

The Effect of E-Marketing on Repurchase Decisions for Natural Dye Batik Msme Products in Ciwaringin, Cirebon: Brand Equity as a Mediating Variable

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Abstract:

The development of digital technology has transformed marketing practices in the micro, small, and medium enterprise (MSME) sector, including the batik industry. E-marketing has become an increasingly important strategy for expanding market reach, enhancing interactions with consumers, and building brand equity that can encourage continued purchasing. However, Anugerah Batik Ciwaringin Cooperative still faces sales fluctuations, indicating that digital marketing implementation and brand strengthening have not yet been fully optimized. This study aims to analyze the effect of e-marketing on repurchase decisions, the effect of e-marketing on brand equity, and the effect of brand equity on repurchase decisions, as well as to examine the mediating role of brand equity. The study employed a quantitative approach, using a survey of 80 consumers of Ciwaringin natural dye batik selected through purposive sampling. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The results show that e-marketing has a positive and significant effect on both brand equity and repurchase decisions. Brand equity also has a positive effect on repurchase decisions and mediates the relationship between e-marketing and repurchase decisions. These findings indicate that optimizing digital marketing, supported by stronger brand equity, can increase consumers' repurchase decisions for natural dye batik products. Therefore, MSME operators need to develop more consistent digital marketing strategies through creative content, interactive communication, and the reinforcement of brand identity based on cultural values and environmental sustainability to improve customer loyalty and business competitiveness.

Keywords:

E-Marketing; Brand Equity; Repurchase Decision; Batik MSMEs; SEM-PLS.

I. Introduction

Digital transformation has shifted the marketing paradigm from conventional approaches to technology-based marketing that is more interactive, measurable, and oriented toward the consumer experience. The development of the internet and social media provides micro, small, and medium enterprises (MSMEs) with opportunities to expand market reach, establish more effective communication with consumers, and enhance competitiveness through e-marketing implementation (Kotler et al., 2022; Afriani et al., 2025). Digital marketing strategies no longer function solely as promotional tools; they also help build long-term customer relationships through relevant information, creative content, and positive digital experiences. Accordingly, e-marketing has become an important factor in improving business sustainability in the digital economy.

The batik industry is a subsector of the creative economy that makes an important contribution to Indonesia's economy while also representing the nation's cultural identity. Since batik was recognized by UNESCO as Intangible Cultural Heritage, demand for batik products has continued to grow, including products that emphasize environmentally friendly

(eco-green) concepts. One batik production center with these characteristics is Ciwaringin Batik in Cirebon Regency, which uses natural dyes as a distinctive feature of its products. The use of natural dyes not only provides aesthetic value but also enhances cultural and sustainability values, creating a competitive advantage over other batik products (Kirom, 2025; Nur Azlinda Herawati et al., 2025).

Changes in consumer behavior toward greater concern for sustainability issues provide environmentally friendly products with greater opportunities for market acceptance. Nevertheless, good product quality does not necessarily generate repurchase decisions unless supported by an effective marketing communication strategy. In digital marketing, consumers require easily accessible information, engaging content, and interactions that build trust in a brand. Therefore, companies need to integrate e-marketing strategies with brand equity strengthening to increase consumers' repurchase decisions (Kotler et al., 2022; Rahmadini et al., 2025).

Anugerah Batik Ciwaringin Cooperative has used various digital platforms, including Instagram, TikTok, WhatsApp Business, and Linktree, for promotion and communication with consumers. These efforts aim to expand the market while introducing the advantages of natural dye batik to the public. However, digital marketing management still faces several challenges, including suboptimal content quality, inconsistent posting, limited human resources for managing social media, and a lack of integrated digital communication strategies across platforms. Consequently, customer engagement and brand equity have not developed optimally, affecting consumers' repurchase decisions.

This phenomenon is supported by sales data from Anugerah Batik Ciwaringin Cooperative for 2024–2025, which show sales fluctuations. Sales declined when digital promotional activities and content posting frequency were relatively low, whereas sales increased during periods of more intensive digital marketing activity on Instagram. These conditions suggest that e-marketing effectiveness may influence consumer purchasing behavior, although other factors also determine the success of digital marketing strategies (Ainurrohman, 2024).

From a marketing management perspective, brand equity is a strategic asset that creates added value for a brand. Strong brand equity can increase brand awareness, perceived quality, trust, and consumer loyalty, thereby encouraging repurchase decisions (Aaker, 1996; Kotler et al., 2022). For natural dye batik products, brand equity formation is influenced not only by product quality but also by the company's success in communicating cultural values, production processes, the use of natural materials, and sustainability concepts through digital media (Nur Azlinda Herawati et al., 2025).

Previous studies show that e-marketing positively influences consumer behavior. Rahmadini et al. (2025) found that digital marketing activities on social media can increase both brand equity and repurchase decisions. Sutanto and Kussudyarsana (2024) also explained that brand equity significantly affects repurchase decisions. Nevertheless, findings concerning the mediating role of brand equity remain inconsistent. Some studies demonstrate that brand equity mediates the relationship between e-marketing and repurchase decisions, whereas others show that this mediating effect is relatively smaller than the direct effect of e-marketing on repurchase decisions (Ferry Ruhananta & Nurmansyah, 2025). Furthermore, most studies have focused on marketplaces and modern fashion products, while research on eco-green natural dye batik MSMEs remains very limited.

Based on these empirical observations and research gaps, this study aims to analyze the effect of e-marketing on repurchase decisions, the effect of e-marketing on brand equity, and the effect of brand equity on repurchase decisions, as well as to examine the mediating role of brand equity in natural dye batik MSMEs in Ciwaringin, Cirebon Regency. This study is expected to contribute to the development of digital marketing literature in the creative economy sector and provide strategic recommendations for MSME operators to enhance competitiveness through e-marketing optimization and brand equity strengthening.

II. Review of Literature

2.1 E-Marketing

The development of information technology has driven a shift in marketing strategies from conventional approaches toward more effective and interactive digital marketing. E-marketing is defined as all marketing activities that use the internet and digital technology to create, communicate, and deliver value to consumers more efficiently (Kotler et al., 2022). E-marketing implementation enables companies to expand market reach, improve communication with customers, and build long-term relationships through various digital platforms, such as social media, websites, and marketplaces (Chaffey & Ellis-Chadwick, 2022). For MSMEs, e-marketing is an important strategy for enhancing competitiveness because it expands market access at relatively lower promotional costs than conventional marketing (Herawati et al., 2025).

E-marketing serves not only as a promotional medium but also as a means of building customer engagement through product information, two-way communication, and responsive service. According to Kotler et al. (2022), e-marketing effectiveness is influenced by information quality, ease of access, interactivity, and the company's ability to create positive digital experiences. Rahmadini et al. (2025) also show that optimal e-marketing implementation can improve consumers' perceptions of a brand while encouraging customer loyalty.

In this study, e-marketing is measured using indicators that include ease of obtaining information, digital content quality, communication interactivity, ease of transactions, and digital media accessibility. These indicators reflect the company's effectiveness in using digital media for marketing communication with consumers.

2.2 Brand Equity

Brand equity is the added value of a brand based on consumers' perceptions of quality, brand awareness, brand associations, and customer loyalty. Aaker (1996) explains that brand equity consists of four main dimensions: brand awareness, brand association, perceived quality, and brand loyalty. Keller (2013), meanwhile, states that brand equity is formed through consumer knowledge that influences their responses to marketing activities. Although these are classical theories, they remain foundational in contemporary marketing research and continue to be developed within the digital marketing context (Kotler et al., 2022).

In the digital era, brand equity formation is influenced not only by product quality but also by the effectiveness of marketing communication through digital media. Consistent information, engaging content, and intensive interactions through social media can increase brand awareness, strengthen brand image, and build customer loyalty. Afriani et al. (2025) show that integrated e-marketing activities can enhance brand equity because consumers obtain more comprehensive information and develop positive perceptions of the brand.

Similar findings were reported by Rahmadini et al. (2025), who found that social media contributes significantly to brand equity formation in the MSME sector.

In this study, brand equity is measured using four main indicators: brand awareness, brand association, perceived quality, and brand loyalty, adapted to the characteristics of consumers of Ciwaringin natural dye batik.

2.3 Repurchase Decision

A repurchase decision is a consumer's decision to buy the same product again after a previous purchasing experience. Repurchase decisions indicate a positive evaluation of the benefits received, which encourages consumers to maintain a relationship with a particular brand (Kotler et al., 2022). In a digital marketing environment, repurchase decisions are influenced by customer experience, product quality, trust in the brand, and the effectiveness of the company's marketing communication.

According to Tjiptono (2022), consumers who have positive experiences during the purchasing process are more likely to make repeat purchases. Sutanto and Kussudyarsana (2024) also demonstrate that brand equity positively affects repurchase decisions because consumers are more likely to repurchase products that are familiar, trusted, and reputable. Furthermore, Rahmadini et al. (2025) explain that effective e-marketing strategies can increase repurchase decisions by providing relevant information and facilitating interactions between companies and consumers.

In this study, repurchase decisions are measured through indicators of the desire to buy again, choosing the product as the first option, making repeat purchases, recommending the product to others, and continuing to choose the product despite the availability of alternatives. These indicators were adapted from previous studies and adjusted to the characteristics of consumers of Ciwaringin natural dye batik.

2.4 Relationships among Variables

Conceptually, effective e-marketing implementation can enhance brand equity by providing high-quality information, interactive communication, and positive digital experiences. Strong brand equity subsequently increases consumer trust and loyalty, thereby encouraging repurchase decisions. In addition to having an indirect effect through brand equity, e-marketing can directly influence repurchase decisions through ease of obtaining information, promotional effectiveness, and transaction convenience (Kotler et al., 2022). Rahmadini et al. (2025) show that e-marketing positively affects brand equity and repurchase decisions, while Sutanto and Kussudyarsana (2024) demonstrate that brand equity is a major factor encouraging consumers to make repeat purchases. Therefore, this study examines brand equity as a mediating variable that explains how e-marketing influences repurchase decisions in Ciwaringin natural dye batik MSMEs.

2.5 Hypothesis Development

The Effect of E-Marketing on Repurchase Decisions

The development of digital technology has made e-marketing a major strategy for building long-term relationships with consumers. Through digital media, companies can rapidly deliver product information, provide more responsive service, and create better shopping experiences. Ease of obtaining information, intensive interactions, and effective communication increase consumer confidence in a product, thereby encouraging repurchase

decisions (Kotler et al., 2022). Thus, the more optimally e-marketing is implemented, the greater consumers' tendency to make repurchase decisions.

Rahmadini et al. (2025) show that digital marketing activities positively influence repurchase decisions because they increase customer engagement and facilitate information searches. These findings are reinforced by Pratama and Nugroho (2024), who state that digital media contribute to building long-term relationships between companies and consumers through relevant information and interactive communication. Accordingly, effective e-marketing implementation is expected to increase repurchase decisions among consumers of Ciwaringin natural dye batik.

H1: E-Marketing has a positive and significant effect on Repurchase Decisions.

The Effect of E-Marketing on Brand Equity

Brand equity is an intangible asset formed through consumers' perceptions of a brand. Consistent e-marketing activities can increase brand awareness, strengthen brand image, and build consumer trust by delivering accurate and engaging information. According to Kotler et al. (2022), effective digital marketing communication strengthens a brand's position in consumers' minds, thereby increasing the company's brand value.

Afriani et al. (2025) show that e-marketing positively affects brand equity by increasing interactions between companies and consumers through digital media. Rahmadini et al. (2025) also demonstrate that social media contributes significantly to increasing brand awareness and customer loyalty in the MSME sector. Based on these findings, the more optimally e-marketing is implemented, the stronger the brand equity of Ciwaringin natural dye batik MSMEs.

H2: E-Marketing has a positive and significant effect on Brand Equity.

The Effect of Brand Equity on Repurchase Decisions

Strong brand equity increases consumer confidence in product quality, encouraging repeat purchases. Consumers tend to choose familiar, trusted, and reputable brands over those without a strong image. Therefore, brand equity is an important factor in creating customer loyalty and business sustainability (Aaker, 1996; Kotler et al., 2022).

Sutanto and Kussudyarsana (2024) show that brand equity positively affects repurchase decisions because consumers have greater trust in reputable brands. Herawati et al. (2025) also demonstrate that increased brand awareness and perceived quality contribute to repurchase decisions for MSME products. Accordingly, the higher the brand equity, the greater consumers' tendency to repurchase Ciwaringin natural dye batik.

H3: Brand Equity has a positive and significant effect on Repurchase Decisions.

The Role of Brand Equity as a Mediating Variable

From a marketing perspective, e-marketing activities influence consumer behavior both directly and through the formation of brand equity. Consistent information, interactive communication, and engaging digital content increase brand awareness and improve brand image, thereby strengthening consumer trust. Strong brand equity subsequently encourages consumers to make repeat purchases because they have positive perceptions of the brand's quality and reputation.

Rahmadini et al. (2025) show that brand equity mediates the relationship between e-marketing and repurchase decisions. These findings indicate that the success of digital

marketing strategies is determined not only by promotional intensity but also by the company's ability to build strong brand value in consumers' minds. Based on these theoretical arguments and previous findings, this study examines brand equity as a mediating variable in the relationship between e-marketing and repurchase decisions in Ciwaringin natural dye batik MSMEs.

H4: Brand Equity mediates the effect of E-Marketing on Repurchase Decisions.

III. Research Methods

This study employs a quantitative approach with a descriptive-verify design and an explanatory research framework to analyze the causal relationships among e-marketing, brand equity, and repurchase decisions among consumers of natural dye batik MSMEs in Ciwaringin, Cirebon Regency. A quantitative approach was chosen because the study aims to test hypotheses empirically by measuring variables using numerical data analyzed through statistical techniques. The descriptive approach is used to describe the conditions of each research variable, while the verify approach is used to test direct and indirect effects among variables in accordance with the developed conceptual model (Sugiyono, 2023; Hair et al., 2022).

The study population consists of all consumers who have purchased Ciwaringin natural dye batik products. The sample was selected through non-probability sampling using purposive sampling, which selects respondents based on specific criteria aligned with the research objectives. The respondent criteria were: (1) having purchased Ciwaringin natural dye batik products, (2) having obtained product information through digital media used by the MSMEs, and (3) being willing to complete the questionnaire in full. Based on these criteria, the study used a sample of 80 respondents, considered to meet the minimum requirements for Partial Least Squares Structural Equation Modeling (PLS-SEM) analysis as described by Hair et al. (2022).

The study uses primary and secondary data. Primary data were obtained by distributing questionnaires to respondents using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Secondary data were obtained from books, scholarly articles, reports, documentation, and other references related to e-marketing, brand equity, and repurchase decisions to support the development of the theoretical framework and the interpretation of the findings (Sugiyono, 2023; Sekaran & Bougie, 2021).

E-marketing, as the independent variable, is measured using indicators that reflect digital marketing effectiveness, such as information quality, ease of access, interactivity, and communication through digital media. Brand equity, as the mediating variable, is measured through the dimensions of brand awareness, brand association, perceived quality, and brand loyalty. Repurchase decision, as the dependent variable, is measured through indicators of the desire to buy again, brand preference, willingness to make repeat purchases, and the tendency to recommend the product to other consumers. All indicators were adapted from relevant previous studies and adjusted to the characteristics of Ciwaringin natural dye batik products.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS version 4. This method was chosen because it can analyze simultaneous relationships among latent variables, test mediation models, and is suitable for predictive research with relatively limited sample sizes (Hair et al., 2022). The analysis includes evaluation of the measurement model (outer model) and structural model (inner model). The outer

model is evaluated by testing convergent validity, discriminant validity, and construct reliability using outer loadings, Average Variance Extracted (AVE), Cronbach's Alpha, and Composite Reliability. The inner model is subsequently evaluated using the Coefficient of Determination (R^2), Effect Size (f^2), Predictive Relevance (Q^2), and Standardized Root Mean Square Residual (SRMR) to assess the quality of the structural model.

Hypotheses were tested using a bootstrapping procedure by examining the path coefficient (β), t-statistic, and p-value. A hypothesis is accepted if the t-statistic is > 1.96 and the p-value is < 0.05 at a 5% significance level (Hair et al., 2022). Specific Indirect Effects were also tested to determine the significance of the mediating effect of brand equity in the relationship between e-marketing and repurchase decisions, thereby establishing whether brand equity serves as a mediating variable in the research model.

Table 2. Operational Definitions of Variables

Variable	Operational Definition	Indicator	Reference
E-Marketing (X)	Marketing activities that use digital media to deliver information, interact with consumers, and promote products.	Information quality, ease of access, interactivity, digital communication	Kotler et al. (2022); Chaffey & Ellis-Chadwick (2022)
Brand Equity (Z)	The added value of a brand reflected in consumers' perceptions and experiences of the brand.	Brand awareness, brand association, perceived quality, brand loyalty	Aaker (1996); Kotler et al. (2022)
Repurchase Decision (Y)	Consumers' decisions to purchase the same product again after a previous purchasing experience.	Desire to repurchase, brand preference, repeat purchases, recommendations	Kotler et al. (2022); Tjiptono (2022)

IV. Result and Discussion

4.1 Respondent Characteristics

This study involved 80 respondents who were consumers of natural dye batik MSMEs in Ciwaringin, Cirebon Regency. All respondents were selected through purposive sampling based on the criteria of having purchased Ciwaringin natural dye batik products and being aware of product marketing through digital media. Respondent characteristics were analyzed to provide an overview of the consumer profile under study and support the interpretation of the SEM-PLS analysis results.

(Next, insert the respondent characteristics table from the undergraduate thesis: gender, age, occupation, purchase frequency, and digital media used, in accordance with the data in Chapter IV of the thesis.)

4.2 SEM-PLS Analysis Results

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The model was evaluated in two main stages: evaluation of the measurement model (outer model) to test construct validity and reliability, and evaluation of the structural model (inner model) to test the model's predictive ability and relationships

among latent variables. These stages were conducted before hypothesis testing to ensure that the research model met the required statistical criteria (Hair et al., 2022).

a. Measurement Model Evaluation (Outer Model)

Table 3. Outer Loading Values

Variable	Indicator	Outer Loading	Remarks
E-Marketing	X6	0.719	Valid
	X8	0.881	Valid
	X9	0.849	Valid
Repurchase Decision	Y1	0.820	Valid
	Y2	0.803	Valid
	Y3	0.722	Valid
	Y5	0.836	Valid
	Y8	0.755	Valid
	Y9	0.820	Valid
Brand Equity	Z1	0.706	Valid
	Z2	0.840	Valid
	Z3	0.741	Valid
	Z8	0.760	Valid
	Z9	0.745	Valid
	Z10	0.707	Valid

Source: Data processing results using SmartPLS 4.0.

Table 3 shows that all indicators have outer loading values above 0.70, ranging from 0.706 to 0.881. These results indicate that all indicators meet the criteria for convergent validity and adequately represent the constructs of e-marketing, brand equity, and repurchase decision. According to Hair et al. (2022), indicators with outer loading values ≥ 0.70 are considered sufficiently capable of explaining the latent variables they measure. Therefore, all indicators in the research model were retained and deemed suitable for subsequent analysis.

Table 4. Average Variance Extracted (AVE) and Construct Reliability

Variable	Cronbach's Alpha	Composite Reliability	AVE	Remarks
E-Marketing	0.757	0.859	0.671	Reliable & Valid
Brand Equity	0.845	0.886	0.564	Reliable & Valid
Repurchase Decision	0.882	0.911	0.630	Reliable & Valid

Source: Data processing results using SmartPLS 4.0.

Table 4 shows that all constructs have Average Variance Extracted (AVE) values above 0.50, Cronbach's Alpha values above 0.70, and Composite Reliability values exceeding 0.70. These results indicate that each construct meets the criteria for convergent validity and internal reliability, demonstrating that the research instrument can measure the research

variables consistently and accurately. Thus, the measurement model (outer model) meets all requirements for proceeding to evaluation of the structural model (inner model).

4.3 Discussion

a. The Effect of E-Marketing on Repurchase Decisions

The results of the first hypothesis test show that e-marketing has a positive and significant effect on repurchase decisions. This is demonstrated by a path coefficient (β) of 0.234, a t-statistic of 2.067, and a p-value of 0.039; therefore, the first hypothesis is accepted. These findings indicate that the more effective the digital marketing strategies implemented by Ciwaringin natural dye batik MSMEs, the greater consumers' tendency to make repeat purchases.

Theoretically, this finding reinforces the concept of e-marketing proposed by Kotler et al. (2022), according to which digital marketing can improve long-term customer relationships through rapid information delivery, interactive communication, and easy access to products. In the MSME context, digital media serve not only as promotional channels but also as a means of building customer experiences that can influence repurchase behavior.

The findings show that consumers of Ciwaringin natural dye batik obtain product information more easily through digital media, increasing their confidence in the products offered. Easy access through social media to information about batik patterns, production processes using natural dyes, prices, and ordering procedures provides positive consumer experiences. These experiences encourage consumers to repurchase the products because they feel that the information provided is comprehensive, easy to understand, and suited to their needs.

These findings are consistent with the research of Chaffey and Ellis-Chadwick (2022), who explain that e-marketing implementation can increase customer loyalty through effective digital communication. Rahmadini et al. (2025) also found that digital marketing activities positively affect repurchase decisions because they increase customer engagement and strengthen relationships between companies and customers. Accordingly, the better the e-marketing implementation by Ciwaringin natural dye batik MSMEs, the greater the likelihood of consumers making repeat purchases.

b. The Effect of E-Marketing on Brand Equity

The results of the second hypothesis test show that e-marketing has a positive and significant effect on brand equity. This is demonstrated by a path coefficient of 0.618, a t-statistic of 6.227, and a p-value of 0.000; therefore, the second hypothesis is accepted. These results indicate that increased digital marketing activity can strengthen the brand equity of Ciwaringin natural dye batik in consumers' minds.

According to Aaker (1996), brand equity is a strategic asset formed through brand awareness, perceived quality, brand associations, and customer loyalty. In the digital era, brand equity formation is strongly influenced by the effectiveness of marketing communication through digital media. Consistent information, engaging content, and good interactions with consumers increase brand recognition and strengthen the company's positive image (Kotler et al., 2022).

In this study, e-marketing activities conducted through social media give consumers opportunities to become more familiar with the characteristics of Ciwaringin natural dye batik.

Providing information about environmentally friendly production processes, local cultural values, and product quality through digital platforms can increase brand awareness and build positive consumer perceptions of these batik products.

The findings support Afriani et al. (2025), who state that e-marketing implementation significantly contributes to increased brand equity. These findings also align with Rahmadini et al. (2025), who demonstrate that digital marketing through social media can increase brand awareness and customer loyalty in the MSME sector. Therefore, strengthening e-marketing strategies is an important factor in building sustainable brand equity.

c. The Effect of Brand Equity on Repurchase Decisions

The results of the third hypothesis test show that brand equity has a positive and significant effect on repurchase decisions. A path coefficient of 0.616, a t-statistic of 6.038, and a p-value of 0.000 demonstrate that the higher the brand equity of Ciwaringin natural dye batik, the greater consumers' tendency to make repeat purchases. Thus, the third hypothesis is accepted.

Theoretically, Aaker (1996) explains that brand equity adds value to a product because it can increase consumer trust, loyalty, and preference for the brand. Consumers tend to repurchase reputable products rather than unfamiliar ones. This view is reinforced by Kotler et al. (2022), who state that strong brands can reduce consumers' perceived risk, thereby increasing repurchase decisions.

The findings indicate that consumers have positive perceptions of Ciwaringin natural dye batik as a product of good quality that uses natural dyes and reflects local cultural values. These perceptions build consumer trust and loyalty, leading consumers to prefer repurchasing Ciwaringin natural dye batik over similar products from other brands.

These findings are consistent with Sutanto and Kussudyarsana (2024), who found that brand equity positively affects repurchase decisions. Herawati et al. (2025) also show that increased brand awareness, perceived quality, and customer loyalty can increase repurchase decisions in the MSME sector. Therefore, strengthening brand equity is an important strategy for MSMEs to retain customers and improve business sustainability.

V. Conclusions

This study aims to analyze the effect of e-marketing on repurchase decisions, with brand equity as a mediating variable, among consumers of natural dye batik MSMEs in Ciwaringin, Cirebon Regency. Based on Structural Equation Modeling–Partial Least Squares (SEM-PLS) analysis, the study demonstrates that e-marketing has a positive and significant effect on both repurchase decisions and brand equity. These findings indicate that effective digital marketing through social media and digital platforms can improve access to information, strengthen communication with consumers, and create better shopping experiences, thereby encouraging repeat purchases. Consistent digital marketing activities can also enhance brand equity, as reflected in increased brand awareness, perceived quality, brand associations, and consumer loyalty toward Ciwaringin natural dye batik.

The findings also show that brand equity has a positive and significant effect on repurchase decisions. This indicates that consumers who have positive perceptions of a brand tend to have higher levels of trust and loyalty, encouraging them to make repeat purchases.

Thus, strengthening brand equity is a strategic factor that can improve the continuity of relationships between companies and consumers. If the Specific Indirect Effects results in the research model demonstrate that brand equity mediates the relationship between e-marketing and repurchase decisions, it can be concluded that digital marketing affects repurchase decisions not only directly but also through an increase in the brand value perceived by consumers.

Academically, this study enriches research on digital marketing in the MSME sector by providing empirical evidence of the relationships among e-marketing, brand equity, and repurchase decisions. Practically, the findings imply that Ciwaringin natural dye batik MSME operators need to optimize e-marketing strategies through more consistent social media management, creative digital content, comprehensive product information, and stronger brand identities based on local culture and environmentally friendly concepts. These strategies are expected to enhance brand equity, maintain customer loyalty, and encourage a sustained increase in repurchase decisions amid increasingly competitive conditions in the batik industry.

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