

MAPPING IDEA & LITERATURE FORMAT | RESEARCH ARTICLE

Survey on Compass Shoes: The Influence of Social Media Marketing and Product Design on Repurchase Intention with Consumer Satisfaction as Mediator

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ABSTRACT

This study analyzes the influence of Social Media Marketing (SMM) and Product Design on Repurchase Intention with Customer Satisfaction as a mediating variable among Compass shoe users, using a quantitative SEM-PLS approach with 107 respondents. The results indicate that SMM has a significant effect on Repurchase Intention, while Product Design significantly affects Repurchase Intention but not Customer Satisfaction, and Customer Satisfaction does not serve as a strong mediator in the relationship between Product Design and Repurchase Intention. These findings suggest that effective digital marketing strategies through social media are more capable of building loyalty and driving repurchase intention than relying solely on product design, although design remains crucial in shaping consumer perception and attractiveness. The R^2 value of 0.915 and Q^2 value of 0.767 confirm the model's excellent predictive power. The practical implication is that local fashion brands like Compass should optimize consumer interaction through social media by leveraging creative content, influencer collaborations, and #localpride narratives to strengthen brand image, while also developing design innovations that balance functional, aesthetic, and comfort aspects to enhance the overall customer experience. This demonstrates that customer satisfaction acts as an important bridge in reinforcing the impact of digital strategies on loyalty, making the integration of social media marketing and market-oriented product design a key factor in increasing repurchase intention and boosting the competitiveness of the local footwear industry.

Keywords: Consumer Repurchase Intention, Consumer Satisfaction, Product Design, Social Media Marketing.

I. Introduction

Amid increasingly intense and rapidly changing business competition, customer satisfaction has become a crucial factor in determining the sustainability and success of a company. This satisfaction reflects the extent to which a product or service can meet or even exceed consumer expectations. Therefore, companies are required not only to deliver quality products but also to provide exceptional service experiences to maintain customer loyalty (Herwanto, H., & Nanza, 2025). Technological advancements and the shift in consumer shopping behavior in the digital era have made managing customer satisfaction increasingly

complex. Recent studies reveal that digital factors, such as the accuracy of online information and the speed of response to customer complaints, play a significant role in shaping their perception of a brand or service (Yulianti, R., & Hamdiah, 2025).

The footwear industry in Indonesia has experienced significant growth in line with global fashion trends and is projected to continue increasing in the coming years. In 2021 alone, shoe consumption in Indonesia reached 806 million pairs, making it the fourth-largest shoe-consuming country in the world (Ramadani, 2024). In 2018, Indonesia ranked fourth as a global footwear producer with a total production of 1.4 billion pairs, accounting for around 4.6 percent of total global output. This position placed Indonesia right after China, India, and Vietnam. Additionally, Indonesia was also recorded as the fourth-largest footwear consumer in the world, with consumption reaching 886 million pairs. According to official data from the Ministry of Industry, the number of footwear industries in Indonesia reached 18,687 business units, 18,091 small enterprises, 441 medium enterprises, and 155 large enterprises (Antara, 2019). with the following breakdown:



Figure 1. Number of Footwear Industries in Indonesia

Table 1. Most Preferred Sneaker Brands by Indonesian People (February 2023)

NO	Brand Name	Number of Users
1	Adidas	62,4%
2	Nike	61,9%
3	Converse	45,1%
4	Puma	26,8%
5	Vans	26,3%
6	New Balance	22,6%
7	Fila	22,1%
8	Ventela	9,3%
9	Onitsuka	8,8%
10	Compass	5,8%
11	Others	2,8%

Source: (Databoks, 2023)

Based on Table 1, it can be seen that several sneaker brands are consumer favorites in Indonesia. A survey by Kurious from Katadata Insight Center (KIC) shows that Adidas ranks first, with 62.4% of respondents choosing it as their favorite brand. Nike comes in second with 61.9%, followed by Converse in third place with 45.1%. Meanwhile, other brands such as Puma, Vans, New Balance, Fila, Ventela, Onitsuka, Compass, and several others have a relatively smaller number of fans compared to the top three (Databoks, 2023). The number of local shoe brands in Indonesia is difficult to determine as the industry continues to grow with new brands emerging every year. Nevertheless, various sources note that there are dozens to hundreds of local

brands actively competing in the market. Some of the more popular ones include Compass, Brodo, Piero, Ventela, and NAH Project. In addition, areas such as Cibaduyut in Bandung and Tanggulangin in Sidoarjo are known as footwear production centers that have produced many local brands. Although there is no official data on the exact number, the growth of this industry shows a consistent increase in line with rising consumer interest in local footwear products (Ginting, 2024).

Table 2. Data on the 12 Best Local Shoe Brands and Champions in 2024

No	Brand Name
1	Aerostreet
2	Brodo
3	Compass
4	Ventela
5	League
6	Geoff Max
7	Piero
8	Wakai
9	Kodachi
10	Eagle
11	Ortuseight
12	Eiger

Source: (Sosiakita, 2024)

Based on the table, it is evident that in 2024, Indonesia's local footwear industry has gained increasing popularity thanks to various innovations and attractive designs. Many local brands have emerged, offering high-quality products that are not only fashionable but also capable of meeting consumer needs. Ranging from casual shoes to sports footwear, these brands have successfully proven themselves as strong competitors in the market with durability and tested quality. This lineup of local brands reflects the diversity and quality of the domestic footwear industry, where each brand has its own distinctive characteristics and advantages that make it stand out, both in terms of stylish design and product functionality (Sosiakita, 2024). Amid the increasingly intense competition in the footwear industry, local brands like Compass have proven their ability to compete with international brands through effective digital marketing strategies, particularly via social media. Compass Shoes, founded in Bandung in 1998, only began entering the digital market in 2018. However, in a short time, the brand successfully transitioned from offline to online sales with highly significant results. This phenomenon has attracted attention in Indonesia's local fashion scene, as Compass managed to establish a strong digital presence in just about two years (Uterogroup.com, 2021). The success of Compass Shoes cannot be separated from the social media marketing strategies it implemented. Through Instagram, the brand successfully built a strong community (encouraging community), presented clear and high-quality product visuals, and applied an effective Key Opinion Leader (KOL) strategy by using the hashtag #localpride and collaborating with influencers whose values align with the brand (Uterogroup.com, 2021). This approach demonstrates how crucial the role of social media marketing is in increasing brand awareness while simultaneously building consumer loyalty.

The success of Compass Shoes in leveraging digital marketing proves that social media can be a powerful strategy to drive consumer purchase intention. Marketing through these platforms plays a major role in shaping brand image and enhancing brand awareness in consumers' minds. Several previous studies have also confirmed that social media marketing activities significantly influence purchase intention, where a positive brand image strengthens consumers' motivation to make repeat purchases (Elita Tanujaya Julianto, 2022). Nevertheless, there is still limited research that specifically examines the combined influence of social media marketing and product design on repurchase intention, particularly in the context of local footwear brands in Indonesia (Nasta'in et al., 2023). Product design is a crucial element that manufacturers must pay attention to, as it serves to shape the identity and reputation of a product. An attractive design can be a differentiating factor from similar products offered by competitors (Noor Fahmi Shihab et al., 2024). Product

design is also a key factor influencing consumers' purchasing decisions. An appealing and trend-appropriate appearance can enhance a product's attractiveness in the eyes of buyers. Previous research has proven that product design has a positive and significant effect on purchasing decisions for Compass shoes, where design innovations can captivate consumers and encourage them to make repeat purchases (Alvian, 2023). There is also a research gap concerning the integration of digital marketing strategies and product design in influencing purchasing decisions that lead to repurchase intention. Although several studies have examined the impact of content marketing and social media on repurchase intention through purchasing decisions, this specific integration remains underexplored (Nasta'in et al., 2023). So far, there has been no comprehensive research that thoroughly examines how the interaction between social media marketing and product design influences consumers' repurchase intention, particularly for local footwear products such as Compass. In the digital era, maintaining consumer loyalty is a key factor for the sustainability of local brands such as Compass shoes. The implementation of Social Media Marketing (SMM) strategies, product design quality, and the level of customer satisfaction are believed to be important elements that play a role in influencing repurchase intention.

II. Literature Review and Hypothesis Development

2.1. Repurchase Intention

According to Wanda and Susanto (2024), Repurchase intention refers to the repeated act of purchasing, carried out more than once or several times. The consumer desires to make future purchases again. Repeat purchasing behavior is often associated with customer loyalty. Repurchase intention reflects the consumer's subjective willingness to repurchase products or services from the same seller or brand in the future. This is not merely repetitive behavior but indicates the level of satisfaction, trust, and perceived usefulness that consumers gain from previous experiences. Several studies show that factors such as trust, perceived usefulness, and satisfaction play a major role in shaping this intention (Arlin et al., 2022). Indicators of Repurchase Intention include: 1) Transactional Interest, which refers to the consumer's tendency to make repeat purchases of a product. For example, a consumer plans to buy Compass shoes again in the near future. 2) Referential Interest, which refers to the consumer's tendency to recommend the product to others, such as suggesting Compass shoes to friends or family and sharing positive experiences about the product. 3) Preferential Interest, which reflects the consumer's attitude showing a primary preference for a brand, for instance, choosing Compass shoes over other brands or making Compass their first choice. 4) Explorative Interest, which describes consumers' behavior of actively seeking information about products they are interested in, such as frequently looking for updates on Compass shoes or following Compass's official social media accounts to get the latest product information (Andari & Mathori, 2023).

2.2. Social Media Marketing

Social Media Marketing is a form of marketing strategy, either direct or indirect, used to increase awareness, recognition, recall, and actions toward a brand, business, product, individual, or other entities through the utilization of social web platforms such as blogging, microblogging, social networking, social bookmarking, and content sharing (Zafirah et al., 2024). Effective social media marketing strategies can build consumer trust in a brand. The higher the level of customer satisfaction, the greater the intention to make repeat purchases (Astuti & Abdurrahman, 2022). This aligns with the phenomenon of Compass Shoes, which successfully built a loyal community through an effective Instagram marketing strategy by reposting photos from its product users, thereby creating an emotional connection between the brand and consumers (Uterogroup.com, 2021). Social Media Marketing also encompasses a broader value dimension, not merely promoting products but also shaping public opinion, strengthening digital communities, and enabling consumers to participate in creating brand identity. In other words, consumers are no longer passive but

actively involved in the value-creation process through online interactions (Modasiya & Ambavale, 2024). Social Media Marketing functions not only as a promotional tool but also as an open communication platform between the company and consumers, which impacts the enhancement of loyalty and user engagement (Ariefiansyah & Jannah, 2024). Social Media Marketing also encompasses various activities such as endorsements, social media advertising, and user-generated content management, making it a more interactive and effective channel compared to traditional media (Jamil et al., 2022). According to (Terrasista & Sidharta, 2022), there are five indicators of social media marketing, which include: 1) Online Community. 2) Interaction. 3) Content Sharing. 4) Accessibility. 5) Credibility.

2.3. Product Design

Product design is a process carried out by a company to create a new product with various characteristics that support the product, such as attractiveness, durability, and specific features that make consumers interested in the product (Syelfanda Putrifasari et al., 2023). Product design is a multidimensional process aimed at developing products with considerations for functionality, aesthetics, and user experience. In the context of sustainability, product design focuses on material efficiency, environmentally friendly product life cycles, and innovative approaches to reduce environmental impact (Jiang et al., 2021). Product design is one of the important aspects that influences consumers' purchasing decisions, encompassing both function and form. Design related to form focuses on the planning and appearance of the product, while design related to function focuses on how the product can be used by consumers (Noor Fahmi Shihab et al., 2024). In terms of form, Compass shoes feature designs with monochrome colors that convey an elegant impression, sleek silhouettes that look stylish, and unique details such as the distinctive logo on the side of the shoe that reinforces the brand identity. Meanwhile, in terms of function, the product is designed to provide comfort through soft and flexible soles, the use of durable and strong canvas material, and ventilation features to keep the feet cool. Additionally, the materials used are easy to clean, enhancing practicality and encouraging consumers to make repeat purchases. Indicators of product design include: 1) Product Design Meaning, which refers to the special value or meaning created by the company through the design to attract consumer interest, giving the product a high perceived value. 2) Product Form, the visual aspects that can be directly seen by consumers, play an important role in capturing attention and purchase intention. 3) Product Comfort, the product's ability to provide a comfortable experience when used, making it essential for the company to prioritize user comfort. 4) Product Uniqueness, reflecting distinctive characteristics that differentiate the product from competitors, thereby providing a unique appeal. 5) Environmental Friendliness, meaning product designs that do not cause negative impacts on the environment, such as air pollution, noise, or other disturbances (Sidanti* et al., 2024).

2.4. Customer Satisfaction

Customer satisfaction is the customer's response in evaluating the perceived difference between initial expectations before purchase and the actual performance of the product experienced after use. Indicators of customer satisfaction include: willingness to repurchase or continue using the product/service, expressing positive opinions about the product/service, willingness to persuade friends or family to use the product/service, and willingness to continue using the product/service even when many similar products/services are available (Jesus, 2023). According to (Yulia et al., 2024), Customer satisfaction is the feeling of contentment or disappointment that arises after consumers compare the perceived performance of a product with their expectations. According to research (Zouari & Abdelhedi, 2021), Customer satisfaction can be viewed as the feeling of pleasure or disappointment that arises after comparing the perceived outcome with prior expectations. This research emphasizes that satisfaction is not only related to product quality but also to how digital services (such as online banking) can meet customers' emotional and functional needs. Meanwhile, Idrus et al. (2021) explain that customer satisfaction is the result of the customer's experience in

interacting with the company. High-quality service enhances satisfaction, which in turn strengthens loyalty and the desire to make repeat purchases. The study also emphasizes that satisfaction serves as an important bridge between service quality and long-term customer loyalty. Indicators of customer satisfaction include: 1) Conformance to Expectations, which refers to the extent to which the product received by the consumer meets their expectations. 2) Repurchase Intention, which is the customer's desire or willingness to make a repeat purchase or return visit. 3) Willingness to Recommend, which is the customer's willingness to suggest the product they have used to friends, family, or others (Adwimurti et al., 2022).

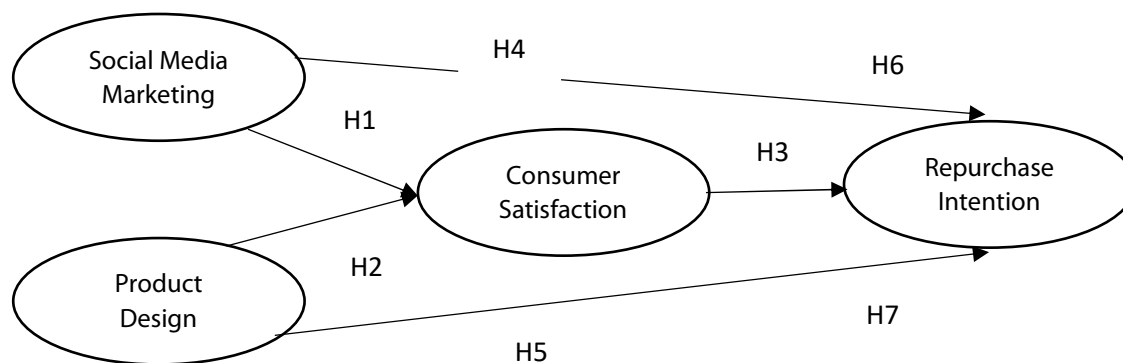


Figure 2. Conceptual Framework

Based on the various research models discussed, the hypotheses in this study can be developed as follows:

Hypothesis 1: Social Media Marketing has a significant effect on Customer Satisfaction.

Hypothesis 2: Product Design has a significant effect on Customer Satisfaction.

Hypothesis 3: Customer Satisfaction has a significant effect on Repurchase Intention.

Hypothesis 4: Social Media Marketing has a positive and significant effect on Repurchase Intention.

Hypothesis 5: Product Design has a significant effect on Repurchase Intention.

Hypothesis 6: Customer Satisfaction mediates the relationship between Social Media Marketing and Repurchase Intention.

Hypothesis 7: Customer Satisfaction mediates the relationship between Product Design and Repurchase Intention.

III. Research Method

3.1. Research Design

This study employs a quantitative approach with an explanatory research design. The explanatory method is used to examine the relationships between variables and their effects. The study is causal in nature, as it aims to determine the causal relationship between the independent variables (Social Media Marketing, Product Design, and Customer Satisfaction) and the dependent variable (Repurchase Intention).

3.2. Research Location and Time

This study focuses on Compass Shoes consumers across Indonesia. The sample was selected based on a realistic assumption regarding the distribution scale and popularity of Compass Shoes as a local product known among the community, though not used by the entire population. It is estimated that only a small

portion of Indonesia's total population is active consumers. The research period began in April 2025 and continued until July 2025 to obtain up-to-date data.

3.3. Population dan Sample

According to (Sekaran, Roger Bougie, 2013) A population is defined as a group of individuals, events, or objects that are the focus of a study. Researchers use this group as the basis for concluding a statistical analysis of the selected sample. The population of this study includes all Compass Shoes consumers in Indonesia, particularly those who have purchased and used the products. The population was chosen based on the consideration that Compass Shoes, as a local brand, is deemed representative for examining the influence of Social Media Marketing, Product Design, and Customer Satisfaction on Repurchase Intention within the footwear segment. Since precise data on the number of consumers is not available either from the company or from publicly accessible online sources, the population is limited to individuals with knowledge and experience using Compass Shoes. The study's sample was drawn from a portion of the population that represents the overall characteristics and serves as the focus of data collection. This research employs a probability sampling technique using simple random sampling, meaning that each member of the population has an equal chance of being selected as a respondent. The sample size was calculated using the Tabachnick formula with a 95% confidence level and a 5% margin of error. Based on this calculation, the estimated number of respondents required for the study is 107.

$$n \geq 104 + m$$

Description:

n = Number of Samples

m = Number of Independent Variables

Sample Calculation:

$$\begin{aligned} n &\geq 104 + 3 \\ &= 107 \end{aligned}$$

3.4. Data Collecting

The data collection stage is a crucial part of research, as the main goal of the study is to obtain valid data. If researchers do not have a good understanding of the data collection methods, the data obtained may fail to meet the established standards (Sugiyono, 2013). Data collection was conducted through questionnaires distributed to respondents who met the online and offline criteria. According to (Ummah, 2019), A questionnaire is one of the data collection methods conducted by presenting a series of written questions or statements to respondents for them to answer. This technique is considered efficient, especially when the researcher has determined the variables to be measured and the information sought. The questionnaire in this study was designed to measure consumers' perceptions of Social Media Marketing, Product Design, Customer Satisfaction, and Repurchase Intention, using a Likert scale as the measurement method. The Likert scale is one of the most popular measurement methods in survey research, particularly in the fields of social science, psychology, and marketing. Developed by Likert in 1932, this scale is used to measure an individual's attitudes, opinions, or perceptions toward a statement by providing several levels of agreement or disagreement (Risetindo, 2021). In general, the Likert scale consists of five response points, reflecting the spectrum of respondents' attitudes. These five points include the following answer choices: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

3.5. Data Analysis

This study employs a quantitative approach because it aims to examine the relationships between variables based on their objectives and measurements, specifically the influence of Social Media Marketing, Product Design, and Customer Satisfaction on the Repurchase Intention of Compass Shoes consumers. This approach allows researchers to collect large amounts of data, process it through statistical analysis, and draw conclusions that can be generalized to a broader population. Additionally, the quantitative approach is suitable for assessing the influence and significance of relationships between variables using analysis techniques such as regression or Structural Equation Modeling (SEM). Therefore, this method is considered the most appropriate for addressing the research questions and testing hypotheses in a structured manner. The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS version 4.0 software. The analysis was conducted in two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The inner model represents the relationships between latent variables, both from exogenous to endogenous variables and among endogenous variables, whereas the outer model represents the relationships between indicator variables and latent variables. In the outer model stage, construct validity, including convergent and discriminant validity and indicator reliability, was tested using factor loadings, Average Variance Extracted (AVE), and Cronbach's Alpha. Meanwhile, the inner model analysis focused on testing the relationships between variables to evaluate the research hypotheses, which included estimating path coefficients, R^2 values as a measure of the model's predictive power, and the significance of effects between variables in the structural model.

3.6. Ethical Considerations

This study employs a quantitative approach with an explanatory design to examine the causal relationships between the independent variables (Social Media Marketing, Product Design, and Customer Satisfaction) and the dependent variable (Repurchase Intention). All data collection procedures were conducted both online and offline through questionnaires, adhering to research ethics principles to maintain the integrity and rights of participants. Before completing the questionnaire, respondents were provided with explanations regarding the purpose, procedures, and implications of the study, and their participation was entirely voluntary without coercion. The researchers ensured the confidentiality of responses and confirmed that the data would be used solely for academic purposes, while also minimizing any potential negative impact on participants. With this approach, the study is expected to be conducted professionally in accordance with ethical standards applicable at both national and international levels.

IV. Discussion and Results

In the digital era, maintaining consumer loyalty is a key factor for the sustainability of local brands such as Compass shoes. The implementation of Social Media Marketing (SMM) strategies, product design quality, and the level of customer satisfaction are believed to be important elements that play a role in influencing repurchase intention.

4.1. Respondent Demographics

Based on Table 4.1, the majority of respondents are aged 21–30 years, totaling 80 individuals (74.8%), followed by respondents aged 15–20 years with 20 individuals (18.7%), and those over 31 years old, totaling 7 individuals (6.5%). In terms of gender, most respondents are female, accounting for 60 individuals (56.07%), while male respondents total 47 individuals (43.93%). Regarding occupation, the majority of respondents are students, totaling 76 individuals (71%), followed by entrepreneurs with 7 individuals (6.5%). Respondents

working as Content Creators/Digital Designers and Freelancers each account for 6 individuals (5.6%), while the remaining 8 individuals (7.4%) fall under the "Others" category (Government Employees, Baristas, Sellers, Athletes, etc.). This indicates that most respondents are students or entrepreneurs.

Table 3. Sample Criteria (N = 170)

Measurement	Frequency	%
Gender		
Male	47	43.93%
Female	60	56.07%
Total	107	100%
Age (Years Old)		
15-20	20	18.7%
21-30	80	74.8%
>31	7	6.5%
Total	107	100%
Location		
West Java (Garut, Tasikmalaya, Ciamis, Bandung, Tangerang, Bogor)	79	73.83 %
Jakarta (South Jakarta, East Jakarta)	14	13,1 %
East Java (Surabaya, Lamongan, Malang)	6	5.6%
Central Java (Semarang, Magelang)	4	3.7%
Others (Makassar, Medan, Bali etc.)	4	3.7%
Total	107	100%
Status		
Students	76	71%
Entrepreneur	7	6.5%
Content Creator/Digital/Designer	6	5.6%
Freelance/Freelancer	6	5.6%
Employees	4	3.7%
Others (Government Employees, Barista, Seller, Athlete, etc.)	8	7.4%
Total	107	100%

4.2. Convergent Validity

If the outer loading value is greater than 0.7, the indicator is considered to have convergent validity. Based on Table 4, each indicator of the research variables has an outer loading value greater than 0.7, indicating that none of the variable indicators have an outer loading below 0.5. This implies that all indicators are practically valid for research purposes and can be used for further study. The following are the outer loading values for each research variable indicator:

Table 4. Outer Loading Value

Variable	Indicators	Outer Loading
Social Media Marketing (SMM)	SMM1	0.896
	SMM 2	0.946
	SMM 3	0.910
	SMM 4	0.910
Product Design	PD 1	0.938
	PD 2	0.943

Variable	Indicators	Outer Loading
(PD)	PD 3	0.944
	PD 4	0.952
Repurchase Intention (RI)	RI 1	0.947
	RI 2	0.925
	RI 3	0.932
	RI 4	0.885
Customer Satisfaction (CS)	CS 1	0.853
	CS 2	0.910
	CS 3	0.900
	CS 4	0.909

4.3. Data Analysis

The following is the PLS model framework being tested:

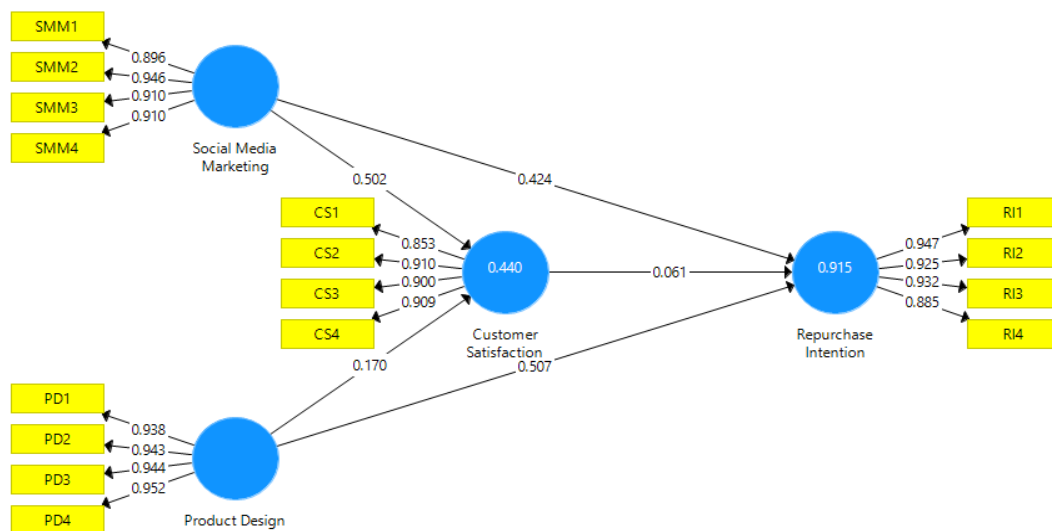


Figure 3. Outer Model

Source: (SmartPLS, 2025)

4.4. Discriminant Validity

Discriminant validity is assessed by examining the Average Variance Extracted (AVE) values, where a value greater than 0.5 is considered valid for convergent validity. Based on Table 4.3, each variable in this study shows an AVE value greater than 0.5. The AVE values for each variable are as follows: Social Media Marketing at 0.839, Product Design at 0.891, Customer Satisfaction at 0.839, and Repurchase Intention at 0.851. This indicates that all variables in this study can be considered valid in terms of discriminant validity. The AVE values for each variable are as follows:

Table 5. Discriminant Validity

Variable	Average Variance Extracted (AVE)	information
Social Media Marketing	0.839	VALID
Product Design	0.891	
Repurchase Intention	0.851	
Customer Satisfaction	0.839	

4.5. Reliability Test

If the composite reliability value of a variable exceeds 0.7, the variable can be considered to meet the composite reliability requirement. Table 5 shows that the composite reliability values for all research variables exceed 0.7: Social Media Marketing = 0.954, Product Design = 0.970, Repurchase Intention = 0.958, and Customer Satisfaction = 0.940. This indicates that each variable meets the composite reliability requirement, implying that the variables as a whole have a high level of reliability. The composite reliability values for each variable in this study are as follows:

Table 6. Composite Reliability

Variable	Composite Reliability
Social Media Marketing	0.954
Product Design	0.970
Repurchase Intention	0.958
Customer Satisfaction	0.940

Table 6 presents the composite reliability (CR) values for the research variables. All constructs demonstrate CR values greater than the recommended threshold of 0.7, indicating strong reliability across the measurement model. Specifically, Social Media Marketing (CR = 0.954), Product Design (CR = 0.970), Repurchase Intention (CR = 0.958), and Customer Satisfaction (CR = 0.940) all exceed the minimum requirement, thereby confirming the consistency of the indicators used to measure each construct. These findings imply that the measurement instruments employed in this study are highly reliable and consistent in representing the underlying latent variables.

4.6. Cronbach Alpha

Table 7 shows that the Cronbach's Alpha values for all variables in this study are above 0.6, indicating that the alpha values meet the reliability standard for all constructs. The values are as follows: Social Media Marketing = 0.936, Product Design = 0.959, Repurchase Intention = 0.942, and Customer Satisfaction = 0.916.

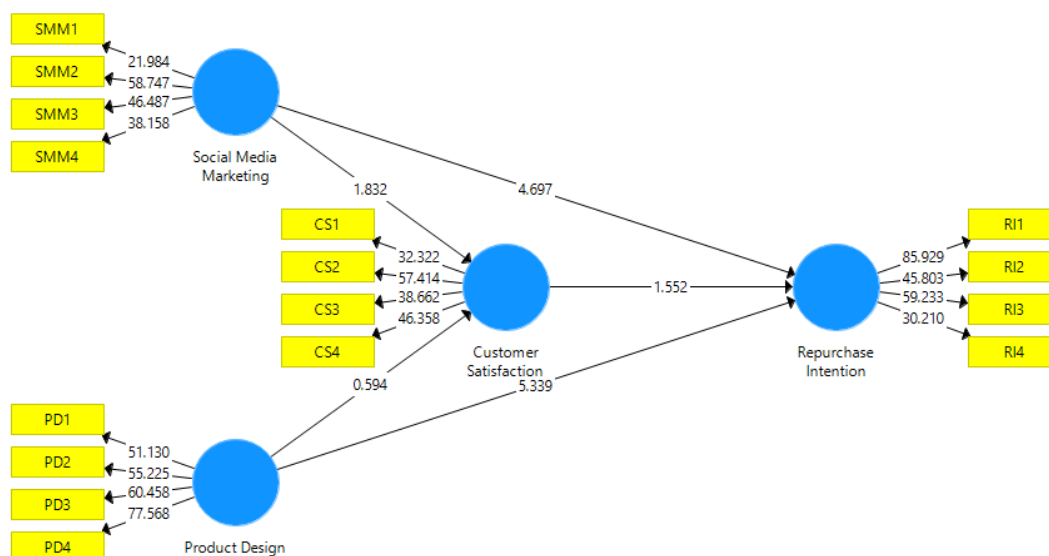
Table 7. Cronbach Alpha

Variable	Cronbach Alpha
Social Media Marketing	0.936
Product Design	0.959
Repurchase Intention	0.942
Customer Satisfaction	0.916

Table 7 shows the Cronbach's Alpha values for all variables in this study, each exceeding the commonly accepted threshold of 0.6 for reliability. Social Media Marketing ($\alpha = 0.936$), Product Design ($\alpha = 0.959$), Repurchase Intention ($\alpha = 0.942$), and Customer Satisfaction ($\alpha = 0.916$) all fall within the range categorized as very high reliability. This indicates that the items used to measure each construct are internally consistent and can be considered dependable for further statistical analysis. These findings confirm that the measurement instruments applied in this study are reliable in capturing the intended constructs.

4.7. Inner Model Analysis

This study will present the results of the model fit test, path coefficient analysis, and hypothesis testing:

**Figure 4. Inner Model**

Source: (SmartPLS, 2025)

4.8. Model Goodness Test

The model goodness test consists of two assessments: R-Square (R^2) and Q-Square (Q^2). The R-Square value indicates the degree of determination of the exogenous variables on the endogenous variables. Higher R-Square values reflect better levels of determination. R-Square values of 0.75, 0.50, and 0.25 represent strong, moderate, and weak models, respectively. (Ghozali & Latan, 2021). Based on Table 4.6, the R-Square values indicate the extent of influence from the observed variables. Social Media Marketing and Product Design affect Repurchase Intention by 91.2% (strong category) and Customer Satisfaction by 42.9% (strong category). These values illustrate the strength of the relationships and the influence of independent variables on the dependent variables.

Table 8. R-Square Value

	R-Square	R-Square Adjusted
Repurchase Intention	0.915	0.912
Customer Satisfaction	0.440	0.429

Source: (SmartPLS, 2025)

The Q-Square value in the structural model testing is assessed to determine predictive relevance. The following are the results of the Q-Square calculations:

$$Q^2 = 1 - SSE/SSO$$

$$Q^2 = 1 - 99656.428.000$$

$$Q^2 = 1 - 0.232$$

$$Q^2 = 0.767$$

The calculation results show a Q-Square value of 0.767, indicating that the model can explain 76.7% of the data variance, while factors outside the model account for 23.2%. Therefore, the model demonstrates high predictive relevance.

4.9. Hypothesis Test

The path coefficient table is used for hypothesis testing in this study to measure the influence of variables. The testing was conducted using bootstrapping to obtain t-statistics or p-values. A p-value of 0.05 indicates no direct effect. With a significance threshold of 1.96 or 5% for the t-statistic, an effect is considered significant if the t-statistic > 1.96. Hypothesis testing was performed using SmartPLS 3 software, with the path coefficient scores serving as the test results. Based on Table 9, the hypothesis testing results show that Social Media Marketing does not have a significant effect on Customer Satisfaction, indicated by a t-statistic of 1.832 and a p-value of 0.068. Therefore, this hypothesis is rejected. It was found that Social Media Marketing does not have a direct effect on Customer Engagement; its influence occurs through the mediation of Customer Satisfaction, meaning there is no significant direct effect. Top of FormBottom of Form Social Media Marketing has a positive and significant effect on Repurchase Intention, with a t-statistic of 4.697 and a p-value of 0.000. Therefore, this hypothesis is accepted. These findings align with previous research indicating that Repurchase Intention is positively and significantly influenced by Social Media Marketing. (Kaiwa Ogan, Lilik Noor Yuliati, 2024).

Product Design does not significantly affect Customer Satisfaction, as shown by a t-statistic of 0.594 and a p-value of 0.552; hence, this hypothesis is rejected. This finding is consistent with previous studies showing that Customer Satisfaction is not significantly influenced by Product Design alone. This suggests that product design by itself may not be sufficient to impact customer satisfaction unless it contributes to appropriate purchasing decisions. The effect of design can be effective if driven by factors such as Purchase Decisions, which act as a mediating pathway between Product Design and Customer Satisfaction. (Nadya Nur Arifa & Aguilika, 2023). Furthermore, Product Design does not significantly influence Repurchase Intention, as indicated by a t-statistic of 1.552 and a p-value of 0.121, leading to the rejection of this hypothesis. This result aligns with previous research indicating that Repurchase Intention is not significantly affected directly by Product Design, but rather through the mediation of Perceived Value. In other words, an attractive product design that is perceived as having low value is insufficient to convince consumers to engage in Repurchase Intention. (Muzahiddan & Munawar, 2025). Finally, with a t-statistic of 1.552 and a p-value of 0.121, this hypothesis is rejected. These findings indicate that Social Media Marketing and Product Design have a significant impact on Repurchase Intention, with Customer Satisfaction serving as a mediating variable.

Table 9. Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	T-Statistic	P-Value	Information
Social Media Marketing -> Customer Satisfaction	H1	0.502	1.832	0.068	Unsignificant
Social Media Marketing -> Repurchase Intention	H2	0.424	4.697	0.000	Significant
Product Design -> Customer Satisfaction	H3	0.170	0.594	0.552	Unsignificant
Product Design -> Repurchase Intention	H4	0.507	5.339	0.000	Significant
Customer Satisfaction -> Repurchase Intention	H5	0.061	1.552	0.121	Unsignificant

4.10. Indirect Effect Test

Based on Table 4.8, the hypothesis testing results indicate that Customer Satisfaction mediates the relationship between Social Media Marketing and Repurchase Intention, with a t-statistic of 0.424, an effect size of 0.012, and a p-value of 0.672. Similarly, Hypothesis 7 results show that Customer Satisfaction mediates

the relationship between Product Design and Repurchase Intention, with a t-statistic of 0.693, an effect size of -0.049, and a p-value of 0.488. These findings are consistent with previous research indicating that Product Design has a positive and significant indirect effect on Repurchase Intention (Sartika & Salim, 2024). Some hypotheses were rejected because t-statistics < 1.96 and p-values > 0.05. Therefore, Customer Satisfaction does not significantly mediate these relationships. The following are the specific indirect effect values.

Table 10. Specific Indirect Test

	Hypothesis	Original Sample	T-Statistic	P-Value	Information
Social Media Marketing -> Customer Satisfaction -> Repurchase Intention	H6	0.012	0.424	0.672	Unsignificant
Product Design -> Customer Satisfaction -> Repurchase Intention	H7	-0.049	0.693	0.488	Unsignificant

4.11. Discussion

The results of this study indicate that Social Media Marketing and Product Design have a positive and significant effect on Repurchase Intention, both directly and through the mediation of Customer Satisfaction. This suggests that strong Social Media Marketing and effective Product Design enhance Repurchase Intention more optimally, especially when supported by high Customer Satisfaction. The finding that Social Media Marketing has a significant effect on Repurchase Intention (T-statistic = 4.697; p-value = 0.000) indicates that the more effective a social media marketing strategy is, the stronger customers' intention to make repeat purchases. This result aligns with previous research by Simbolon & Law (2022), which stated that interactive social media enhances consumer loyalty and repurchase intention. The positive influence of Product Design on Repurchase Intention (T-statistic = 5.339; p-value = 0.000) supports the acceptance of this hypothesis. In the context of Customer Satisfaction, the study findings indicate that Customer Satisfaction significantly mediates the relationship between Social Media Marketing and Product Design on Repurchase Intention. However, Customer Satisfaction alone has an insignificant and weak effect on Repurchase Intention (T-statistic = 1.552; p-value = 0.121).

According to Feriyanto (2022), this suggests that Customer Satisfaction hurts Repurchase Intention, generally categorized as weak to moderate. Furthermore, the high R-squared values for Repurchase Intention (0.912) and Customer Satisfaction (0.429) demonstrate that the research model has very strong predictive power. A Q-squared value of 0.429 indicates that the model accounts for 42.9% of the data variability, reflecting strong structural relevance. While the model effectively predicts 42.9% of the variance in the dependent variable (Repurchase Intention), the remaining 48.1% is explained by factors outside this study. This suggests that, although the model has strong predictive capability, there is still room for future development by incorporating additional variables to more comprehensively explain variability. Nonetheless, companies aiming to boost repeat purchases must prioritize customer satisfaction by optimizing aggressive social media marketing strategies and continuously innovating to keep up with evolving trends and product design styles. Customer satisfaction has been proven to serve as a strong link between digital marketing activities (Social Media Marketing) and Repurchase Intention.

V. Conclusion

The study results indicate that Social Media Marketing (SMM) has a significant effect on Repurchase Intention, while Product Design significantly influences Repurchase Intention but not Customer Satisfaction. Additionally, Customer Satisfaction was not proven to be a strong mediator in the relationship between Product Design and Repurchase Intention. These findings underscore that social media marketing strategies are more effective in building loyalty and driving repeat purchases compared to relying solely on product

design, although design remains important in shaping consumer perception. Practically, companies like Compass are advised to maximize digital interactions with consumers through creative content and influencer collaborations, while continuing to innovate in designs that combine aesthetics, functionality, and comfort. For future research, it is recommended to expand the model by including additional mediating variables, such as brand trust or customer experience, as well as moderating variables like consumer loyalty or demographic factors. Moreover, employing a longitudinal approach can provide deeper insights into how consumer perceptions evolve, while cross-product or cross-industry testing can enhance the generalizability of the findings.

As a recommendation for future researchers, it is suggested to develop the research model by adding mediating variables such as brand trust, brand experience, or customer engagement, as well as moderating variables like perceived value, age, and customer loyalty, to gain a more comprehensive understanding of factors influencing repurchase intention. Furthermore, the use of a mixed-methods approach can be considered to explore deeper emotional aspects and consumer perceptions that may not be revealed through a purely quantitative approach. Research can also be extended to other product sectors, such as cosmetics, digital fashion, or app-based services, and compare consumer behavior toward local versus international brands. Finally, researchers are advised to focus on the effectiveness of specific social media platforms, such as TikTok or Instagram, to provide a more contextually relevant analysis aligned with current digital trends. Companies like Compass Shoes are advised to consistently and creatively optimize their social media marketing strategies by fostering two-way interactions with consumers through engaging content, using hashtags such as #localpride, and collaborating with influencers whose values and image align with the brand. Furthermore, product design innovation should be a top priority, focusing on functionality, aesthetics, and comfort to meet the expectations of an increasingly dynamic market. Companies should also strengthen a data-driven approach, such as conducting regular consumer surveys to identify design preferences, the most effective social media channels, and factors contributing to customer satisfaction and brand loyalty. Through this approach, companies can enhance competitiveness, drive repurchase intention, and achieve sustainable business growth.

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