

REUSE INTENTION AMONG E-COMMERCE CONSUMERS: THE MEDIATING ROLE OF BRAND IMAGE IN SOCIAL MEDIA MARKETING ON TOKOPEDIA IN BADUNG REGENCY

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Abstract

The development of digital technology has encouraged the growth of e-commerce in Indonesia and intensified competition among digital platforms in maintaining consumer usage. Tokopedia, as an e-commerce platform in Indonesia, faces challenges in maintaining sustainability amid increasing competition. This condition is reflected in Tokopedia's stagnant access rate compared to other e-commerce platforms. This study aims to analyze the role of brand image in mediating the effect of social media marketing on reuse intention among Tokopedia consumers in Badung Regency. This research employed a quantitative approach with a causal associative design. Data were collected through questionnaires distributed to 120 Tokopedia users in Badung Regency selected using purposive sampling. The data analysis techniques used were path analysis and the Sobel test with the assistance of IBM SPSS version 26. The results showed that social media marketing had a positive and significant effect on both brand image and reuse intention. Brand image also had a positive and significant effect on reuse intention and was proven to mediate the influence of social media marketing on reuse intention. These findings support the Stimulus-Organism-Response (S O-R) theory, which explains that social media marketing as a stimulus shapes positive consumer perceptions of a brand as an internal process, thereby encouraging reuse intention. The implications of this study highlight the importance of managing interactive, relevant, trend oriented social media content and fostering user engagement to strengthen Tokopedia's brand image and increase platform usage among consumers.

Keywords: social media marketing; brand image; reuse intention; e-commerce; Tokopedia

INTRODUCTION

The rapid advancement of digital technology has significantly transformed consumer behavior, particularly in how individuals seek information, engage with brands, and make purchasing decisions online (Putra et al., 2025). This transformation has accelerated the shift from conventional to digital transactions, positioning e-commerce as the primary medium through which consumers fulfill their needs for convenience, speed, and efficiency (Verhoef et al., 2021; Pantano et al., 2020). E-commerce itself encompasses all forms of digital buying and selling activities conducted via the internet, including both physical and digital goods transacted through websites, applications, and electronic platforms (Sukma et al., 2025). In Indonesia, the e-commerce sector has grown substantially, driven by widespread digital platform adoption, flexible transaction systems, and an expanding range of product offerings (Mira Yuli & Siti Aisah, 2025). The sector's dominance within Indonesia's digital economy is reflected in its estimated economic value by sector in 2025, as presented in Table 1.

Table 1. Estimated Value of Indonesia's Digital Economy by Digital Economy Sector in 2025

Digital Economy Sector	Estimated Value (US\$ Billion)
E-commerce	71
Online Transportation and Food Delivery	10
Online travel	9
Video, Music, Gaming, and Advertising	9

Source: Katadata Databoks (2025)

As shown in Table 1, e-commerce is the largest contributor to Indonesia's digital economy, with an estimated value of US\$71 billion in 2025, far surpassing other digital sectors. This dominance has intensified competition among major platforms such as Tokopedia, Shopee, Lazada, and TikTok Shop, each competing to attract and retain users through various digital marketing strategies. This competitive dynamic is further reflected in the 2025 Internet Penetration and User Behavior Survey by APJII, which captures the access rates of leading e-commerce platforms in Indonesia, as presented in Table 2.

Table 1. Most Frequently Accessed E-Commerce Platforms in Indonesia, 2024–2025

E-commerce Platform	Tahun 2024	Tahun 2025	Perubahan (%)
Shopee	41,65%	53,22%	+11,57
TikTok Shop	12,20%	27,37%	+15,17
Tokopedia	9,40%	9,57%	+0,17
Lazada	17,54%	9,09%	–8,45
Blibli	0,36%	0,29%	–0,07
Facebook	0,00%	0,25%	+0,25
Others	18,85%	0,21%	–18,64

Source: Indonesian Internet Service Providers Association (APJII), Survei Penetrasi Internet dan Perilaku Pengguna Internet Indonesia 2025.

As shown in Table 2, Tokopedia recorded the lowest access rate growth among major e-commerce platforms, with only a +0.17 percent increase between 2024 and 2025, significantly below Shopee and TikTok Shop. This suggests that Tokopedia's user growth has been relatively stagnant amid intensifying competition, underscoring the importance of reuse intention as a strategy for sustaining platform usage. To remain competitive, Tokopedia must not only attract consumers through digital activities but also cultivate a positive brand perception that encourages continued platform usage (Tri Santiko & Huda, 2025). Given that the effectiveness of digital marketing is closely tied to internet penetration levels, the internet usage rate across regencies and cities in Bali Province becomes particularly relevant in contextualizing the digital environment of this study. Internet usage data for Bali Province from 2022 to 2025 is presented in Table 3.

Table 2. Internet Usage Among Population Aged 5+ by Regency/City in Bali Province 2025

Rank	Regency/City	Male (%)	Female (%)	Total (%)
1	Denpasar	93,62	90,80	92,24
2	Badung	90,68	84,13	87,48
3	Jembrana	81,87	73,76	77,80
4	Gianyar	81,94	72,33	77,17
5	Tabanan	83,24	70,57	76,86
6	Buleleng	81,28	71,93	76,57
7	Bangli	79,08	67,81	73,50
8	Klungkung	77,07	61,83	69,34
9	Karangasem	73,35	62,23	67,79
	Bali	85,03	76,67	80,88

Source: (Badan Pusat Statistik Provinsi Bali, 2025), National Socioeconomic Survey (Susenas), 2022–2025.

Based on Table 3, Badung Regency recorded a high internet usage rate of 87.48 percent, ranking second in Bali Province after Denpasar City. This condition reflects the high level of digital activity among the community, which is closely associated with the use of e-commerce platforms. In addition, the selection of Badung Regency was based on the replication of previous studies that primarily focused on Tokopedia consumer behavior in Denpasar City (Ramadhan & Jatra, 2017; Sari & Fiolita, 2021; Negara et al., 2025). Therefore, this study shifts the research context to Badung Regency to broaden the empirical scope while maintaining a focus on the phenomena of social media marketing, brand image, and reuse intention among Tokopedia users.

Reuse intention refers to consumers' tendency to continue using a digital platform after prior usage experience (Nugroho et al., 2025). In the context of e-commerce, reuse intention is considered an important indicator in maintaining platform sustainability, as it reflects consumers' positive evaluation of the benefits and performance of the service used (Amelia et al., 2025; Putra et al., 2023). The continuity of platform usage is also influenced by consumers' perceptions of brand image, where a positive brand image can strengthen consumers' confidence in reusing the same platform (Bargandini & Suparna, 2025).

One of the strategies employed by e-commerce companies to encourage reuse intention is social media marketing. Social media marketing refers to marketing activities conducted through social media platforms by distributing digital content, online advertisements, and building interactions with consumers to achieve marketing objectives (Ramadevi, 2024); Laoli et al., 2025). This strategy is considered effective in shaping positive consumer perceptions toward a brand and encouraging the continued use of digital services (Dewi & Sukawati, 2025). However, studies examining the effect of social media marketing on reuse intention have produced inconsistent findings. Several studies found that social media marketing can enhance consumers' intention to reuse a platform (Subawa et al., 2020; Fabiola & Rachmawati, 2022; Rizky et al., 2023), whereas other studies reported that social media marketing does not significantly affect repurchase intention or reuse intention (Tong & Subagio, 2020; Nathalia & Satya Indriyanti, 2022; Pakpahan & Prameswari, 2022). These inconsistent findings indicate that the influence of social media marketing on reuse intention may be affected by other variables, one of which is brand image (Putra et al., 2023; Syifa et al., 2024).

Brand image refers to consumers' perceptions and beliefs regarding a brand that are formed through consumers' experiences and the information they receive (N. K. A. D. Putri et al., 2023). Taan et al. (2021) found that social media marketing positively influences brand image, while Rahmanda and Farida (2021) demonstrated that brand image plays an important role in increasing consumers' intention to reuse a platform. Therefore, brand image is considered to have a mediating role in the relationship between social media marketing and reuse intention on e-commerce platforms. The Stimulus-Organism-Response (S-O-R) theory developed by Mehrabian and Russell explains that consumer behavior is formed through the relationship between stimulus, individuals' internal processes (organism), and behavioral responses (response) (Alam & Noor, 2020). In the context of e-commerce, this theory is used to explain how digital stimuli influence consumers' decisions to use online services (Lee & Chen, 2021). In this study, social media marketing is positioned as the stimulus, brand image as the organism, and reuse intention as the response. Thus, the S-O-R theory serves as the theoretical foundation for understanding the effect of social media marketing on Tokopedia consumers' reuse intention through the formation of brand image. Based on the phenomenon and research gap described above, this study is important to be conducted in order to analyze the role of brand image in mediating the effect of social media marketing on reuse intention.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

Several empirical studies have shown that social media marketing plays an important role in increasing the reuse intention of digital service users. (Lin et al., 2024) explained that marketing

activities conducted through social media, such as information sharing and user interaction, are able to positively encourage the repeated use of services. Similar findings were reported by (Park and Namkung (2022) and Jamil et al. (2022), who demonstrated that consumer engagement in social media activities can increase the tendency toward continuous usage. In addition, Nurhayati (2024) found that social media marketing has a positive and significant effect on the reuse intention of digital service users. Based on the theoretical foundation and previous empirical findings, the following hypothesis is proposed:

H₁: Social media marketing has a positive and significant effect on reuse intention.

Various empirical studies have indicated that social media marketing positively affects brand image. Oktavia and Mariam (2024) found that marketing through social media is capable of strengthening consumers' perceptions of a brand. Narayana and Rahanatha (2020) also showed that increased interaction and content exposure on social media can enhance consumers' brand image. Furthermore, Savitri et al. (2022) demonstrated that social media marketing is effective in building a positive brand image in the fashion industry. Based on the theoretical foundation and previous empirical findings, the following hypothesis is formulated:

H₂: Social media marketing has a positive and significant effect on brand image.

Brand image has also been widely recognized as an important factor influencing consumers' reuse intention in digital services. A positive brand image can strengthen consumer trust and encourage continued platform usage. Putra et al. (2023) found that a favorable brand image motivates consumers to reuse the same e-commerce platform. Similar results were reported by Syifa et al. (2024) on e-wallet users, Bargandini and Suparna (2025) on e-commerce consumers, and Suarantalla et al. (2025), who emphasized that positive brand perceptions increase consumers' intention to continue using digital services. Based on these findings, the following hypothesis is proposed:

H₃: Brand image has a positive and significant effect on reuse intention.

Several previous studies have shown that brand image serves as a mediating variable in the relationship between social media marketing and repurchase intention, which conceptually shares similarities with reuse intention because both describe consumers' intention to continue usage based on prior experience (Amelia et al., 2025). Putri dan Jatra (2024) found that brand image is able to mediate the effect of social media marketing on repurchase intention. Similar findings were also reported by Ade et al. (2024), Dewi and Sukawati (2025), and Jamila and Rubedo (2025), who demonstrated that marketing activities through social media can build a positive brand image, which subsequently encourages consumers' intention to reuse or repurchase. Based on these previous findings, the following hypothesis is formulated:

H₄: Brand image significantly mediates the effect of social media marketing on reuse intention.

RESEARCH METHODS

This study employed a quantitative approach with a causal associative research design aimed at analyzing the effect of social media marketing on reuse intention, with brand image serving as a mediating variable among Tokopedia consumers. The study was conducted in Badung Regency, Bali Province, due to its high internet usage rate of 87.48 percent, making it relevant for examining e-commerce consumer behavior. The selection of the research location was also based on the replication of previous studies conducted in Denpasar City, which found that digital activities and online marketing influence Tokopedia consumer behavior (Ramadhan & Jatra, 2017; Sari & Fiolita, 2021; Negara et al., 2025). The study involved 120 respondents selected using a non-probability sampling technique with purposive sampling. The respondents were Tokopedia users residing in Badung Regency, aged at least 17 years, had conducted transactions within the last three months, actively used social media, and were not affiliated with Tokopedia's internal parties. Primary data were collected through online questionnaires distributed via Google Forms, while

secondary data were obtained from scientific journals, books, and other literature relevant to the study.

The research instrument consisted of a questionnaire using a five-point Likert scale to measure respondents' levels of agreement with each statement related to the research variables. The social media marketing variable was measured using the indicators of entertainment, interaction, trendiness, customization, and electronic word-of-mouth (e-WOM) (Yunishafira et al., 2025), while brand image was measured using the indicators of recognition, reputation, affinity, and loyalty (Shintiani et al., 2022). The reuse intention variable was measured through the indicators of intention to continue reusing, intention to use as often as possible, and intention to recommend the platform to others (Febrian et al., 2021).

Prior to data collection, the instrument was tested for validity and reliability. The results indicated that all items met the required criteria, with corrected item-total correlation values exceeding the *r*-table value (0.361) and Cronbach's Alpha values above 0.60, indicating that the instrument was reliable and suitable for data collection. Data analysis was conducted in two stages: descriptive analysis to describe respondent characteristics and response tendencies, and inferential analysis consisting of classical assumption tests, path analysis, model fit testing, and the Sobel test to examine both direct and indirect effects among variables. All statistical analyses were performed using IBM SPSS version 26 with a significance level of 5 percent. The classical assumption tests were conducted to ensure that the regression model met the analytical requirements through examinations of normality, multicollinearity, and heteroscedasticity. The research model was developed based on the framework proposed by Baron and Kenny (1986), which includes three structural relationships: the effect of social media marketing on reuse intention prior to mediation, the effect of social media marketing on brand image, and the effects of both social media marketing and brand image on reuse intention. The significance of the indirect effect was subsequently tested using the Sobel test.

RESULTS AND DISCUSSION

PT Tokopedia is an Indonesian e-commerce company established in 2009 by William Tanuwijaya and Leontinus Alpha Edison. Tokopedia operates a marketplace business model that connects sellers and buyers through a digital platform and continues to expand by offering various digital services. In maintaining its competitiveness, Tokopedia actively utilizes social media marketing to enhance user interaction and build a positive brand image. Such positive perceptions play an important role in encouraging users' reuse intention to continue using the Tokopedia platform.

This study involved 120 Tokopedia users in Badung Regency, predominantly respondents aged 21–24 years, totaling 70 individuals or 58.3 percent of the sample. This finding indicates that the majority of Tokopedia users in this study belong to the younger age group, which tends to actively use digital technology and e-commerce platforms in daily life. In terms of gender, 70 respondents (58.3 percent) were male, while 50 respondents (41.7 percent) were female, indicating that Tokopedia is widely used across different demographic groups. Based on educational background, the majority of respondents were senior high school/vocational high school graduates, accounting for 74 individuals or 61.7 percent, and were predominantly university students, totaling 78 individuals or 65 percent. This reflects user characteristics that are closely associated with internet development, social media usage, and online shopping activities. Meanwhile, based on average monthly income, most respondents earned less than IDR 1,000,000 per month, totaling 48 individuals or 40 percent of the sample. This condition indicates that Tokopedia is capable of reaching consumers from various economic backgrounds, particularly younger consumers who tend to consider transaction convenience, pricing, and promotional offers when making online purchases. Overall, the characteristics of the respondents are presented in Table 4.

Tabel 4. Respondent Characteristics

No	Variable	Classification	Amount (People)	Percentage (%)
1	Age	17 - 20 Years	20	16,7
		21 - 24 Years	70	58,3
		25 - 28 Years	14	11,7
		29 - 32 Years	9	7,5
		33 - 36 Years	3	2,5
		≥ 37 Years	4	3,3
		Total	120	100
2	Gender	Male	70	58,3
		Female	50	41,7
		Total	120	100
3	Educational Background	Junior High School	1	0,8
		SeniorHigh School/Vocational School	74	61,7
		Diploma	8	6,7
		Bachelor's Degree	34	28,3
		Postgraduate Degree	3	2,5
		Total	120	100
4	Occupation	Student	4	3,3
		University Student	78	65
		Civil Servant/Private Employee	21	17,5
		Entrepreneur	14	11,7
		Others	3	2,5
		Total	120	100
5	Monthly Income	< IDR 1.000.000	48	40
		IDR 1.000.001 – IDR 3.000.000	28	23,3
		IDR 3.000.001 – IDR 5.000.000	27	22,5
		> IDR 5.000.001	17	14,2
		Total	120	100

Source: Processed primary data, 2026

Description of Research Variables

Respondents' responses to the research variables were analyzed using mean score values, which were classified into five categories based on the measurement scale used. The classification criteria are presented in Table 5.

Tabel 5. Variable Description Criteria

Avergar Score	Criteria		
	Brand image	Social media marketing	Reuse intention
1,00 – 1,80	Very Poor	Very Poor	Very Low
1,81 – 2,61	Poor	Poor	Low
2,62 – 3,42	Moderate	Moderate	Moderate
3,43 – 4,23	Good	Good	High
4,24 – 5,04	Very Good	Very Good	Very High

Source: Sugiyono 2023:94

The reuse intention variable obtained an overall mean score of 4.11, which falls into the high category. This finding indicates that Tokopedia users demonstrate a strong tendency to reuse the platform after their previous usage experience. The highest mean score was found in the indicator *intention to recommend others to use* (Y3), with a value of 4.21. This condition suggests that respondents had positive usage experiences, leading them to recommend Tokopedia to others. The high tendency to provide recommendations indicates that Tokopedia is perceived as capable

of offering convenience, comfort, and satisfactory transaction experiences for its users. This finding is consistent with the concept of reuse intention, which reflects consumers' positive evaluations of the benefits and performance of a platform, thereby encouraging the continued use of e-commerce services.

Regarding the social media marketing variable, the overall mean score was 4.11, which is categorized as good. These results indicate that Tokopedia's social media marketing activities were well received by respondents and considered effective. The highest mean score was found in the *trendiness* indicator (X3), with a value of 4.21. This finding indicates that Tokopedia's social media content is perceived as following current trends and providing up-to-date and relevant information that matches users' needs. The presentation of up-to-date content reflects Tokopedia's ability to adapt its digital marketing strategies to the dynamic behavior of consumers on social media. This finding is in line with the concept of social media marketing, which emphasizes the importance of delivering relevant, engaging, and trend-oriented information to increase user engagement with digital platforms.

A mean score of 4.23 was obtained for the brand image variable, placing it in the good category. These results indicate that Tokopedia has successfully established a positive and consistent brand image in the minds of its users. This perception reflects that respondents not only recognize Tokopedia as an e-commerce platform but also hold favorable evaluations regarding the quality and characteristics of the brand. The highest mean score was found in the *loyalty* indicator (M4), with a value of 4.48. This condition indicates that users have a strong tendency to continue choosing Tokopedia as their primary platform for conducting online transactions. Such loyalty is formed through trust and satisfaction derived from previous usage experiences, thereby encouraging continuous reuse behavior. This finding is consistent with the concept of brand image, which explains that a positive brand image can strengthen consumers' confidence in and attachment to a platform.

Table 5. Normality Test Results (One-Sample Kolmogorov–Smirnov Test)

Equation	Asymp Sig. (2-tailed) Kolmogrov-Smirnov Z
Substructure 1	0,067
Substructure 2	0,200

Source: Processed primary data, 2026

The normality test results presented in Table 5 show that the Asymp. Sig. (2-tailed) value for Substructure 1 was 0.067, while Substructure 2 obtained a value of 0.200, both of which exceeded 0.05. These results indicate that the research data were normally distributed, thereby satisfying the assumption of normality.

Table 6. Multicollinearity Test Results

Equation	Model	Collinearity Statistic	
		Tolerance	VIF
Substructure 2	Social media marketing	0,784	1,28
	Brand image	0,784	1,28

Source: Processed primary data, 2026

The multicollinearity test results presented in Table 6 indicate that all variables yielded tolerance values above 0.10 and VIF values below 10, suggesting that the regression model is free from multicollinearity.

Table 7. Heteroscedasticity Test Results (Glejser Test)

Equation	Model	t	Sig.
Substructure 1	Social media marketing	-1,951	0,053
Substructure 2	Social media marketing	-0,764	0,446
	Brand image	0,727	0,468

Source: Processed primary data, 2026

The heteroscedasticity test results presented in Table 7 indicate that all variables yielded significance values above 0.05, confirming that the regression model is free from heteroscedasticity.

Table 1. Path Analysis Results Before Mediation

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,731	1,224		3,865	0,000
Social media marketing R ² : 0,249	0,370	0,059	0,499	6,252	0,000

Source: Processed primary data, 2026

Table 8 shows that social media marketing yielded a path coefficient of 0.499 toward reuse intention, indicating a positive relationship. This finding suggests that higher levels of social media marketing activity tend to be associated with increased reuse intention among Tokopedia users.

Table 2. Results of Path Analysis on Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8,614	1,463		5,887	0,000
Social media marketing R ² : 0,216	0,404	0,071	0,465	5,706	0,000

Source: Processed primary data, 2026

Table 9 shows that social media marketing yielded a path coefficient of 0.465 toward brand image, indicating a positive relationship. This finding suggests that higher levels of social media marketing activity tend to be associated with an enhanced brand image of Tokopedia in the minds of its users.

Table 3. Results of Path Analysis on Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,912	1,287		1,486	0,140
Social media marketing	0,238	0,062	0,321	3,850	0,000
Brand Image R ² : 0,249	0,327	0,071	0,383	4,598	0,000

Source: Processed primary data, 2026

Table 10 shows that social media marketing yielded a path coefficient of 0.321 toward reuse intention, while brand image yielded a path coefficient of 0.383 toward reuse intention, both indicating positive relationships. These findings suggest that higher levels of social media marketing

activity and a stronger brand image tend to be associated with increased reuse intention among Tokopedia users.

The F-test results indicate a significance value of 0.000 (< 0.05) with an F-statistic of 33.449 exceeding the F-table value of 3.07, confirming that the research model is fit and that social media marketing and brand image simultaneously influence reuse intention. The total coefficient of determination was 0.503, indicating that 50.3 percent of the variance in reuse intention among Tokopedia users in Badung Regency is explained by social media marketing and brand image, while the remaining 49.7 percent is attributed to other factors outside the model. The Sobel test yielded a Z-value of 4.13, exceeding the 1.96 threshold, confirming that brand image significantly mediates the effect of social media marketing on reuse intention.

The hypothesis testing results further reveal that social media marketing has a positive and significant effect on reuse intention among Tokopedia users in Badung Regency. This finding suggests that more effective social media marketing activities lead to a stronger tendency among consumers to reuse Tokopedia. The *trendiness* indicator obtained the highest mean score, indicating that Tokopedia's content is perceived as capable of following current trends and providing relevant information, thereby attracting users to continue using the platform. This finding is consistent with the Stimulus-Organism-Response (S-O-R) theory, which explains that marketing stimuli delivered through social media can shape positive consumer evaluations and generate behavioral responses in the form of reuse intention. This study also supports the findings of Lin et al. (2024), Park and Namkung (2022), Jamil et al. (2022), and Nurhayati (2024), who reported that social media marketing positively affects the reuse intention of digital service users.

Social media marketing also has a positive and significant effect on Tokopedia's brand image. This finding indicates that more optimal social media marketing activities strengthen the brand image formed in users' minds. The *trendiness* indicator achieved the highest mean score, suggesting that Tokopedia's content is perceived as up-to-date and relevant, thereby reinforcing positive brand perceptions. This finding aligns with the Stimulus-Organism-Response (S-O-R) theory, which explains that social media marketing stimuli can shape consumers' perceptions of a brand. The results also support previous studies by Oktavia and Mariam (2024), Narayana and Rahanatha (2020), and Savitri et al. (2022), which found that social media marketing positively influences brand image.

Results of the analysis further indicate that brand image has a positive and significant effect on the reuse intention of Tokopedia users in Badung Regency. This finding suggests that a more positive brand image of Tokopedia leads to a stronger tendency among consumers to continue using the platform. The *loyalty* indicator obtained the highest mean score, indicating that users tend to continue choosing Tokopedia as their primary online shopping platform due to trust and satisfaction derived from previous usage experiences. This finding is consistent with the Stimulus-Organism-Response (S-O-R) theory, which explains that positive brand perceptions as an internal consumer process can encourage behavioral responses in the form of reuse intention. The findings of this study also support previous research by Putra et al. (2023), Syifa et al. (2024), Bargandini and Suparna (2025), and Suarantalla et al. (2025), which reported that brand image positively affects the continued use of digital services.

The hypothesis testing results confirm that brand image mediates the effect of social media marketing on the reuse intention of Tokopedia users in Badung Regency. This finding indicates that social media marketing activities influence reuse intention not only directly but also indirectly through the formation of a positive brand image. The *loyalty* indicator achieved the highest mean score, indicating that users tend to continue choosing Tokopedia due to positive usage experiences and trust in the platform. This finding is consistent with the Stimulus-Organism-Response (S-O-R) theory, which explains that marketing stimuli delivered through social media can shape brand perceptions as an internal consumer process before generating behavioral responses in the form of reuse intention. The findings also support previous studies by Putri and Jatra (2024), Ade et al. (2024), Dewi and Sukawati (2025), and Jamila and Rubedo (2025), which demonstrated that brand

image mediates the effect of social media marketing on consumers' intention to reuse digital services.

From a theoretical perspective, this study reinforces the relevance of the Stimulus-Organism-Response (S-O-R) theory in explaining the relationship among social media marketing, brand image, and reuse intention within the e-commerce context. Social media marketing functions as a stimulus that shapes brand image as an internal consumer process, which subsequently encourages reuse intention as a behavioral response. Practical implications of the study suggest that Tokopedia should optimize social media marketing strategies that are trend-oriented, relevant, and interactive in order to strengthen brand image and enhance user loyalty. The findings further highlight that the *trendiness* aspect of social media marketing and the *loyalty* aspect of brand image are the most dominant factors influencing Tokopedia users' reuse intention in Badung Regency.

CONCLUSION

This study demonstrates that social media marketing has a positive and significant effect on reuse intention among Tokopedia consumers in Badung Regency, indicating that more engaging, relevant, and informative content encourages users to return to the platform for online transactions. A consistent pattern was also observed in the relationship between social media marketing and brand image, as effective social media activities strengthen Tokopedia's brand image in the minds of its users. Furthermore, brand image has a positive and significant effect on reuse intention, suggesting that a favorable brand image increases users' confidence to continue using Tokopedia. Brand image also proved to significantly mediate the effect of social media marketing on reuse intention, demonstrating that social media marketing influences reuse intention not only directly but also indirectly through the formation of positive brand perception. These findings are further supported by the fact that the trendiness indicator obtained the highest mean score within the social media marketing variable, while the loyalty indicator obtained the highest mean score within the brand image variable.

RECOMMENDATION

For Tokopedia's management, strengthening reuse intention can be achieved by intensifying the use of engaging and trend-adaptive content, as trendiness serves as the primary driver within social media marketing. Tokopedia should also maintain elements of entertainment and interaction so that content is not only informative but also closely aligned with users' needs. Regarding brand image, the company is advised to maintain consistent brand identity and reinforce positive user experiences to sustain high loyalty levels and attract more users to adopt Tokopedia as their primary platform. These efforts can be further supported through relevant promotions, loyalty programs, and continuous brand communication.

For future researchers, this study can be extended by incorporating additional variables that may influence reuse intention, such as trust, electronic word of mouth, or price perception. Subsequent studies may also broaden the research scope to other e-commerce platforms or conduct cross-regional comparisons to yield more comprehensive findings and enrich the empirical literature on digital consumer reuse behavior.

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