

## **ABSTRAK**

The rapid development of e-commerce in Indonesia has driven the intensity of competition between digital platforms, including Tokopedia, which is one of the largest marketplaces. In this competition, strengthening brand equity and building consumer trust are key factors in maintaining customer loyalty and encouraging repeat purchase decisions. This study aims to examine the effect of brand equity and brand trust on repurchase intentions, with brand loyalty and customer satisfaction as mediating variables. Data were obtained from 550 respondents who met certain criteria through distributing online questionnaires using Google Form with purposive sampling technique. Data analysis was conducted using a quantitative approach through the Partial Least Squares Structural Equation Modeling (PLS-SEM) method. The analysis results show that both brand equity and brand trust have a positive and significant influence on repurchase intentions, both directly and indirectly through brand loyalty and customer satisfaction. This research model is able to explain 42.6% of the variability in repurchase intentions among Tokopedia users.

Keywords: Brand Equity, Brand Trust, Brand Loyalty, Customer Satisfaction, Repurchase Intention