

Exploratory Factor Analysis (EFA) is a statistical method commonly employed in social science research to uncover the underlying structure among a group of observed variables, also known as manifest indicators. This analysis is particularly useful for determining whether individual items can be grouped to form broader, latent constructs such as trust, engagement, or repurchase intention. These latent constructs represent abstract concepts that cannot be directly measured but can be inferred through patterns of intercorrelation among observed responses. According to Field (2018, p. 991), indicators that measure the same underlying construct are expected to show strong correlations with one another, while correlations with indicators from different constructs should be weaker.

In the present study, EFA was conducted using IBM SPSS Statistics version 29 to evaluate six main constructs: Electronic Word of Mouth (E-WOM), Social Media Marketing (SMM), Consumer Brand Engagement (CBE), Brand Image (BI), Trust (TR), and Repurchase Intention (RI). To facilitate clearer interpretation and to accommodate the possibility that these constructs may be interrelated, a Direct Oblimin rotation method was employed during the factor extraction process. This method is particularly appropriate in social research contexts, where variables such as trust and repurchase intention are often conceptually and statistically interconnected.

For an item to be retained in the analysis, it had to exhibit a factor loading of at least 0.40. This threshold ensures that the item shares a meaningful amount of variance with the underlying factor, thus confirming its relevance to the construct. In parallel, reliability analysis was performed using Cronbach's Alpha to assess the internal consistency of items within each construct. A Cronbach's Alpha value of 0.60 or higher was considered acceptable for this study. Together, these methodological steps ensured that the resulting factor structure was both statistically valid and conceptually sound, making it suitable for subsequent Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM).

5.3 EFA Results by Construct

5.3.1 Electronic Word of Mouth (E-WOM)

All five indicators for the E-WOM construct loaded onto a single dimension (Dimension 6), with factor loadings ranging from -0.793 to -0.874. These values surpass the 0.40 validity threshold, indicating that each item contributes meaningfully to the construct. The strongest loading was found in EWM4 (-0.874), suggesting it is the most influential item in measuring perceptions of user-generated online reviews. The Cronbach's Alpha value for this construct was 0.905, well above the reliability threshold, confirming high internal consistency among the indicators.

5.3.2 Social Media Marketing (SMM)

The five indicators for SMM (SMM1–SMM5) loaded onto Dimension 4, with loadings ranging from 0.841 to 0.871. These results validate each item as a suitable measure of digital marketing activity. The highest factor loading (0.871) appeared in both SMM3 and SMM4, suggesting a strong association with aspects of interactivity and trendiness. The Cronbach's Alpha for this variable was 0.916, indicating that the indicators were highly consistent and reliable in representing the construct.

5.3.3 Consumer Brand Engagement (CBE)

CBE indicators (CBE1–CBE5) all loaded on Dimension 2, with values ranging from 0.814 to 0.871. The strongest loading appeared in CBE4 (0.871), which is indicative of respondents' behavioral engagement with the brand. The Cronbach's Alpha score of 0.904 indicates excellent reliability, supporting the notion that the items consistently reflect the emotional, cognitive, and behavioral dimensions of engagement.

5.3.4 Brand Image (BI)

All five indicators for Brand Image were grouped under Dimension 1, with loadings between 0.761 and 0.894. The highest loading (BI3 = 0.894) demonstrates that this item had the greatest influence in capturing respondents' mental perceptions and symbolic associations with the brand. The construct achieved a Cronbach's Alpha of 0.896, indicating reliable internal consistency among its items and reinforcing its suitability for further modeling.

5.3.5 Trust (TR)

The Trust variable, measured through five indicators (TR1–TR5), was found to load entirely on Dimension 3. Factor loadings ranged from 0.826 to 0.877, with the highest in TR5. The Cronbach's Alpha score was 0.908, affirming that these indicators reliably measure the credibility and dependability consumers associate with the brand. These results underscore the construct's statistical robustness and internal coherence.

5.3.6 Repurchase Intention (RI)

All five indicators for Repurchase Intention loaded onto Dimension 5, with factor loadings between -0.806 and -0.859. The strongest loading was observed in RI5 (-0.859), suggesting that this indicator plays a pivotal role in capturing the intention to repurchase. The construct's reliability was supported by a Cronbach's Alpha of 0.899, indicating a high degree of internal consistency and conceptual clarity.

5.4 Confirmatory Factor Analysis (CFA)

Confirmatory Factor Analysis (CFA) is a statistical method used to assess the validity of a measurement model by testing how well observed indicators represent their respective latent constructs. Unlike Exploratory Factor Analysis (EFA), which identifies potential patterns without prior assumptions, CFA tests whether empirical data support a predefined theoretical structure. In this study, CFA was conducted using AMOS version 29 to evaluate whether indicators for constructs such as Electronic Word of Mouth (E-WOM), Social Media Marketing (SMM), Brand Image, Consumer Brand Engagement (CBE), Trust, and Repurchase Intention appropriately reflected their intended latent variables.

Model fit was assessed using several indices. The results showed excellent fit, with RMSEA = 0.006, GFI = 0.934, AGFI = 0.921, TLI = 0.999, CFI = 0.999, and IFI = 0.999. The chi-square statistic (395.401) was below the critical value (437.047), and the p-value (0.414) exceeded the 0.05 threshold, confirming that the data align well with the model. All factor loadings were statistically significant and met acceptable thresholds. No indicators were removed, confirming that each construct was measured consistently by its indicators. These results validate the unidimensionality, reliability, and conceptual clarity of the measurement model for further SEM analysis.

5.5 Structural Equation Modeling for Hypothesis Testing

This study applied Structural Equation Modeling (SEM) to evaluate the research hypotheses, following the same analytical procedure used in Confirmatory Factor Analysis (CFA). The model's validity was assessed using a series of **goodness-of-fit indices**, including the Chi-square statistic, Root Mean Square Error of Approximation (RMSEA), Goodness of Fit Index (GFI), Adjusted GFI (AGFI), Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Incremental Fit Index (IFI). These indices were compared to the recommended cut-off values, as suggested in SEM literature (Waluyo, 2016, p. 20). If the model failed to meet fit criteria, modification by removing poorly performing constructs or indicators would be considered. In this case, however, the first SEM model already demonstrated satisfactory fit.

5.6 Model Fit Summary

Table 4. Model Fit Summary

Fit Index	Cut-Off Value	Model Result	Assessment
P-value (Chi-square)	≥ 0.05	0.084	Good
Chi-square	As small as possible and non-significant	437.495	Good
RMSEA	≤ 0.08	0.017	Good
GFI	≥ 0.90	0.926	Good

Table 5. Hypothesis Testing Results Based on Path Analysis

Hypothesis	Path analysis model	Coefficient (β)	S.E.	C.R.	p-value	Result
H1	E-WOM \rightarrow Consumer Brand Engagement	0.368	0.062	5.967	***	Significant
H2	E-WOM \rightarrow Brand Image	0.464	0.056	8.235	***	Significant
H3	Social Media Marketing \rightarrow Brand Image	0.446	0.054	8.207	***	Significant

AGFI	≥ 0.90	0.914	Good
CMIN/df	≤ 2.00	1.099	Good
TLI	> 0.95	0.994	Good
CFI	> 0.95	0.994	Good
IFI	> 0.95	0.994	Good
Chi-square critical value	—	445.516	—

Based on the table above, the model satisfies all required criteria for a good fit. The P-value (0.084) exceeds the 0.05 threshold, and the calculated Chi-square value (437.495) is lower than the critical value (445.516). Additionally, all other fit indices such as RMSEA, GFI, AGFI, TLI, CFI, and IFI meet or exceed their respective thresholds. Therefore, the structural model is considered statistically acceptable and appropriate for further hypothesis testing.

5.7 Normality Testing

Prior to conducting Structural Equation Modeling (SEM), normality testing was performed to ensure the suitability of the dataset for advanced statistical analysis. Univariate normality was assessed by examining the skewness and kurtosis critical ratios (CR), with Byrne (2016) suggesting that data are normally distributed if CR values fall within the range of ± 2.58 . All variables in the study met this criterion, indicating acceptable univariate distribution.

Multivariate normality was evaluated based on the CR value for the entire dataset. According to Collier (2020), a value within ± 10.00 is considered acceptable for multivariate analysis. The observed CR value of 9.724 confirmed that the data satisfied this condition. As a result, the dataset was deemed appropriate for analysis using Maximum Likelihood Estimation (MLE), reinforcing the validity and robustness of the subsequent SEM procedure.

5.8 Hypothesis Testing

Direct effects in the structural model were tested using the Regression Weights output from AMOS (Group number 1 - Default model). For indirect effects, the Sobel test was applied using the online calculator at <http://quantpsy.org>, following the input procedure using unstandardized regression coefficients as outlined by Arbuckle (2014).

H4	Social Media Marketing → Trust	0.380	0.062	6.104	***	Significant
H5	Consumer Brand Engagement → Repurchase Intention	0.302	0.055	5.484	***	Significant
H6	Brand Image → Repurchase Intention	0.389	0.057	6.809	***	Significant
H7	Trust → Repurchase Intention	0.285	0.052	5.429	***	Significant

Note: Significance is accepted at $p < 0.05$. Asterisks (***) denote $p < 0.001$. Interpretation:

All seven hypotheses were supported. The analysis revealed that:

- E-WOM significantly increases both Consumer Brand Engagement and Brand Image.
- Social Media Marketing enhances Brand Image and builds Trust.
- Consumer Brand Engagement, Brand Image, and Trust each significantly contribute to Repurchase Intention.

5.9 Coefficient of Determination (R- Square)

The R-square (R^2) values indicate the proportion of variance in the dependent variable that is explained by the independent variables in the model:

Interpretation:

- Consumer Brand Engagement: E- WOM explains 12.5% of its variance, while the remaining 87.5% is influenced by other unmeasured factors.
- Brand Image: Jointly influenced by E- WOM and Social Media Marketing, accounting for 39.6% of its variance. The rest is explained by other factors outside the model.
- Trust: Explained 12.4% by Social Media Marketing; the remaining 87.6% is affected by other influences.
- Repurchase Intention: The combined influence of E-WOM, SMM, CBE, Brand Image, and Trust accounts for 34.9% of the variance, with 65.1% explained by factors not included in the model.

These findings highlight the model's effectiveness in capturing meaningful digital marketing impacts, while also recognizing that additional variables may further enhance understanding of consumer repurchase behavior in the tourism context.

6. CONCLUSION

This study demonstrates the significant role of digital marketing strategies, particularly Electronic Word of Mouth (E-WOM) and Social Media Marketing (SMM), in influencing repurchase intention for Open Trip tourism packages in Indonesia. Using Structural Equation Modeling (SEM), the research confirms that E-WOM and SMM are not only directly impactful but also exert influence through

key mediating variables including Consumer Brand Engagement, Brand Image, and Trust.

E-WOM was found to substantially enhance both engagement and brand image, suggesting that authentic, peer-generated content remains a persuasive factor in shaping consumer perception. Social Media Marketing, on the other hand, contributes meaningfully to brand image and fosters consumer trust, especially through interactive and visually engaging content that resonates with digital-native audiences.

The mediating variables identified in this study, namely Consumer Brand Engagement, Brand Image, and Trust, each demonstrated a significant and positive influence on repurchase intention. These findings emphasize that effective digital engagement is not solely dependent on brand visibility. Instead, it requires the cultivation of meaningful relationships with consumers across emotional, cognitive, and behavioral dimensions. Additionally, it involves maintaining a credible and appealing brand image while providing consistent communication that aligns with consumer expectations and preferences.

The model tested in this research achieved strong fit across all statistical indicators, confirming its structural validity. The coefficient of determination (R-square) for Repurchase Intention, recorded at 0.349, indicates that approximately 35 percent of the variation in consumers' intention to repurchase is explained by the variables examined in this study. Although this value is moderate, it provides a solid foundation for understanding the mechanisms through which digital marketing fosters consumer loyalty. The remaining unexplained variance suggests the need for future research to investigate additional factors such as customer satisfaction, perceived service quality, pricing transparency, and psychological comfort.

In summary, this study contributes to both academic literature and practical tourism marketing strategies. It underscores the need for tourism providers to invest in credible, community-driven content and to design social media campaigns that are not only informative but also emotionally engaging. The evidence suggests that digital marketing, when implemented with strategic intent and consumer-centric messaging, can significantly strengthen customer retention and stimulate long-term brand commitment in the highly dynamic tourism sector.

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