

## The Effect of Repeated Advertising on Purchase Behavior Moderated by Consumer Trust

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### Keywords:

Repeated Advertising, Trust, Purchase Behavior

### Abstract

*This study aims to analyze the effect of repeated advertising on purchase behavior with trust as an intervening and moderating variable. The study uses a quantitative approach through a survey of respondents, with data analysis using the Partial Least Squares–Structural Equation Modelling (PLS-SEM) method. The measurement model was evaluated through validity and reliability tests based on outer loading, composite reliability, and average variance extracted (AVE) values. The analysis results show that repeated advertising has a positive and significant effect on purchase behavior and trust. In addition, trust also has a positive and significant effect on purchase behavior. However, the moderation test results show that trust does not moderate the relationship between repeated advertising and purchase behavior. The R-square value shows that repeated advertising explains 37.3% of the variation in purchase behavior and 14.2% of the variation in trust. These findings confirm the important role of repeated advertising in shaping trust and directly encouraging consumer purchase behavior. This study provides theoretical and practical implications for the development of marketing communication strategies.*

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## INTRODUCTION

The development of information and communication technology has changed the way companies interact with consumers. Today, consumers are no longer passive recipients of messages, but active actors in interpreting, evaluating, and responding to the marketing messages they receive. One communication strategy that remains effective today is repetitive advertising, which involves continuously displaying advertising messages at a certain frequency to build awareness, strengthen brand image, and influence consumer purchasing decisions.

In the world of modern marketing, repeated exposure to advertisements is not only intended to introduce products, but also serves to shape brand recall and brand preference in the minds of consumers. Based on the mere exposure effect theory proposed by Zajonc (1968), the more often a person is exposed to a stimulus such as a brand or advertising message, the more likely that individual is to like the stimulus, even without a deep cognitive evaluation process. Therefore, high advertising frequency can create a positive perception of a brand and encourage consumers to make purchases.

However, the effectiveness of repeated advertising does not only depend on exposure frequency, but also on psychological factors inherent in consumers, one of which is brand trust. Brand trust reflects consumers' belief in the reliability, integrity, and consistency of a brand in fulfilling its promises (Chaudhuri & Holbrook, 2001). Consumers who have a high level of trust in a brand tend to be more responsive to repeated advertisements because they perceive these

advertisements as a signal of the brand's commitment and credibility. Conversely, when trust is low, repeated advertisements can actually cause boredom or even skepticism.

The signaling theory approach (Erdem & Swait, 2004) explains that companies use repeated advertising as a signal to the market about the quality and stability of their brand. When companies continuously broadcast their advertisements, it shows that the brand has strong resources and a long-term commitment to consumers. Thus, repeated advertising not only functions as a marketing communication tool, but also as a representation of the brand's reliability in society.

In the context of consumer behavior, purchasing decisions do not occur spontaneously, but are the result of a complex psychological process involving perceptions, attitudes, and previous experiences. According to Kotler and Keller (2016), consumer purchasing behavior is a response to marketing stimuli that are influenced by cultural, social, personal, and psychological factors. In this case, repeated advertising acts as one of the external stimuli that can influence purchase intentions and actions, especially when supported by positive perceptions of trusted brands. Various phenomena show that amid the proliferation of repetitive digital advertisements on various platforms such as YouTube, Instagram, TikTok, and television, not all advertising campaigns generate the same impact on purchases.

Some brands have successfully utilized repeat advertising strategies to strengthen loyalty and increase sales, while others have faced resistance due to consumer fatigue from excessive advertising exposure. This difference shows that the success of repeat advertising is highly dependent on consumer trust in the brand.

In general, repeated advertising has a significant impact on consumer purchasing behavior, especially in creating brand recognition, strengthening trust, and triggering purchasing decisions. This strategy will be even more effective when combined with messages that are relevant, emotional, and tailored to the characteristics of the target audience, Campbell & Keller (2003), Brand familiarity and advertising repetition effects.

From the above description, it is important to conduct further research to analyze and understand how repeated advertising affects purchasing behavior, and how brand trust moderates this relationship, given the fantastic cost of advertising. This research is expected to contribute theoretically to the development of marketing communication science, as well as provide practical implications for marketers in designing more effective advertising strategies oriented towards building consumer trust.

## **METHODS**

### **1. Research Type and Approach**

This study uses quantitative research with a causal approach. The quantitative approach was chosen because it aims to test the influence between variables through measurable statistical analysis.

The causal approach is used to determine the cause-and-effect relationship between independent variables, dependent variables, and moderating variables. In this case, repetitive advertising acts as the independent variable, consumer purchasing behavior as the dependent variable, and consumer trust as the moderating variable.

This approach is in line with Sugiyono's (2019) opinion, which states that quantitative research is used to test hypotheses based on existing theories through the collection of numerical data and statistical analysis.

## 2. Research Location and Time

This research was conducted among lecturers and students at UIN Palopo who actively use social media and are exposed to product advertisements in various media, including digital and television. Therefore, the statements obtained by the researchers are truly objective in accordance with the content and statements in the questionnaire. The research was planned to be conducted in [fill in the research period], from the preparation of instruments to data analysis.

## 3. Population and Sample

The population in this study was the academic community of UIN Palopo, consisting of lecturers and students who actively use social media and are exposed to product advertisements in various media. The sample was taken using purposive sampling, which is a technique for determining samples based on certain criteria relevant to the research objectives (Sugiyono, 2019). The criteria for respondents were as follows:

- a. Frequently see repeated advertisements for the product brand on social media, television, or other digital media.
- b. Have purchased or are currently purchasing the advertised product.
- c. Are at least 19 years old.

The sample size was determined using the formula developed by Hair et al. (2010), which is a minimum sample size of 5–10 times the number of variable indicators. Since the total number of indicators in this study is 14 items (5 indicators of repeat advertising, 4 indicators of consumer trust, and 5 indicators of purchasing behavior), the recommended minimum sample size is  $5 \times 14$ , equivalent to 70 respondents.

## 4. Research Variables and Operational Definitions

This study involved three main variables, namely repeated advertising, purchasing behavior, and consumer trust. Each variable was measured using a 1–5 Likert scale, with the following descriptions: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

## 5. Data Collection Techniques

Data was collected using a survey method through a closed questionnaire, which was distributed directly to respondents accompanied by an explanation of the meaning of each variable item consisting of several indicators. This was intended so that each answer to the indicators accurately reflected what each respondent felt and experienced, thereby ensuring that the research results were morally and academically accountable. The questionnaire criteria consisted of three points, namely:

- a. Respondent identity (name, age, gender)
- b. Statements regarding repeated advertising (X), consumer trust (Z), and purchasing behavior (Y) using a Likert scale.
- c. Closing statements measuring respondents' overall perceptions of the advertisement as a whole

## 6. Research Instrument Testing

Before the main data analysis was conducted, the questionnaire instrument was first tested through:

- Validity testing using Pearson Product Moment correlation to ensure that each item was valid (calculated  $r >$  table  $r$ ,  $\alpha = 0.05$  (Field, A. (2018)).
- Reliability testing using Cronbach's Alpha approach, with the criterion that it is reliable if  $\alpha > 0.7$  (Nunnally & Bernstein, 1994).

## 7. Data Analysis Techniques

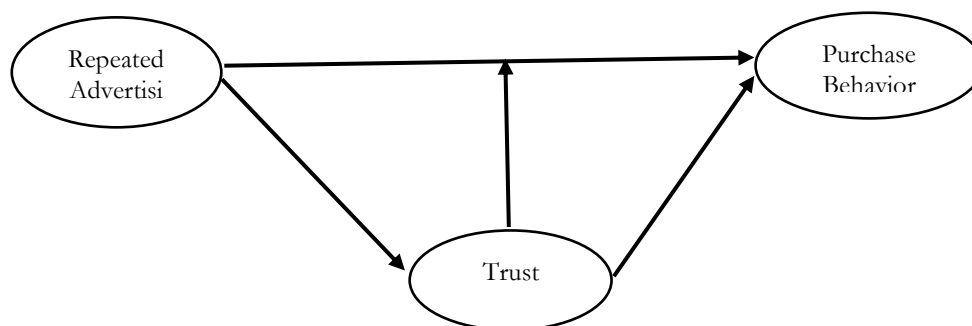
Because the research model involves moderating variables, the data was analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) through SmartPLS or WarpPLS software. The analysis steps included:

- Descriptive Test – Describing the respondent profile and answer distribution.
- Convergent and Discriminant Validity Test Using Outer Loading and AVE values.
- Construct Reliability Test Based on Composite Reliability values ( $> 0.7$ ).
- Structural Model Test (Inner Model) – To see the direct and indirect effects between variables.
- Moderating Effect Test – To determine whether consumer trust strengthens or weakens the effect of repeated advertising on purchasing behavior..

## 8. Research Model

Conceptually, the relationship between variables in this study can be described as follows, as shown in Figure 2 below:

Figure 1. Conceptual model



## RESULTS AND DISCUSSION

### 1. Respondent Description

Table 1. Demographic Profile of Respondents

P	Total	Percentage (%)
<b>Gender</b>		
Male	13	16,67
Female	65	83,33
<b>Age</b>		
< 20 Years	5	6,41
21–30 Years	70	89,74
>31 Years	3	3,85

Source: Author's analysis, 2025

Table 2. Characteristics of Respondents Based on Education Level

Level of Education	Total	Percentage (%)
Undergraduate Students	73	93,59
Master's Degree	5	6,41
Total	78	100,0

Source: Author's analysis, 2025

## 2. Validity and Reliability

The evaluation of the measurement model in this study includes testing the reflective constructs used in the variables of repeated advertising, trust, and purchase behavior. This study refers to the guidelines proposed by Sarstedt et al. (2021), whereby a reflective measurement model is considered to meet the criteria if the loading value is above 0.70, composite reliability reaches a minimum of 0.70, and is supported by an average variance extracted (AVE) value of 0.50 or more. The results of Validity and Reliability are presented in Table 3.

Table 3. Validity and Reliability

Constuct	Item	Code	Loadings
Repeated Advertising	I often see ads that appear frequently in the media I use	RA1	0.378
	The visuals and communication style of the ads are consistent	RA2	0.523
	I am already familiar with the ads	RA3	0.811
	The visuals or certain elements conveyed by the ads are easy to remember	RA4	0.573
	Repeated brand advertising indicates quality	RA5	0.606
Trust	I believe in the recognition of a brand conveyed through repeated advertising	Tr1	0.678
	I believe that repeatedly advertised brands demonstrate honesty	Tr2	0.681
	I believe that repeatedly advertised brands are a manifestation of benevolence towards the interests of users/consumers	Tr3	0.802
	I believe that the message conveyed by repeated advertising is consistent with the brand values embodied in the product.	Tr4	0.798
Purchase Behavior	At first, I realized that I needed something, and I found it through repeated advertisements	PI1	0.780
	I considered the information I got from various sources (repeated advertisements) before buying	PI2	0.615
	Before deciding on a product, I evaluate/assess various product alternatives	PI3	0.278
	I purchase a product based on my assessment and trust in that product	PI4	0.101

After repeatedly using an advertised product, I usually make repeat purchases	PI5	0.805
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Source: Primary Data Processing, SMART PLS (2025)

Based on the results of the initial testing of the measurement model as presented in Table 2, it is known that there are still several indicators in each construct that do not meet the validity criteria. This is indicated by the outer loading value being below the recommended minimum limit. This condition indicates that the indicators in question are not yet able to represent the construct optimally.

Therefore, the model was adjusted through a process of eliminating indicators that did not meet the validity criteria, followed by retesting or a second stage of testing. After the elimination process was carried out and retesting was conducted, the results of the measurement model testing showed an improvement in measurement quality, as presented in Table 4.

Table 4. Results of the validity and reliability retest (second test)

Constuct	Item	Code	Loadings	Composite Reliability	AVE
Repeated Advertising	I am familiar with repeated advertising	RA3	1.000	1.000	1.000
Trust	I believe that repeated advertising of a brand is a form of benevolence towards the interests of users/consumers	Tr3	0.874	0.844	0.731
	I believe that the message conveyed by repeated advertising is consistent with the brand values embodied in the product	Tr4	0.835		
Purchase Behavior	At first, I realized that I needed something, and I found it through repeated advertisements	PI1	0.794	0.832	0.714
	After using the advertised product repeatedly, I usually make repeat purchases	PI5	0.892		

Source: Primary Data Processing, SMART PLS (2025).

The results of the second test show that all retained indicators have outer loading, composite reliability, and average variance extracted (AVE) values as shown in Table 3 above that meet the specified criteria. Thus, it can be concluded that the constructs used in the study (retest or second test) are valid and reliable, thereby meeting the requirements for further analysis.

### 3. Hypothesis Testing

#### 3.1. Determination Coefficient Value ( $R^2$ )

R-Square measures the proportion of variance in the endogenous variable explained by the exogenous variables in the structural model. The  $R^2$  value ranges from 0 to 1; the higher the value, the better the predictive power of the model. In the PLS-SEM literature (Hair et al., 2019), the value is categorized as follows:

- a. 0.67 = strong
- b. 0.33–0.67 = moderate
- c. < 0.33 = weak

The results of the coefficient of determination ( $R^2$ ) test can be seen in Table 5 below:

Table 5. R-Square Result Values

Endogenous Variable	R Square	R Square Adjusted
Purchase Behavior	0.373	0.348
Trust	0.142	0.131

Source: Primary Data Processing, SMART PLS (2025)

Based on the results of the coefficient of determination test as presented in Table 5, an R-Square value of 0.373 was obtained for the Purchase Behavior variable. This value indicates that 37.3% of the variation in consumer purchasing behavior can be explained by the independent variables in the research model, namely Repeated Advertising and Trust. Meanwhile, the Adjusted R-Square value of 0.348 indicates that after adjusting the number of predictors in the model, 34.8% of the variation in purchasing behavior can still be consistently explained by the research model constructed.

In the context of PLS-SEM analysis, an R-Square value of 0.373 falls into the moderate explanatory power category. This indicates that the research model has a fairly good ability to explain consumer purchasing behavior. However, the results also indicate that purchasing behavior is not only influenced by repeated advertising and trust, but also by other factors outside the research model that have not been accommodated in this analysis.

Furthermore, the test results for the Trust variable show an R-Square value of 0.142, which means that 14.2% of consumer trust variation can be explained by the Repeated Advertising variable. The Adjusted R-Square value of 0.131 shows that after adjustment, the model is only able to explain 13.1% of consumer trust variance. Based on the assessment criteria used in PLS-SEM, this value is classified as weak, indicating that although repeated advertising plays a role as a signal in building consumer trust, its influence is relatively limited and not yet dominant.

Overall, these findings indicate that the exogenous constructs in the study contributed to purchase behavior and trust. However, there are still various other factors outside the research model that have the potential to influence these two endogenous variables. Therefore, further research is recommended to include additional relevant variables in order to gain a more comprehensive understanding of the determinants of purchasing behavior and the formation of consumer trust.

The difference between the R-Square and Adjusted R-Square values for both endogenous variables is relatively small. This indicates that:

- a. the model does not experience overfitting, which is a condition where a statistical model appears to perform very well on the research data, but is actually less effective at explaining or predicting phenomena in general because the model is overly adjusted to the sample data, and
- b. the independent variables used are still relevant in explaining the endogenous variables..

### 3.2. Path Coefficient and Significance Test

The path coefficient test aims to:

- a. Test the validity of research hypotheses,
- b. Assess whether the relationship between variables is consistent with the theoretical framework (in this case, signaling theory),
- c. Determine the magnitude of the direct influence between constructs in the model

To determine whether the influence between constructs is statistically significant, a significance test was conducted using the bootstrapping method. This method was used because PLS-SEM does not assume a normal distribution of data. The bootstrapping results produced t-statistics and p-values, which were used as the basis for decision-making. Significance Criteria at a significance level of 5% ( $\alpha = 0.05$ ), the influence between constructs is considered significant if:

- t-statistic  $> 1.96$ , or
- p-value  $< 0.05$ .

The results of the bootstrapping test can be seen in the table below.

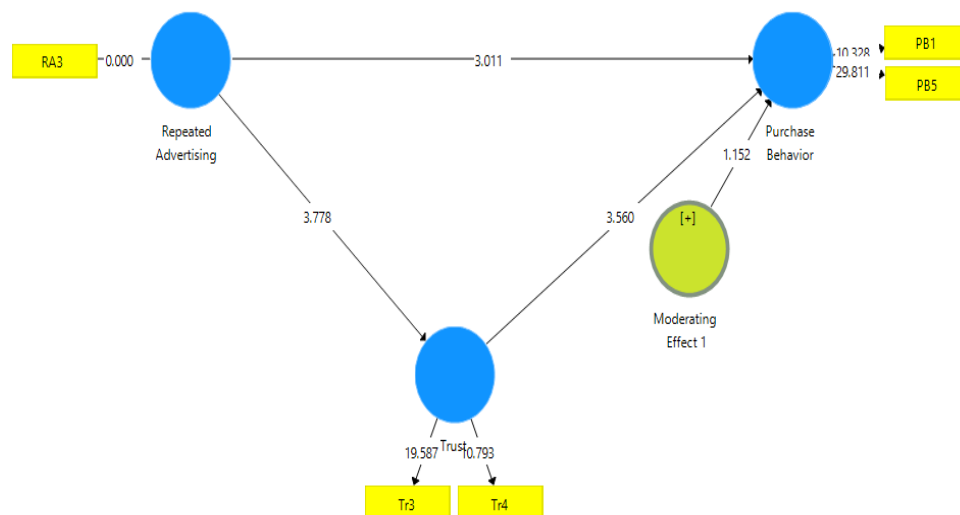
Table 6. Bootstrapping Method Test Results

Variables	STDEV	T Statistics	P Values	Hypothesis
Repeated Advertising -> Purchase Behavior	0.115	3.011	0.003	Accepted
Repeated Advertising -> Trust	0.100	3.778	0.000	Accepted
Trust -> Purchase Behavior	0.126	3.560	0.000	Accepted
Moderating Effect (Trust) -> Purchase Behavior	0.104	1.152	0.250	Rejected

Sumber: Olah Data Primer, SMART PLS (2025)

The values of the results of the bootstrapping method test in Table 6 above are also listed in Path Analysis SEM PLS as shown in Figure 3 as follows:

Figure 2. Path Analysis SEM PLS



Source: Primary Data Processing, SMART PLS (2025)

The results of the bootstrapping method test show that the effect of:

- Repeated advertising on purchase behavior, with a t-statistic value of  $3.011 > 1.96$  and P Values of  $0.003 < 0.05$ , indicates that repeated advertising has a significant effect on purchase behavior.
- Repeated advertising on trust, with a t-statistic value of  $3.778 > 1.96$  and a P-value of  $0.000 < 0.05$ , indicating that repeated advertising has a significant effect on trust.
- Trust in purchase behavior. The t-statistic value is  $3.560 > 1.96$ , and the P value is  $0.000 < 0.05$ . This indicates that trust has a significant effect on purchase behavior.

- d. Trust does not moderate (weaken) the effect between repeated advertising and purchase behavior, as can be seen in the t-statistic  $1.152 < 1.96$ , and P value  $0.250 > 0.05$ .

## **DISCUSSION**

### **The Effect of Repeated Advertising on Purchase Behavior**

The results show that Repeated Advertising has a positive and significant effect on Purchase Behavior (t-statistic  $3.011 > 1.96$ , and P Values  $0.003 < 0.05$ ). These findings indicate that repeated exposure to advertising can encourage consumers to make purchases or repeat purchases. These results are in line with Zajonc's (1968) research through the mere exposure effect concept, which states that repetition of stimuli can increase familiarity and preference for objects, including brands. Further research by Campbell and Keller (2003) and Pieters et al. (2002) also found that repeated advertising increases the effectiveness of marketing communication, especially in influencing attitudes and purchasing decisions.

From a signaling theory perspective, these findings reinforce the argument that repeated advertising serves as a credible signal that demonstrates the seriousness and commitment of the company. Consumers interpret the intensity of advertising as an indicator of brand quality and sustainability, thereby encouraging behavioral responses in the form of purchases.

### **The Effect of Repeated Advertising on Trust**

The test results show that Repeated Advertising has a significant effect on Trust (t-statistic  $3.778 > 1.96$ , and P Values  $0.000 < 0.05$ ). These findings indicate that consistency and frequency of advertising play a role in building consumer trust in a brand.

This finding is consistent with the research by Erdem and Swait (1998), which states that advertising functions as a signal of quality that affects brand credibility and trust. In addition, Delgado-Ballester and Munuera-Alemán (2001) found that consistent and continuous brand communication contributes significantly to the formation of consumer trust.

Within the signaling theory framework, repeated advertising is a costly signal, making it difficult for low-quality brands to imitate. Therefore, consumers tend to interpret repeated advertising as an indication of benevolence and brand reliability, which then forms trust.

### **The Influence of Trust on Purchase Behavior**

The results show that trust has a positive and significant effect on purchase behavior (t-statistic  $3.560 > 1.96$ , and P values  $0.000 < 0.05$ ). These findings indicate that consumer trust is an important factor in driving purchase and repurchase decisions.

These results are in line with the research by Morgan and Hunt (1994) in Commitment–Trust Theory, which confirms that trust is a major determinant in the long-term relationship between consumers and brands. Another study by Chaudhuri and Holbrook (2001) also shows that brand trust significantly affects consumer loyalty and purchasing behavior.

From a signaling theory perspective, trust is the result of consumers' interpretation of marketing signals. When signals are considered credible, consumers perceive risk as lower, making purchasing decisions more rational and acceptable.

### The Insignificance of the Role of Trust Moderation

The test results show that trust does not moderate the effect of repeated advertising on purchase behavior (t-statistic  $1.152 < 1.96$ , and P value  $0.250 > 0.05$ ). These findings indicate that trust neither strengthens nor weakens the direct relationship between repeated advertising and purchase behavior. This finding is in line with several marketing studies that show that trust more often acts as a mediator than a moderator, especially in the context of marketing communication (Erdem, Swait, & Valenzuela, 2006). In this context, trust functions as an internal mechanism that explains how advertising signals are translated into behavioral responses, rather than as a variable that changes the strength of the relationship between variables.

Thus, these results remain consistent with signaling theory, which emphasizes the process of signals forming interpretations that ultimately drive responses, rather than the interaction effect between signals and interpretations. Overall, the results of this study:

1. Reinforce previous empirical findings regarding the effectiveness of repeated advertising in shaping trust and purchase behavior.
2. Support signaling theory as a relevant conceptual framework for explaining marketing communication mechanisms.
3. Show that trust plays a more appropriate role as a mediator, rather than a moderator, in the relationship between repeated advertising and purchase behavior..

### CONCLUSION

From the results described above, the following conclusions can be drawn:

- 1 Repeated advertising has a positive and significant effect on consumer purchase behavior;
- 2 Repeated advertising has a positive and significant effect on consumer trust;
- 3 Consumer trust has a significant positive effect on consumer purchase behavior; and
- 4 Consumer trust does not moderate (strengthen or weaken) the effect between repeated advertising and purchase behavior.

Overall, the results of this study:

1. Reinforce previous empirical findings regarding the effectiveness of repeated advertising in shaping trust and purchasing behavior;
2. Support signaling theory as a relevant conceptual framework for explaining marketing communication mechanisms;
3. Show that trust plays a more appropriate role as a mediator, rather than a moderator, in the relationship between repeated advertising and purchase behavior..

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