

Integrating Relationship and Influencer Marketing to Enhance Repurchase Intention Through the Pillars of Satisfaction and Trust

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Abstract

Purpose: This study aims to analyze the effect of relationship marketing and influencer marketing on repurchase intention with customer satisfaction and customer trust as mediating variables among PT Arminareka Perdana's Umrah pilgrims in Jakarta. Method: This study uses a quantitative approach with a survey design. The research sample consisted of 125 Umrah pilgrim respondents selected using purposive sampling. Data collection was conducted through a structured questionnaire, then analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method to test the relationship between variables. Results: The results show that relationship marketing and influencer marketing have a positive and significant effect on repurchase intention, customer satisfaction, and customer trust. In addition, customer satisfaction and customer trust are proven to mediate the effect of relationship marketing and influencer marketing on repurchase intention. Implications: The findings of this study indicate that the application of relationship marketing strategies and the use of credible influencers can increase pilgrims' satisfaction and trust, which ultimately encourages repeat purchases. The results of this study have practical implications for umrah travel agencies in formulating effective marketing strategies and can serve as a basis for further research by adding different variables or research objects.

INTRODUCTION

The development of digital technology and social media has driven significant changes in corporate marketing strategies, one of which is through the implementation of influencer marketing. According to Li et al. (2025), influencers have a high level of credibility in the eyes of their audience, enabling them to shape consumer perceptions and attitudes towards a brand. This strategy is important because messages conveyed by influencers are often considered more authentic and persuasive than conventional advertisements, thereby potentially influencing consumer trust and purchasing decisions. In the context of increasingly fierce business competition, influencer marketing is seen as an effective approach to building closer relationships with consumers (Sofia & Ridhaningsih, 2025).

The effectiveness of influencer marketing is not only determined by the popularity of the influencer, but also by the level of credibility, relevance, and authenticity of the content being conveyed (Lestari & Kurniawan, 2025). Influencers who are trusted by their audience are able to create emotional connections, so that their recommendations are perceived as honest and reliable opinions (Lestari & Kurniawan, 2025). This condition is reinforced by the findings of Prawita et al. (2025) which show that influencer marketing plays a role in shaping consumer satisfaction and trust through the delivery of clear and consistent information. Thus, influencer marketing not only functions as a means of promotion, but also as a mechanism for shaping consumer attitudes and beliefs towards a brand.

In the Umrah travel industry, the role of influencer marketing is becoming increasingly crucial given the high risk and sensitivity of the services offered. Ashfaq et al. (2019) emphasize

that in high-risk service industries, customer trust and satisfaction are key factors in decision-making. Umrah pilgrims not only purchase travel services, but also entrust aspects of worship, safety, and comfort to travel agencies. Therefore, recommendations from influencers who have a religious image or direct experience using umrah services can serve as a strong source of trust. In line with this, Saripudin & Juned (2024) emphasize that the level of trust among pilgrims is key to the sustainability of umrah travel agencies, so influencer marketing has great potential to influence pilgrims' satisfaction, trust, and repurchase intention. However, the effectiveness of influencer marketing in encouraging umrah pilgrims' repurchase intention still requires more in-depth empirical study.

An important topic in this study is influencer marketing, which refers to the Source Credibility Theory (Riley et al., 1954) dan Expectation-Confirmation Theory (Bhattacharjee, 2001), which are based on relationship marketing theory (Morgan & Hunt, 1994). Source Credibility Theory explains long-term credibility-based relationships, in which influencers who possess expertise, honesty, and appeal are able to build consumer trust on an ongoing basis, so that marketing messages are accepted as authentic and reliable information (Riley et al., 1954). Expectation-Confirmation Theory explains long-term relationships based on satisfaction, which are formed when service performance meets or exceeds consumer expectations, resulting in repeated satisfaction that encourages consumers to maintain relationships and increase their intention to repurchase (Bhattacharjee, 2001). Relationship Marketing Theory emphasizes long-term relationships based on trust and commitment, where consistent and valuable interactions between companies and consumers build strong and sustainable relational bonds. These three forms of long-term relationships simultaneously play a role in shaping consumer loyalty and strengthening repurchase intention (Riley et al., 1954).

The study by Safitri & Ismanto (2024) confirms that customer orientation and the development of long-term relationships with consumers play an important role in improving business performance, especially when these relationships can be translated into perceived value for customers. This finding is in line with research by Hikam et al. (2025) which shows that digital marketing activities oriented towards consumer interaction and emotional engagement can strengthen decision-making and the psychological relationship between customers and brands. In addition, Roosdhani et al. (2023) emphasize that social media-based customer engagement plays a significant role as a connecting mechanism between marketing strategies and long-term business performance improvement.

Previous studies have shown inconsistent results regarding the relationship between relationship marketing, influencer marketing, customer satisfaction, customer trust, and repurchase intention. A number of studies have found a positive and significant effect, whereby the effective application of relationship marketing through commitment, communication, and long-term relationships can increase customer loyalty and repurchase intention (Alrubaiee & Al-Nazer, 2010; Ndubisi, 2007). However, other studies show negative or insignificant effects, especially when relationship marketing is not accompanied by adequate customer trust or consistent service quality. In such conditions, long-term relationships alone are considered insufficient to encourage repurchase intention (Sarmawa & Sugianingrat, 2017; Yen, 2010).

The study found a positive influence due to the credibility and appeal of influencers (Ashfaq et al., 2019; Ayuwandani et al., 2025; Handayani & Zaini, 2024). While other studies show no significant difference, especially when service experience and consumer trust are dominant factors (Gücal & Gürbüz, 2024; Yusria et al., 2024). This is supported by Fitriasari et al. (2025), who found that influencer popularity had no significant direct effect on purchase decisions, but exerted a significant indirect influence through customer trust and social media engagement. This inconsistency indicates a research gap, particularly in the context of umrah travel agencies in Indonesia, where the level of trust that pilgrims have in service providers is crucial (Saripudin & Juned, 2024).

The difference in empirical results shows a research gap that indicates that the influence of relationship marketing and influencer marketing on repurchase intention is not direct, but requires mediation, particularly through customer satisfaction and customer trust. This gap is even more important in the context of umrah travel agencies in Indonesia, which is a high-risk service industry that is highly dependent on the trust of pilgrims. Therefore, this research is urgent to examine the mediating role of customer satisfaction and trust in strengthening repurchase intention and to provide empirical and contextual contributions that are still limited in the literature.

This study aims to analyze the effect of relationship marketing and influencer marketing on the repurchase intention of Arminareka Perdana customers, with customer satisfaction and customer trust as mediating variables. The focus of the study includes the direct effect of both marketing strategies on satisfaction, trust, and repurchase intention, as well as the indirect effect through the mediating role. The proposed conceptual model places relationship marketing (RM) and influencer marketing (IM) as independent variables, repurchase intention (RI) as the dependent variable, and customer satisfaction (CS) and customer trust (CT) as mediators, which are then tested through twelve research hypotheses to clarify the mechanism of influence of the two marketing strategies on congregation loyalty.

METHODS

This study uses a quantitative approach with the aim of examining the effect of relationship marketing (RM) and influencer marketing (IM) on repurchase intention (RI) with customer satisfaction (CS) and customer trust (CT) as mediating variables. The population in this study was Umrah pilgrims who had used the services of PT Arminareka Perdana, located in Jakarta. Data collection was carried out using a questionnaire instrument with a scale of 1–10 to measure respondents' perceptions of each research variable (Yuniastuti et al., 2020).

The questionnaires were distributed both online through Google Forms and offline in the form of printed questionnaires in order to reach a broader range of respondents and increase the response rate. The sampling technique used was purposive sampling, with the criteria that respondents were pilgrims who had used the umrah services of PT Arminareka Perdana and had attended forums provided by influencers of PT Arminareka Perdana. The determination of the sample size referred to the formula proposed by (Ferdinand, 2014), namely the number of research variables (5 variables) multiplied by the number of indicators (25 indicators), resulting in a total sample size of 125 respondents.

The collected data were subsequently analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The stages of data analysis included evaluation of the outer model, which comprised tests of convergent validity, discriminant validity, and construct reliability, as well as evaluation of the inner model, which included testing the R-square value, Q-square value, and Goodness of Fit. In addition, hypothesis testing was conducted through a bootstrapping procedure to identify both direct and indirect (mediating) effects among the research variables. Thus, this analytical method is able to provide a comprehensive and accurate depiction of the structural relationships among variables in the study.

Table 1. Measurement Indicators

Variable	Indicator	Source
Relationship Marketing	RM1. PT Arminareka Perdana establishes strong relationships with <i>mutbawij</i> and tour leaders involved in hajj and umrah services. RM2. The marketing communication of PT Arminareka Perdana involves senior managers who build networks with other managers from travel agencies, hotels, or airlines.	(Rebiazina et al., 2024)

Variable	Indicator	Source
	<p>RM3. The resources of PT Arminareka Perdana (e.g., staff, time, budget) are invested in building and strengthening personal relationships with prospective pilgrims and business partners.</p> <p>RM4. PT Arminareka Perdana meets with pilgrims through both formal meetings (e.g., coordination meetings) and informal meetings (e.g., casual gatherings or social activities).</p> <p>RM5. PT Arminareka Perdana builds long-term relationships with pilgrims.</p>	
Influencer Marketing	<p>IM1. I am influenced by the opinions of <i>ustadz/ustadzah</i>, leaders, or influencers that I follow regarding umrah travel.</p> <p>IM2. I feel a sense of connection between myself and the <i>ustadz/ustadzah</i>, leaders, or influencers that I follow regarding umrah.</p> <p>IM3. Information provided by <i>ustadz/ustadzah</i>, leaders, or influencers about umrah packages that they know and how to perform them.</p> <p>IM4. I trust the information about umrah packages advertised by <i>ustadz/ustadzah</i>, leaders, or influencers.</p> <p>IM5. I trust <i>ustadz/ustadzah</i>, leaders, or influencers who advertise umrah packages in accordance with their field of expertise on social media.</p>	(AL-Zubaidie & Al-balaghee, 2024)
Customer Satisfaction	<p>CS1. PT Arminareka Perdana performs well in fulfilling my needs during the umrah journey.</p> <p>CS2. I am very satisfied with the services and facilities provided by PT Arminareka Perdana.</p> <p>CS3. PT Arminareka Perdana is able to meet all my needs related to the umrah journey.</p> <p>CS4. My experience with PT Arminareka Perdana so far has been very satisfying.</p> <p>CS5. The experience of the worship journey that I underwent with PT Arminareka Perdana made me feel happy.</p>	(Chatzoglou et al., 2022; Silaban et al., 2023)
Customer Trust	<p>CT1. PT Arminareka Perdana provides information about umrah travel that I can trust.</p> <p>CT2. I feel that PT Arminareka Perdana is consistent in providing umrah travel services.</p> <p>CT3. PT Arminareka Perdana is able to guarantee the continuity of my umrah journey.</p> <p>CT4. PT Arminareka Perdana pays attention to my complaints during the umrah travel process.</p> <p>CT5. PT Arminareka Perdana is able to meet my expectations in organizing the umrah journey.</p>	(Kalia et al., 2021)
Repurchase Intention	<p>RI1. I am likely to reuse the services of PT Arminareka Perdana.</p> <p>RI2. I will probably use PT Arminareka Perdana again for my next umrah departure.</p> <p>RI3. I intend to reuse the services of PT Arminareka Perdana in the future.</p> <p>RI4. I want to re-register and undertake umrah worship travel through PT Arminareka Perdana.</p> <p>RI5. I will choose PT Arminareka Perdana for my umrah worship travel.</p>	(Chatzoglou et al., 2022)

Relationship marketing emphasizes companies' efforts to build long-term relationships with customers through trust, commitment, and consistency in fulfilling service promises. This approach views customers as strategic assets whose positive experiences can drive business performance sustainability. When customers feel a good and sustainable relationship with a

company, they tend to have stronger emotional bonds and a desire to maintain that relationship. This encourages customers to make repeat purchases because they feel secure, valued, and trust the company. Thus, the better the implementation of relationship marketing, the higher the customer's intention to make repeat purchases

H1: Relationship marketing has a positive and significant effect on repurchase intention.

Influencer marketing is an effective marketing strategy because influencers are able to influence consumer perceptions and attitudes through persuasive, authentic, and relevant content. Influencers who have high credibility and close relationships with their followers can build consumer trust and confidence in the products or brands they promote. When consumers feel confident and have positive experiences with the recommended products, their tendency to make repeat purchases will increase. Therefore, influencer marketing is seen as an important factor in driving consumer repeat purchase intent

H2: Influencer marketing has a positive and significant effect on repurchase intention.

Relationship marketing plays an important role in increasing customer satisfaction by focusing on long-term relationships built on trust, commitment, and consistent service quality. Well-managed relationships enable companies to understand customer needs more deeply and provide services that meet their expectations. When customers receive consistently positive and valuable service experiences, customer satisfaction levels will increase. Therefore, the effective implementation of relationship marketing is believed to be able to increase customer satisfaction

H3: Relationship marketing has a positive and significant effect on customer satisfaction.

Relationship marketing also plays a strategic role in building and increasing customer trust. Trust is formed when companies are able to demonstrate consistency, reliability, and commitment in fulfilling their promises to customers. Continuous and transparent interactions make customers feel secure and confident about the company. The better the implementation of relationship marketing, the stronger the level of customer trust in the company. Thus, relationship marketing is believed to have a positive effect on customer trust.

H4: Relationship marketing has a positive and significant effect on customer trust.

Influencer marketing can increase customer satisfaction by providing clear, credible, and easy-to-understand information before consumers make a purchase. The content delivered by influencers helps reduce consumer uncertainty and shapes realistic expectations of the product. When the product consumed matches the expectations built by the influencer, consumers will be satisfied with their purchase decision. Therefore, influencer marketing is believed to have a positive influence on customer satisfaction levels.

H5: Influencer marketing has a positive and significant effect on customer satisfaction.

Influencer marketing plays an important role in building customer trust because influencers are often considered authentic and reliable sources of information. The credibility, honesty, and consistency of the messages conveyed by influencers can increase consumer confidence in the brands or products being promoted. The emotional connection between influencers and their followers also strengthens the acceptance of marketing messages, thereby increasing customer trust in the company. Thus, influencer marketing is expected to have a positive impact on customer trust.

H6: Influencer marketing has a positive and significant effect on customer trust.

Customer satisfaction is a key factor in driving repurchase intention, as satisfied customers tend to maintain long-term relationships with companies. When companies are able to meet or even exceed customer expectations, the positive experience will encourage customers to return to use the same products or services. Post-purchase satisfaction reinforces customers' positive attitudes and increases the likelihood of repurchase. Therefore, customer satisfaction is believed to have a positive effect on repurchase intention.

H7: Customer satisfaction has a positive and significant effect on repurchase intention.

Customer trust plays an important role in driving repurchase intent because trust reduces perceived risk and strengthens the relationship between customers and companies. Customers

who trust a company will feel more comfortable and confident about continuing a long-term relationship. This trust encourages customers to make repeat purchases because the company is perceived as reliable and consistent. Thus, the higher the level of customer trust, the greater the repurchase intent.

H8: Customer trust has a positive and significant effect on repurchase intention.

RESULTS AND DISCUSSION

Respondent Profile Analysis

Based on the results of grouping age data for 125 respondents, the following frequency distribution and percentages were obtained:

Table 2. Frequency Distribution of Respondents Based on Age

Age Group (Years)	Frequency (n)	Percentage (%)
≤ 29	7	5,6
30–39	16	12,8
40–49	46	36,8
50–59	41	32,8
≥ 60	15	12,0
Total	125	100,0

Source: Processed Data (2025)

Table 2 shows that respondents were predominantly in the 40–49 age group (36.8%), followed by those aged 50–59 (32.8%). Thus, more than 69.6% of respondents were in the 40–59 age range, which is the middle-aged group. This condition reflects that the majority of PT Arminareka Perdana's Umrah pilgrims come from an age group that is relatively mature economically, physically, and spiritually, making them relevant in assessing the quality of service, trust, and satisfaction with Umrah services. Based on the respondents' address data, it is known that the respondents come from several regions, with the main concentration in the Central Java region.

Table 3. Frequency Distribution of Respondents Based on Domicile

Domicile	Frequency (n)	Percentage (%)
Jepara	87	69,6
Pati	17	13,6
Kudus	5	4,0
Semarang	2	1,6
Demak	1	0,8
Magelang	1	0,8
Ambon	3	2,4
Jakarta Timur	1	0,8
Total	125	100,0

Source: Processed Data (2025)

Table 3 shows that most respondents reside in Jepara Regency (69.6%), followed by Pati Regency (13.6%). This indicates that PT Arminareka Perdana's main market base is in Jepara and its surrounding areas, while respondents from outside the region indicate that the company's services have a wider reach.

Based on respondents' answers regarding their experience of going on umrah with PT Arminareka Perdana, it appears that almost all respondents (the absolute majority) stated that they had gone on umrah with PT Arminareka Perdana, and some respondents had even gone on umrah

more than once. This reflects a high level of repeat usage and indicates consumer trust and satisfaction with the services provided by the company.

Measurement Model Testing (Outer Model)

The measurement model (outer model) testing in this study employed three criteria to analyze the data, namely convergent validity, discriminant validity, and reliability, which are explained as follows.

Convergent Validity Test

The results of the convergent validity test in this study can be observed by examining the outer loading values, which are summarized in Table 4 below.

Table 4. Outer Loading

Indicator	Outer Loading	AVE	Keterangan
RM1	0.971	0.940	Valid
RM2	0.966		
RM3	0.971		
RM4	0.967		
RM5	0.972		
IM1	0.936	0.879	Valid
IM2	0.933		
IM3	0.939		
IM4	0.938		
IM5	0.943		
CS1	0.973	0.927	Valid
CS2	0.961		
CS3	0.952		
CS4	0.965		
CS5	0.961		
CT1	0.964	0.922	Valid
CT2	0.960		
CT3	0.954		
CT4	0.957		
CT5	0.965		
RI1	0.981	0.940	Valid
RI2	0.971		
RI3	0.958		
RI4	0.964		
RI5	0.974		

Source: Processed Data (2025)

Based on Table 4, all outer loading values are greater than 0.70 and all AVE values exceed 0.50. These results indicate that all instrument items for the variables Relationship Marketing, Influencer Marketing, Repurchase Intention, Customer Satisfaction, and Customer Trust used in

this study are considered adequate (valid).

Discriminant Validity Test

In the discriminant validity test, the Fornell–Larcker Criterion value is required to be greater than 0.70 for each construct.

Table 5. Fornell Larcker Criterion

Variabel	CS	CT	IM	RI	RM
CS	0.963				
CT	0.947	0.960			
IM	0.963	0.961	0.938		
RI	0.984	0.979	0.980	0.970	
RM	0.967	0.947	0.953	0.974	0.970

Source: Processed Data (2025)

Based on Table 5, it can be described that the cross-loading values of Relationship Marketing, Influencer Marketing, Repurchase Intention, Customer Satisfaction, and Customer Trust are all greater than 0.70. Thus, each research variable can be considered valid.

Reliability Test

The reliability testing in this study was conducted using two methods, namely composite reliability and Cronbach’s alpha, the results of which are presented in Table 6 below..

Table 6. Composite Reliability dan Cronbach’s Alpha

Variable	Cronbach’s Alpha	Composite Reliability	Result
RM	0,984	0,984	Reliable
IM	0,966	0,966	
CS	0,980	0,980	
CT	0,979	0,979	
RI	0,984	0,984	

Source: Processed Data (2025)

Table 6 above shows that all latent variables in this study meet the required values of Cronbach’s alpha and composite reliability, which are greater than 0.70. This indicates that all variables or instruments used as measurement tools in this study are reliable or consistent.

Structural Model Evaluation (Inner Model)

Goodness of Fit (GoF)

The Goodness Of Fit value in this study aims to test the suitability or goodness of the model. The GoF value results in this study can be seen in Table 7 as follows.

Table 7. Goodnes of Fit (GoF) Test

Variable	Saturated Model	Estimated Model
SRMR	0,015	0,015
NFI	0,909	0,910

Source: Processed Data (2025)

Based on Table 7, the Goodness of Fit (GoF) test value in this study is 0.909, which falls into the strong category (> 0.36). This indicates that there is a good fit or suitability of the model between the observed results and the expected values.

Coefficient of Determination (R-Square)

R-square is a test used to indicate the extent to which the independent variables influence the dependent variables. An R-square value of 0.67 is considered strong, 0.33 is considered moderate, and 0.19 is considered weak. The results of the coefficient of determination (R-Square) in this study are presented in Table 8 below.

Table 8. Nilai (R-Square)

Variable (Construct)	R-Square	R-Square Adjusted
CS	0,954	0,953
CT	0,934	0,933
RI	0,993	0,993

Source: Processed Data (2025)

Based on the results in Table 6, the R-square value for Repurchase Intention is 0.993, while the adjusted R-square value is also 0.993. This indicates that all exogenous constructs jointly have an impact of 99.3% on Y, which can be considered a strong effect. Meanwhile, the remaining 0.7% can be explained by other variables and indicators that are not addressed in this study.

Q-Square Analysis

In this research model, the magnitude of model evaluation can be assessed using Q-square predictive relevance. A Q-square value greater than 0 (zero) indicates that the model has predictive relevance, whereas a Q-square value less than 0 indicates a lack of predictive relevance. Thus, a Q-square value > 0 shows that the model has predictive relevance, while Q-square < 0 indicates that the model has insufficient predictive relevance, as follows:

Table 9. Nilai (Q-Square)

	SSO	SSE	Q ² (=1-SSE/SSO)
RM	625,000	66,705	0,893

IM	625,000	122,776	0,804
CS	625,000	78,307	0,875
CT	625,000	83,356	0,867
RI	625,000	67,042	0,893

Source: Processed Data (2025)

The results in Table 9 show that the Q-square value for Repurchase Intention is 0.893 (> 0), indicating that the model has predictive relevance, or in other words, demonstrates good observational value. Therefore, it can be concluded that this model has predictive relevance.

Hypothesis Testing Results

Hypothesis testing in this study was conducted by examining the bootstrapping model, which can be seen in Figure 1 below.

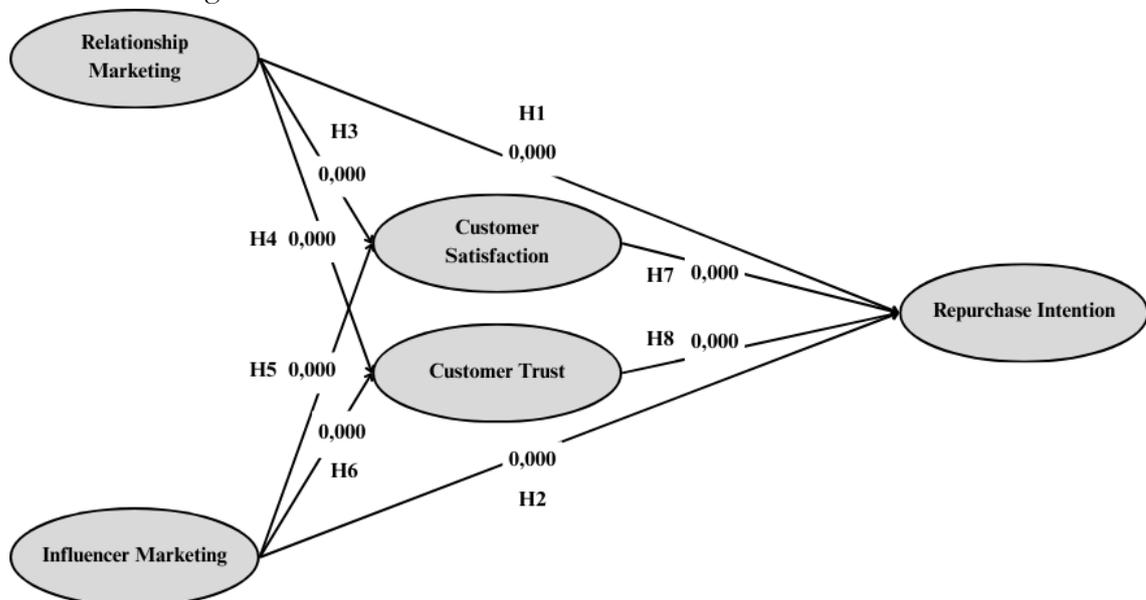


Figure 1. Model Bootstrapping PLS

Source: Processed Data (2025)

Figure 1 represents the bootstrapping model in this study, which includes testing of direct effects and specific indirect effects, as explained below.

Results of Direct Effect Testing

The results of direct effect testing were obtained by examining the original sample values and t-statistics. An effect is considered significant if the t-statistic value is greater than 1.65 at a 5% significance level and the p-value is less than 0.05. The path coefficient values for the direct effects are presented in Table 10 below.

Table 10. Path Coefficients (Direct Effect).

Hypothesis	Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	RM -> RI	0,137	0,139	0,035	3,983	0,000
H2	IM -> RI	0,193	0,193	0,034	5,641	0,000
H3	RM -> CS	0,535	0,535	0,070	7,682	0,000
H4	RM -> CT	0,341	0,342	0,092	3,688	0,000
H5	IM -> CS	0,453	0,453	0,070	6,479	0,000
H6	IM -> CT	0,636	0,635	0,088	7,252	0,000
H7	CS -> RI	0,357	0,357	0,043	8,291	0,000
H8	CT -> RI	0,326	0,323	0,036	9,137	0,000

Source: Processed Data (2025)

Based on Table 8, the results of the direct effect testing can be explained as follows Based on the obtained original sample value of 0.137 and a t-statistic value of 3.983 > 1.65 with a p-value of 0.000 < 0.05, this result indicates that the hypothesis stating that Relationship Marketing affects Repurchase Intention is accepted. These results show that Relationship Marketing has a positive and significant direct effect on Repurchase Intention.

Based on the obtained original sample value of 0.193 and a t-statistic value of 5.641 > 1.65 with a p-value of 0.000 < 0.05, this result indicates that the hypothesis stating that Influencer Marketing affects Repurchase Intention is accepted. These results show that Influencer Marketing has a positive and significant direct effect on Repurchase Intention.

Based on the obtained original sample value of 0.535 and a t-statistic value of 7.682 > 1.65 with a p-value of 0.000 < 0.05, this result indicates that the hypothesis stating that Relationship Marketing affects Customer Satisfaction is accepted. These results show that Relationship Marketing has a positive and significant direct effect on Customer Satisfaction.

Based on the obtained original sample value of 0.341 and a t-statistic value of 3.688 > 1.65 with a p-value of 0.000 < 0.05, this result indicates that the hypothesis stating that Relationship Marketing affects Customer Trust is accepted. These results show that Relationship Marketing has a positive and significant direct effect on Customer Trust.

Based on the obtained original sample value of 0.453 and a t-statistic value of 6.479 > 1.65 with a p-value of 0.000 < 0.05, this result indicates that the hypothesis stating that Influencer Marketing affects Customer Satisfaction is accepted. These results show that Influencer Marketing has a positive and significant direct effect on Customer Satisfaction.

Based on the obtained original sample value of 0.636 and a t-statistic value of 7.252 > 1.65 with a p-value of 0.000 < 0.05, this result indicates that the hypothesis stating that Influencer

Marketing affects Customer Trust is accepted. These results show that Influencer Marketing has a positive and significant direct effect on Customer Trust.

Based on the obtained original sample value of 0.357 and a t-statistic value of $8.291 > 1.65$ with a p-value of $0.000 < 0.05$, this result indicates that the hypothesis stating that Customer Satisfaction affects Repurchase Intention is accepted. These results show that Customer Satisfaction has a positive and significant direct effect on Repurchase Intention.

Based on the obtained original sample value of 0.326 and a t-statistic value of $9.137 > 1.65$ with a p-value of $0.000 < 0.05$, this result indicates that the hypothesis stating that Customer Trust affects Repurchase Intention is accepted. These results show that Customer Trust has a positive and significant direct effect on Repurchase Intention.

Results of Indirect Effect Testing (Specific Indirect Effect)

The testing of indirect effects (mediation) in this study can be observed from the original sample values and t-statistics in the specific indirect effect. The specific indirect effect values were obtained through the bootstrapping method, as presented in Table 11 below.:

Table 11. Specific Indirect Effect

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
RM -> CS -> RI	0,191	0,191	0,032	5,884	0,000
RM -> CT -> RI	0,111	0,110	0,030	3,698	0,000
IM -> CS -> RI	0,162	0,162	0,033	4,878	0,000
IM -> CT -> RI	0,207	0,206	0,039	5,258	0,000

Source: Processed Data (2025)

Based on Table 11 above, the results of the indirect effect testing can be explained as follows. The obtained original sample value is 0.191 with a t-statistic value of $5.884 > 1.65$ and a p-value of $0.000 < 0.05$. Based on these results, the hypothesis stating that Customer Satisfaction mediates the effect of Relationship Marketing on Repurchase Intention is accepted. This result indicates that Customer Satisfaction is indirectly proven to mediate the relationship between Relationship Marketing and Repurchase Intention.

The obtained original sample value is 0.111 with a t-statistic value of $3.698 > 1.65$ and a p-value of $0.000 < 0.05$. Based on these results, the hypothesis stating that Customer Trust mediates the effect of Relationship Marketing on Repurchase Intention is accepted. This result indicates that Customer Trust is indirectly proven to mediate the relationship between Relationship Marketing and Repurchase Intention.

The obtained original sample value is 0.162 with a t-statistic value of $4.878 > 1.65$ and a p-value of $0.000 < 0.05$. Based on these results, the hypothesis stating that Customer Satisfaction

mediates the effect of Influencer Marketing on Repurchase Intention is accepted. This result indicates that Customer Satisfaction is indirectly proven to mediate the relationship between Influencer Marketing and Repurchase Intention.

The obtained original sample value is 0.207 with a t-statistic value of $5.258 > 1.65$ and a p-value of $0.000 < 0.05$. Based on these results, the hypothesis stating that Customer Trust mediates the effect of Influencer Marketing on Repurchase Intention is accepted. This result indicates that Customer Trust is indirectly proven to mediate the relationship between Influencer Marketing and Repurchase Intention.

DISCUSSION

The Effect of Relationship Marketing on Repurchase Intention

The hypothesis testing results show that Relationship Marketing has a positive and significant direct effect on Repurchase Intention. With an Original Sample value of 0.137, a t-statistic of 3.983 which is greater than 1.65, and a p-value of 0.000 which is less than 0.05, the hypothesis is accepted. This finding indicates that PT Arminareka Perdana's efforts to build and maintain long-term relationships with pilgrims are able to encourage their intention to reuse umrah services in the future.

In the context of the umrah service industry, which is rich in spiritual and emotional values, personal closeness, continuous communication, and attention to pilgrims' needs are important factors in forming emotional bonds. When such relationships are consistently maintained, pilgrims tend to feel comfortable and loyal, thereby reducing their intention to switch to other travel agencies. This finding is in line with previous studies (Adefulu et al., 2020; Nguyen, 2021; Priadi, 2025), which state that long-term relationships built through trust and commitment will increase repurchase intention.

PT Arminareka Perdana can strengthen its relationship marketing strategy by improving post-departure communication quality, providing personalized services based on pilgrims' databases, and offering intensive assistance during and after umrah worship. In addition, loyalty programs, alumni gathering forums, and continuous consultation services can be implemented to maintain emotional closeness with pilgrims, thereby continuously increasing repurchase intention. This approach is consistent with the findings of Priadi (2025) which emphasize that consistent relationship marketing practices can create sustainable loyalty and repurchase intention.

The Effect of Influencer Marketing on Repurchase Intention

The hypothesis testing results indicate that Influencer Marketing has a positive and significant direct effect on Repurchase Intention. The Original Sample value of 0.193 with a t-statistic of $5.641 > 1.65$ and a p-value of $0.000 < 0.05$ confirms this hypothesis. This finding emphasizes that influencer-based marketing strategies are effective in stimulating repurchase intention. Religious content and travel testimonials shared by credible influencers are able to recall pilgrims' positive memories and motivate them to plan another departure with Arminareka Perdana. In practice, the company is advised to select influencers who possess religious credibility and direct experience using umrah services, as well as to develop authentic and sustainable content to strengthen pilgrims' repurchase intention. This finding is consistent with previous studies (Coutinho et al., 2023; Ooi et al., 2023; Wandoko & Panggati, 2022), which state that influencers significantly affect consumers' repurchase intention.

The Effect of Relationship Marketing on Customer Satisfaction

The hypothesis testing results show that Relationship Marketing has a positive and significant direct effect on Customer Satisfaction. With a relatively large Original Sample value of 0.535, a t-statistic of $7.682 > 1.65$, and a p-value of $0.000 < 0.05$, this hypothesis is accepted. This finding highlights that the quality of relationships between travel staff and pilgrims is a major determinant of satisfaction. Friendly, responsive, and promise-oriented services throughout the worship process make pilgrims feel that their expectations are well fulfilled, thereby significantly increasing their satisfaction. In practice, PT Arminareka Perdana needs to strengthen personal interactions through pilgrim assistance, transparent communication, and service quality improvement based on pilgrims' needs to maintain satisfaction. This finding is in line with previous studies (Lin & Wang, 2015; Rivalda et al., 2024; Rosário & Casaca, 2023), which state that high-quality long-term relationships have a strong effect on customer satisfaction.

The Effect of Relationship Marketing on Customer Trust

The hypothesis testing results indicate that Relationship Marketing has a positive and significant direct effect on Customer Trust. A t-statistic value of $3.688 > 1.65$ and a p-value of $0.000 < 0.05$ support this hypothesis. This finding explains that consistent and transparent interactions build trust. In the umrah business, which is vulnerable to fraud issues, well-maintained relationships provide a sense of security for pilgrims. Pilgrims become confident that Arminareka Perdana is a reliable and trustworthy partner to manage their worship travel. In practice, the company needs to maintain information transparency, ensure the fulfillment of service promises, and sustain continuous communication to preserve pilgrims' trust. This finding is consistent with previous studies (Amoako et al., 2019a; Miao et al., 2022; Nguyen, 2021), which emphasize that relationship marketing plays an important role in building customer trust.

The Effect of Influencer Marketing on Customer Satisfaction

The hypothesis testing results show that Influencer Marketing has a positive and significant direct effect on Customer Satisfaction. With a t-statistic of $6.479 > 1.65$ and a p-value of $0.000 < 0.05$, this finding confirms a strong influence. This indicates that information delivered by influencers helps pilgrims obtain a clear and realistic picture of the services. When the actual services match what is described by their admired influencers, pilgrims experience emotional satisfaction because they feel confident in their choice. In practice, PT Arminareka Perdana needs to select influencers who align with its values, have real experience, and are capable of delivering honest information so that pilgrims' expectations remain realistic. This finding aligns with previous studies (Nurvajri TR et al., 2022; Olfat & Kirkham, 2025; Prawita et al., 2025), which state that influencer credibility and relevance play an important role in increasing customer satisfaction.

The Effect of Influencer Marketing on Customer Trust

The hypothesis testing results indicate that Influencer Marketing has a positive and significant direct effect on Customer Trust. The Original Sample value of 0.636 (the highest among other direct effects) and a t-statistic of $7.252 > 1.65$ support this hypothesis. This finding is particularly interesting as it shows that influencers play a crucial role as trust endorsers. For pilgrims, recommendations from religious figures or respected public figures are perceived as guarantees of the company's credibility. Influencer endorsements effectively reduce pilgrims' doubts regarding the legitimacy of PT Arminareka Perdana. In practice, the company needs to prioritize collaboration with influencers who have integrity, a positive track record, and alignment with religious values so that trust transfer to the brand can occur optimally. This finding is

consistent with previous studies (Lestari & Kurniawan, 2025; Prawita et al., 2025; Sofia & Ridhaningsih, 2025), which state that influencer credibility has a strong influence on building consumer trust.

The Effect of Customer Satisfaction on Repurchase Intention

The hypothesis testing results show that Customer Satisfaction has a positive and significant direct effect on Repurchase Intention. With a t-statistic of $8.291 > 1.65$ and a p-value of $0.000 < 0.05$, this hypothesis is accepted. This finding reinforces the basic marketing principle that satisfied customers are loyal customers. A smooth worship experience, adequate facilities, and satisfying services create a strong impression that encourages pilgrims to prioritize Arminareka Perdana when planning their next umrah or recommending it to family members (Resi Tour). In practice, PT Arminareka Perdana needs to maintain consistent service quality, particularly in worship assistance and facility comfort, to preserve pilgrims' satisfaction. This result is consistent with previous studies (Dwilianingsih & Indradewa, 2022; Priadi, 2025; Rivalda et al., 2024), which state that customer satisfaction plays an important role in shaping loyalty and repurchase intention.

The Effect of Customer Trust on Repurchase Intention

The hypothesis testing results indicate that Customer Trust has a positive and significant direct effect on Repurchase Intention. A t-statistic value of $9.137 > 1.65$ with a p-value of $0.000 < 0.05$ indicates a very strong influence. This finding implies that trust is the greatest asset in the umrah travel service industry. When pilgrims fully trust that the travel agency is trustworthy and professional, psychological barriers to repurchasing disappear. Trust becomes the main foundation for sustaining pilgrim retention amid intense industry competition. In practice, the company needs to maintain service consistency, strengthen accountability, and ensure honest and open communication with pilgrims to preserve trust. This result is in line with previous studies (Amoako et al., 2019b; Lin & Wang, 2015; Miao et al., 2022), which emphasize that customer trust directly contributes to increasing loyalty and repurchase intention in service industries.

Customer Satisfaction as a Mediator of the Effect of Relationship Marketing on Repurchase Intention

The test results indicate that Customer Satisfaction significantly mediates the effect of Relationship Marketing on Repurchase Intention. With a t-statistic value of $5.884 > 1.65$ and a p-value of $0.000 < 0.05$, this mediation hypothesis is accepted. This finding explains the mechanism that Relationship Marketing does not directly lead customers to repurchase, but must first create satisfaction. Good relationships generate satisfactory experiences, and it is this satisfaction that ultimately drives the intention to repurchase. This result is in line with Relationship Marketing Theory proposed by Morgan & Hunt (1994) as well as Expectation–Confirmation Theory introduced by Bhattacharjee (2001), which emphasize that satisfaction acts as a key link between relationship quality and repurchase intention.

Customer Trust as a Mediator of the Effect of Relationship Marketing on Repurchase Intention

The test results show that Customer Trust significantly mediates the effect of Relationship Marketing on Repurchase Intention. The t-statistic value of $3.698 > 1.65$ supports this hypothesis. This indicates that effective marketing interactions function to build reputation and trust in the minds of pilgrims. Once trust is formed through these relationships, a strong confidence emerges to repurchase umrah services. This result is consistent with Commitment–Trust Theory proposed by Morgan & Hunt (1994), which emphasizes that trust is a key

mechanism linking relationship quality with loyalty and repurchase intention.

Customer Satisfaction as a Mediator of the Effect of Influencer Marketing on Repurchase Intention

The test results indicate that Customer Satisfaction significantly mediates the effect of Influencer Marketing on Repurchase Intention. With a t-statistic value of $4.878 > 1.65$, this hypothesis is accepted. This finding implies that influencer content contributes to shaping positive expectations which, when fulfilled, result in satisfaction. This satisfaction, originating from influencer recommendations, becomes the driving force for pilgrims to reuse the travel service in the future. This result is in line with the findings of (Coutinho et al., 2023; Ooi et al., 2023; Rifqy Roosdhani et al., 2025), which state that influencer marketing is able to enhance consumer satisfaction through the delivery of information perceived as relevant and authentic.

Customer Trust as a Mediator of the Effect of Influencer Marketing on Repurchase Intention

The test results show that Customer Trust significantly mediates the effect of Influencer Marketing on Repurchase Intention. The t-statistic value of $5.258 > 1.65$ and a p-value of $0.000 < 0.05$ confirm this mediating role. This finding emphasizes that influencers act as bridges of trust. Influencers transfer the trust of their followers to the brand (Arminareka Perdana). The increase in trust generated through influencer promotion effectively convinces pilgrims to develop a high level of repurchase intention. This result is consistent with previous studies (Gücal & Gürbüz, 2024; Li et al., 2025; Prawita et al., 2025) which found that trust in influencers plays an important role in shaping trust toward brands and consumers' repurchase intentions.

CONCLUSION

The results of this study indicate that relationship marketing and influencer marketing have a positive and significant effect on the repurchase intention of umrah pilgrims at PT Arminareka Perdana. Long-term relationships built through intensive communication, personalized services, and attention to pilgrims' needs are able to create strong emotional bonds. In the context of umrah services, which are closely associated with values of trust and spirituality, good relationships make pilgrims feel safe and comfortable, thereby increasing the tendency to reuse the services of the same travel agency.

In addition, customer satisfaction and customer trust are proven to act as mediating variables in the relationship between relationship marketing and influencer marketing on repurchase intention. Clear and realistic information, as well as support from credible influencers, help shape appropriate expectations. When the services received meet or exceed these expectations, pilgrims experience satisfaction and trust, which ultimately encourage repurchase intention. Overall, these findings confirm that the repurchase intention of umrah pilgrims is influenced not only by promotional activities, but also by the quality of relationships, satisfaction, and trust that are built continuously.

Based on the research results, PT Arminareka Perdana is advised to continue strengthening the implementation of relationship marketing through improving communication quality, providing more personalized services, and managing pilgrim relationships on a sustainable basis. In addition, the selection of credible influencers who align with the religious values of the pilgrims should be a primary concern so that the messages conveyed are able to build trust. The company also needs to maintain consistency in service quality in order to enhance pilgrim satisfaction and trust, thereby encouraging loyalty and repurchase intention amid

increasingly competitive conditions in the umrah industry.

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