

Impact of Social Media Marketing, E-Service Quality and Brand Trust on Online Repurchase Intention: The Mediating Role of Customer Satisfaction

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Abstract

The study investigates how social media marketing (SMM), e-service quality (ESQ), and brand trust (BT) influence online repurchase intention (ORI), with customer satisfaction (CS) as a mediator. Data was gathered from 311 Pakistani consumers using online food delivery services. The analysis employed SEM using SPSS and Smart-PLS. Results confirmed that SMM, ESQ, and BT significantly and positively affect ORI, with CS playing a partial mediating role. These findings advance the application of Signaling Theory in digital service marketing and provide practical strategies for enhancing customer retention.

Keywords: Social Media Marketing, E-Service Quality, Brand Trust, Customer Satisfaction, Online Repurchase Intention, Pakistan, Signaling Theory

1. Introduction

Consumer behavior is constantly changing in the digital era, particularly in growing economies such as Pakistan. This evolution is not just a trend but a reflection of how technology reshapes the daily lives of consumers. This notion can be seen as a way to analyzing consumer decision-making processes regarding the selection, acquisition, usage, and disposal of goods and services. (Revi Kristioni et al., 2025). The digital shift has become more pronounced with the surge in e-commerce and on-demand services, where convenience and instant gratification are paramount. With growing internet connectivity and smartphone adoption, on-demand service platforms have emerged as dominant participants in the service industry. The simplicity of online food delivery has made platforms like Food Panda extremely popular among urban consumers. This evolution reflects not just a behavioral shift, but a broader transformation in how services are delivered and consumed. The digital economy in Pakistan has created fertile ground for consumer-centric research, especially with the growing shift toward online services driven by convenience, accessibility, and smartphone penetration (Farooq et al., 2020).

So, this study seeks to explore the factors that influence online repurchase intention in the context of on-demand services, with a specific focus on Pakistani consumers. Social media marketing (SMM) has revolutionized how organizations interact with customers. As consumers use social media to learn more about products, interactions between customers and manufacturers reduce costs while enhancing brand exposure. (Sumira et al., 2024). Similarly, e-service quality (ESQ), involving website usability, secure payments, and prompt delivery, shapes customer expectations and satisfaction in digital transactions (Wilis & Nurwulandari, 2020; Zeithaml et al., 2002). In a tech-

savvy population increasingly reliant on digital interfaces, these digital factors—particularly SMM, ESQ, and brand trust (BT)—interact to affect customer behaviors like repurchase intention. Brands attempt to leave a lasting impression with targeted marketing, influencer collaborations, and interactive content. In Pakistan, the rise of platforms like Facebook, Instagram, and TikTok has enabled businesses to better reach younger audiences. SMM has proven to be effective in developing customer relationships and trust, both of which are required to encourage repeat purchases (Dahnil et al., 2014; Khan et al., 2020). Additionally, brand trust provides consumers with emotional and cognitive comfort in the absence of face-to-face interactions (Firmansyah & Ali, 2019; Kim & Ramkumar, 2021). However, existing literature reveals a gap in understanding the combined effects of SMM, ESQ, and BT on online repurchase intention (ORI) through the mediating role of customer satisfaction (CS). Additionally, Previous studies have found gaps in research findings regarding the effect of e-service quality and brand trust on reuse intention. While individual factors have been examined, their interconnected influence—especially in a single integrated model—remains underexplored. Additionally it is also given importance that To develop reuse intentions, organizations that sell their items online must undoubtedly pay attention to the quality of digital services given to clients. (Ni Putu Devighita Tasya Maharani et al., 2024). Thus, the study addresses these research questions: How do SMM, ESQ, and BT impact ORI? Does CS mediate these relationships in Pakistan’s on-demand food service sector?

The study is based on **Signaling Theory**, which describes how marketing communications influence consumer perceptions and actions (Spence, 1973). Since customers often rely on digital cues (signals) to evaluate service providers, especially in uncertain or trust-sensitive settings, this theory offers a strong foundation. Applying this theory in a Pakistani context not only adds regional relevance but also enhances the theoretical contribution of the study. The research contributes theoretically by applying signaling theory in the underexplored Pakistani context and practically by suggesting how businesses can enhance service features to boost customer retention and satisfaction. Ultimately, it bridges academic understanding with actionable insights for managers operating in digitally-driven markets.

This paper begins with an introduction of the topic, followed by a review of relevant literature leading to hypothesis development. It then outlines the research methodology, including the sampling technique, instruments, and data analysis tools used—namely SPSS and SmartPLS. The results section delivers a statistical interpretation of data, presented through statistical analyses, followed by a discussion interpreting these findings in light of previous research. The paper concludes with theoretical and practical implications, limitations of the study, and directions for future research, ultimately aiming to advance both academic understanding and managerial practices in digital marketing and customer loyalty.

2. Literature Review and Hypothesis Development

2.1 Social Media Marketing and Online Repurchase Intention

In today’s digital age, the role of social media has transformed from a mere communication tool to a powerful marketing engine. Social media marketing not only helps customers learn more about a product (Sumira et al., 2024). but it also plays a pivotal role in shaping their perceptions and purchase decisions. Over the years, it has dramatically altered the way businesses interact with their customers by providing seamless, direct, and real-time communication channels along with opportunities for brand promotion. Platforms like Facebook, Instagram, and YouTube have emerged as digital marketplaces where businesses promote services, communicate with consumers, and foster brand loyalty (Akar & Topçu, 2011; Okazaki et al., 2015). Moreover, beyond simply broadcasting messages, social media has evolved into a dynamic forum for a wide variety of online activities—including targeted marketing campaigns, influencer collaborations, and interactive brand storytelling. Marketing through social media, commonly referred to as social media marketing (SMM), is defined as a business activity that attracts consumer attention without requiring physical interaction. This makes it an ideal strategy in the modern world, where digital convenience is key. Marketing, at its

core, is the art of generating value for customers and establishing profitable, long-term relationships with them (Sumira et al., 2024)

Previous research, such as that conducted by Dahnil et al. (2014), emphasized SMM's significance in increasing brand recognition and customer retention. This is especially true in developing nations like Pakistan, where social media use is quickly expanding, businesses are using these platforms to increase online sales and consumer satisfaction (Pakistan Telecommunication Authority, 2019). Yet, despite these promising insights, the literature is not without contradictions. While Kim & Park (2017) discovered a favorable relationship between SMM and customer loyalty, other studies suggest that this link may vary depending on cultural, demographic, or technological contexts. These mixed findings underscore the need for further research in this area. Given the growing practical importance of social media in business strategy and the evolving theoretical landscape, the present study proposes the following:

H1: Social Media Marketing has a significant positive effect on Online Repurchase Intention.

2.2 E-Service Quality and Online Repurchase Intention

E-Service Quality (ESQ)—also known as electronic service quality—has emerged as a cornerstone in the digital marketplace, where understanding customer satisfaction with internet-based service providers is more critical than ever. As defined by (Revi Kristioni et al., 2025) ESQ analyzes a website's capacity to offer effective and efficient shopping facilities, covering not only the shopping process but also the product or service delivery. In a digital age dominated by convenience and instant gratification, this measure becomes vital in evaluating how customers experience online platforms. Delving deeper, scholars like (Wilis & Nurwulandari, 2020; Zeithaml et al., 2002) emphasize that ESQ encompasses several key dimensions—responsiveness, reliability, website usability, information accuracy, and after-sales services. Each of these elements contributes to crafting the overall online customer journey. A responsive system ensures that customer queries are swiftly addressed, while a reliable platform fosters trust. Similarly, easy website navigation and precise information help customers make informed decisions, and efficient post-purchase services complete the loop of satisfaction.

Beyond meeting expectations, ESQ plays a strategic role in shaping long-term customer relationships. (Ojasalo, 2010) asserts that high-quality e-services are not only essential for satisfying customers but also crucial for influencing their loyalty and future behavior. In the competitive digital landscape of Pakistan,

Khan et al. (2020) found ESQ to be a significant predictor of repeat purchases and overall consumer satisfaction. They argue that for online businesses to develop reuse intentions, consistent attention to digital service quality is non-negotiable. This is supported by. (Ni Putu Devighita Tasya Maharani et al., 2024), who further reinforce that the digital service experience must be seamless and trustworthy to foster repurchase behavior.

Adding to this narrative, Shi et al. (2018) and Rita et al. (2019) highlight that when customers perceive high ESQ, their trust and loyalty are significantly enhanced—two crucial emotional anchors that directly impact repurchase intentions. As Repurchase intention indicates a customer's desire to revisit in the future. As, (Sumira et al., 2024) explain, repurchase intention serves as a vital indicator of business success, reflecting a customer's willingness to return in the future. It not only reflects satisfaction with past experiences but also signals confidence in future interactions.

However, the story doesn't end here. While ESQ forms the backbone of digital service delivery, (Oladele et al., 2021), caution that service quality alone may not suffice. They suggest that unless it is supported by emotional fulfillment and trust, customer retention remains fragile. In other words, a technically flawless platform may still fall short if it fails to connect with customers on an emotional level.

This leads to the second hypothesis:

H2: E-Service Quality has a significant positive effect on Online Repurchase Intention.

2.3 Brand Trust and Online Repurchase Intention

In the ever-evolving landscape of digital commerce, Brand Trust (BT) has emerged as a cornerstone of consumer decision-making. Defined as the customer's belief in a brand's credibility, integrity, and consistent performance (Firmansyah & Ali, 2019) trust becomes especially significant in online environments, where the tangible feel of products is absent.

Imagine a consumer scrolling through an e-commerce site, unable to touch or try the product—what guides their decision? In such situations, trust becomes the invisible bridge between intention and purchase. According to (Ni Putu Devighita Tasya Maharani et al., 2024) this trust is influenced not just by the brand itself, but by the environment surrounding it—the number of positive reviews, the platform's popularity, and even the visual appeal all combine to enhance a user's belief in a site's availability and reliability.

Furthermore, word of mouth and peer influence have not lost their magic, As highlighted by.(Sumira et al., 2024), a flood of positive recommendations from close friends or favorable social media reviews significantly strengthens trust. This organic advocacy acts as a virtual handshake, assuring new customers that the brand delivers on its promises.

Going deeper, Apriyani (2013) observed that trust can be a stronger force than price. Customers who truly trust a brand often remain loyal—even when competitors offer lower prices. This insight is powerful: in price-sensitive markets, loyalty born of trust becomes a strategic asset.

The benefits for businesses are profound. As (Tarabieh et al., 2024) argue, repeat customers not only spend more over time but also cost less to retain. These loyalists represent a reservoir of sustainable revenue. In this light, brand trust serves as both a shield and a magnet—reducing perceived risks while simultaneously strengthening the emotional connection between brand and consumer. Importantly, trust does not function in isolation. Recent studies also reveal that brand trust positively mediates the relationship between social media influencers and repurchase intentions This means that even if an influencer creates awareness or sparks interest, the presence of trust in the brand ultimately determines whether the consumer returns for more.

Thus, drawing from the above insights and scholarly evidence, the following hypothesis is proposed:

H3: Brand Trust has a significant positive effect on Online Repurchase Intention.

2.4 The Mediating Role of Customer Satisfaction

Customer Satisfaction (CS) has long been recognized as a critical element in the journey of consumer decision-making. It refers to customers' post-purchase evaluations of a product or service's performance in comparison to their expectations (Kotler & Keller, 2016; Trivedi & Yadav, 2020). In simpler terms, customer satisfaction is defined by a product's ability to meet or even exceed what the consumer anticipated. When there is a considerable disparity between these expectations and the actual performance, it often leads to disappointment and frustration; whereas, if expectations are met or surpassed, it results in positive emotional outcomes such as satisfaction and happiness.(Revi Kristioni et al., 2025). Interestingly, satisfaction is not just a fleeting feeling—it is deeply rooted in the etymology of the word itself. It stems from the Latin words *satis* and *facere*, where *satis* means "good enough" and *facere* means "to make." Put together, satisfaction signifies that the product or service has been “made good enough” to meet or even exceed customer expectations(Lena Ellitan, 2024). Thus, satisfaction is not merely a passive response but a reflection of how well the consumption experience aligns with consumer needs.

Moreover, as a psychological and behavioral construct, customer satisfaction plays a pivotal role in shaping future consumer behavior. It influences key post-purchase actions such as repeat purchases, brand loyalty, and positive word-of-mouth. In fact, it is commonly observed that the higher the level of customer happiness, the greater the likelihood that customers will reuse a product or service (Ni Putu Devighita Tasya Maharani et al., 2024)

Building on this, scholars argue that satisfaction acts as a powerful bridge between marketing efforts and their eventual behavioral outcomes. For instance, Khan et al. (2019), found that increased

satisfaction enhances the efficiency of digital marketing campaigns. Similarly, in a service-oriented context, customer satisfaction links perceived service quality with repurchase intentions (Jameel et al., 2021; Rita et al., 2019). This connection becomes even more critical in the domain of on-demand services, where offerings are intangible, time-sensitive, and experience-driven. This mediating role is especially important in the situation of on-demand services because the offers are intangible and time-sensitive. Moreover, Customer satisfaction (CS) serves as a link between these criteria and online repurchase intention (ORI). Because Consumer considerations for recurrent purchases can be influenced by a variety of factors, including consumer satisfaction with the product after using it A satisfied customer is not only more likely to remain loyal but also to share their experiences, thus encouraging others to try the product or service. In essence, repurchase intention—defined as the act of purchasing the same goods or services again—becomes an extension of customer satisfaction.(Lena Ellitan, 2024). Ultimately, the intention to repurchase online is more than just a transaction; it is a reflection of brand loyalty, trust, and emotional engagement. When services are reliable and meet expectations, businesses are better positioned to retain their customer base and cultivate lasting relationships(Tarabieh et al., 2024).

Therefore, considering the evidence and the evolving digital consumer landscape, the following mediation hypotheses are proposed:

H4: Customer Satisfaction mediates the relationship between Social Media Marketing and Online Repurchase Intention.

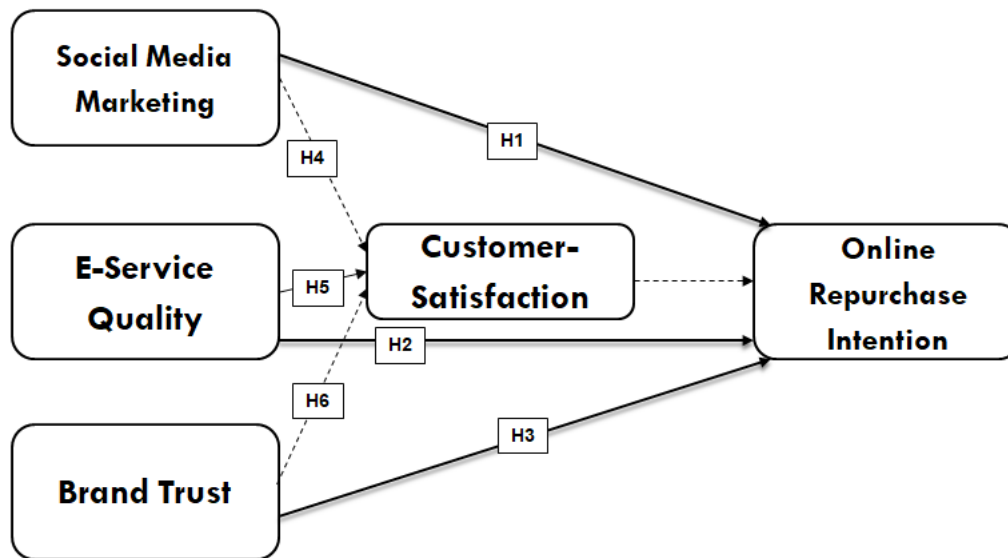
H5: Customer Satisfaction mediates the relationship between E-Service Quality and Online Repurchase Intention.

H6: Customer Satisfaction mediates the relationship between Brand Trust and Online Repurchase Intention.

Figure 1: Research Framework

3. Methodology

3.1 Research Philosophy



This study is grounded in the positivist research philosophy, which emphasizes the existence of an objective reality and supports the use of quantitative methods to explore observable phenomena. As articulated by Saunders et al. (2007), positivism is particularly suitable for studies that adopt structured methodologies and statistical analysis. This paradigm follows a hypothetico-deductive approach, facilitating empirical testing of theoretical propositions using quantifiable evidence (Greener, 2008). In alignment with this philosophy, the study investigates the interrelationships

among Social Media Marketing (SMM), E-Service Quality (ESQ), and Brand Trust (BT), and their collective influence on Online Repurchase Intention (ORI), with Customer Satisfaction (CS) serving as a mediating construct.

3.2 Research Design

A descriptive-correlational design was employed to systematically describe the variables and examine their associations without manipulation. This design is well-suited for identifying naturally occurring relationships. The study utilized a cross-sectional data collection strategy, capturing responses at a single point in time. In accordance with Hair et al. (2010) and Sekaran & Bougie (2016), the design is quantitative, employing empirical observations and numerical analysis under a deductive reasoning framework to validate theoretical assumptions.

3.3 Research Approach and Choices

The research adopted a mono-method quantitative approach, aligning with the positivist stance by relying exclusively on structured questionnaires for data collection. This method facilitates statistical generalization and enhances the clarity, reliability, and precision of hypothesis testing. The singular focus on quantitative techniques supports rigorous empirical validation using structured and replicable procedures.

3.4 Measurement Instruments

Validated measurement scales were adapted from previous studies to ensure both content validity and reliability. Social Media Marketing (SMM): Adapted from Dahnil et al. (2014), E-Service Quality (ESQ): Adapted from Wilis & Nurwulandari (2020), Brand Trust (BT): Adapted from Firmansyah & Ali (2019), Customer Satisfaction (CS): Taken from Trivedi & Yadav (2020), Online Repurchase Intention (ORI): Based on Santoso & Farida (2020). All items were measured using a 5-point Likert scale ranging from **1 = Strongly Disagree** to **5 = Strongly Agree**, which aligns with prior research affirming its appropriateness for online survey environments (Croasmum & Ostrom, 2011).

3.5 Sample Size and Sampling Technique

The minimum sample size was determined following Hair et al. (2019), considering the number of indicators per latent construct. While a minimum threshold of 30 responses is statistically permissible, this study included a sample of 311 respondents to enhance generalizability and statistical power. A non-probability convenience sampling technique was employed, leveraging online distribution through Google Forms. The sampling focused on individuals who had prior experience with on-demand food delivery services, particularly Foodpanda users in Pakistan.

3.6 Population of the Study

The target population consisted of Pakistani internet users who had previously utilized the Foodpanda platform. Respondents from diverse demographic backgrounds, including varying age groups, genders, and regions across Pakistan, were included to provide a comprehensive national perspective.

3.7 Pilot Testing and Pretesting

To ensure the clarity and contextual relevance of the instrument, pretesting was conducted with subject matter experts, including an associate professor at SZABIST, an MS-level research scholar, an industry expert, and the study supervisor. Subsequently, a pilot study was conducted with over 50 online users. Data from the pilot phase were analyzed using SPSS and SmartPLS. All constructs exhibited Cronbach's Alpha values exceeding 0.70, indicating satisfactory internal consistency (Johanson and Brooks, 2010; Saunders & Rojon, 2011; Mubarak Ali et al., 2025).

3.8 Software Used

Two primary software tools were employed for data analysis: IBM SPSS (Version 26): Used for preliminary statistical analysis, such as demographic distribution, missing value assessment, and normality testing. SmartPLS 4: Used for Structural Equation Modeling (SEM), including confirmatory factor analysis, path analysis, and hypothesis testing.

4. Results and Analysis

4.1 Data Screening and Preliminary Checks

Prior to model testing, the dataset was cleaned, normalized, and dependability verified. Missing values were analyzed with SPSS (Version.26). All replies were required on Google Forms, resulting in 0% missing data. Kline's (2015) thresholds for skewness and kurtosis were met, indicating univariate normality. PLS-SEM analysis was then performed.

4.2 Construct Reliability and Validity

All constructs demonstrated strong internal consistency:

Construct	Cronbach's Alpha
Social Media Marketing	0.715
E-Service Quality	0.850
Brand Trust	0.821
Customer Satisfaction	0.802
Online Repurchase Intention	0.826

Furthermore, the composite reliability ($CR > 0.70$) and Average Variance Extracted ($AVE > 0.5$) values were within acceptable thresholds, confirming convergent validity. Discriminant validity was also established using the HTMT ratio, all values being below 0.85, as followed by (Mubarak Ali et al., 2025)

4.3 Correlation Analysis

Pearson correlation coefficients revealed significant positive relationships between all variables. Notably:

Relationship	R Value	P Value
SMM and ORI	$r = 0.535,$	$p < 0.05$
ESQ and ORI	$r = 0.704,$	$p < 0.05$
BT and ORI	$r = 0.703,$	$p < 0.05$
CS and ORI	$r = 0.754,$	$p < 0.05$

These results suggest a strong foundation for testing direct and mediating relationships.

4.4 Structural Model Assessment

Using SmartPLS 4, both direct and indirect (mediation) relationships were tested via bootstrapping (1,000 samples). Table 1 presents the direct path coefficients, T-statistics, and significance levels:

Table 1: Direct Effects

Hypothesis	Relationship	Path Coefficient	T-Statistic	P-Value	Result
H1	SMM → ORI	0.151	2.746	0.006	Supported
H2	ESQ → ORI	0.316	4.188	0.000	Supported
H3	BT → ORI	0.375	5.207	0.000	Supported

These findings confirm that all three predictors significantly and positively impact Online Repurchase Intention, with Brand Trust being the strongest predictor.

4.5 Mediation Analysis

Customer Satisfaction was examined as a mediating variable across all three relationships. The bootstrapped indirect paths yielded the following results:

Table 2: Mediation Effects

Hypothesis	Indirect Path	Coefficient	T-Statistic	P-Value	Result
H4	SMM → CS → ORI	0.370	8.789	0.000	Supported (Partial)
H5	ESQ → CS → ORI	0.403	8.907	0.000	Supported (Partial)
H6	BT → CS → ORI	0.419	7.742	0.000	Supported (Partial)

All three mediation hypotheses were supported, with Customer Satisfaction significantly mediating the relationships. Among the three, **Brand Trust via Customer Satisfaction** had the strongest indirect impact on Online Repurchase Intention.

4.6 Model Summary and R²

The final structural model explained a substantial portion of variance:

- **R² for Customer Satisfaction:** 0.726
- **R² for Online Repurchase Intention:** 0.792

These R² values suggest strong explanatory power of the model.

5. Discussion

The current study sought to investigate the effects of Social Media Marketing (SMM), E-Service Quality (ESQ), and Brand Trust (BT) on Online Repurchase Intention (ORI), with Customer Satisfaction (CS) serving as a mediating variable. The study's findings not only verify earlier theoretical frameworks, but also provide context-specific insights for Pakistan's developing digital service sector, notably on-demand platforms like Food Panda.

5.1 Direct Effects and Theoretical Implications

The findings show that all three independent variables i.e. SMM, ESQ, and BT have a statistically significant and favourable effect on online repurchase intention. Brand Trust ($\beta = 0.375$, $p < 0.001$) was the most influential predictor, agreeing with previous research (Giovanis & Athanopoulou, 2014; Apriyani, 2013) that emphasises trust as a cornerstone in sustaining long-term consumer connections in online environments. This supports Signalling Theory's theoretical statement that brand trust serves as a signal of reduced perceived risk in digital environments.

E-Service Quality ($\beta = 0.316$, $p < 0.001$) strongly predicts ORI, supporting previous research by Willis & Nurwulandari (2020) and Rita et al. (2019) showing excellent service quality improves customer perceptions and repeat behaviors. In environments where product tangibility is lacking, such as food delivery platforms, ESQ replaces traditional quality indications, increasing customer loyalty.

Social Media Marketing ($\beta = 0.151$, $p < 0.01$) had a statistically significant but lower influence on ORI. This implies that, while SMM can increase early engagement and visibility, it may not be sufficient to achieve long-term behavioral consequences unless combined with trust and quality experiences. This conclusion contradicts some previous research (e.g., Kim & Park, 2017) and emphasizes the context-dependent aspect of SMM efficacy, particularly in highly competitive, price-sensitive markets such as Pakistan.

5.2 Mediating Role of Customer Satisfaction

The mediation analysis revealed that Customer Satisfaction strongly mediates the association between all three antecedents (SMM, ESQ, and BT) and Online Repurchase Intention. Brand Trust had the highest indirect effect on CS ($\beta = 0.419$), indicating that pleased customers who trust a brand are more likely to repurchase. This validates Jameel et al. (2021) and Trivedi & Yadav's (2020) findings that satisfaction increases trust's influence on behavioural intentions.

E-Service Quality had a significant mediation effect ($\beta = 0.403$), indicating that satisfaction with service responsiveness, ease of use, and reliability increases repurchase intent. The mediating

function of CS between SMM and ORI ($\beta = 0.370$) verifies that while social media material may attract users, satisfaction is crucial to maintain them, as reiterated by Kotler and Keller (2016). These mediation findings emphasize Customer Satisfaction's dual significance as a psychological outcome of outstanding service and a behavioral motivation for future engagement. This also confirms the Stimulus-Organism-reaction (SOR) framework, in which SMM, ESQ, and BT act as stimuli, CS represents the organism (internal state), and ORI acts as the ultimate reaction.

5.3 Contextual Insights

This study, conducted among customers of a popular meal delivery website in Pakistan, provides new empirical findings from a developing market viewpoint. It demonstrates that Pakistani consumers are increasingly experience-driven, placing a high value on trust and service consistency. While social media is an important touchpoint, it is post-engagement satisfaction that drives behavioral loyalty. These findings may differ in more mature digital markets when other elements, such as personalization or value co-creation, have an impact on brand loyalty.

6. Future Directions

Future research may use a longitudinal design to investigate how consumer satisfaction and repurchase behavior change over time. Furthermore, including moderating variables such as perceived value, consumer personality traits, or switching costs may provide a more comprehensive explanation of digital repurchase behavior. Researchers might further broaden the scope by integrating several on-demand platforms from different service sectors, such as ride-hailing, healthcare, and education. Moreover, Further research is needed to evaluate the research model in other nations and generalize the outcomes of this study.

Furthermore, duplicating this research in other developing nations with similar digital adoption rates could yield comparative results. Researchers may also use qualitative methodologies, such as focus groups or interviews, to capture customer feelings that structured surveys may not completely reflect. Expanding the model to include behavioral data, such as actual purchase logs, can also improve the validity of the results. These improvements would not only enrich theoretical comprehension but also increase the practical usefulness of digital marketing techniques. Lastly To gain a better understanding of how variables interact in the online food delivery sector, future studies should use qualitative research methods, such as case studies.

7. Limitations

Firstly, This study's cross-sectional design limits causal assumptions. The use of convenience sampling may induce sample bias, reducing the generalizability of results. Furthermore, the study focusses primarily on Food Panda customers in Pakistan, which may not accurately reflect consumer behavior in other locations or industries.

Secondly, the utilization of a particular country. Using samples from a single nation, such as Pakistan, may result in culturally distinct conclusions that are difficult to generalize to other settings.

Thirdly, the dependence on self-reported data raises the prospect of social desirability bias, in which individuals produce positive rather than truthful responses. Furthermore, excluding other potential contributing variables such as user interface design or perceived risk may reduce the model's explanatory value. Finally, while customer happiness has a large mediating effect, unmeasured external factors such as promotions or customer service events may influence it.

Lastly, this study used a self-administered survey questionnaire to address research objectives and evaluate hypotheses.

8. Implications

Practical:

On-demand businesses should priorities strong social media campaigns and rigorous e-service delivery standards. Building brand trust through openness, dependability, and continuous communication can greatly increase customer satisfaction and repeat purchases. Firms can also invest in customer feedback systems to regularly assess satisfaction and enhance service quality as needed.

Moreover, this study shows that social media Marketing should be given a great deal of attention, embraced as a valuable strategy, and taken on board as a leading marketing strategy as it leads to the customer satisfaction which eventually leads to repurchase intention.

Theoretical:

First, the present research contributes to the marketing literature by presenting this study as one of the few empirical investigations that measure the impact of social media marketing, e service quality and brand trust on customer satisfaction, which, in turn, leads to better online repurchase intentions in the online food delivery industry. To the researcher's knowledge, no study has been undertaken on this topic yet.

This paper's theoretical framework and measures for online food delivery can be applied to various industries, including tourism and fashion. This study's theoretical framework and metrics add to existing literature on brand trust, service quality, social media marketing, and online repurchase intention. This report highlights key factors influencing the online meal delivery market. The study's findings have significant implications for the food delivery industry in Pakistan and other developing countries.

Additionally, this study adds to the growing body of research on consumer behavior in digital contexts by demonstrating the mediating effect of customer happiness. It broadens Signaling Theory by applying it to the digital marketplace in a developing country. Future models can expand on this framework to investigate new mediators or moderators, broadening the theoretical basis of digital marketing and consumer trust studies.

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