ABSTRACT

The objectives of this study include examining and analyzing the influence of social media marketing on repurchase intention, the influence of social media marketing on customer engagement, and the influence of social media marketing on image quality. There is an effect of customer engagement on repurchase intention, and there is an effect of image quality on repurchase intention.

The population in this study is a complete group of elements, which are usually people, objects, transactions, or events in which we are interested in studying or being the object of research. The population used in this study are customers who buy products at Berybenka either through online shops or offline stores.

This study uses multi-regression analysis and the effect of customer engagement on repurchase intention has been obtained for -0.052 which shows a significance value of 0.388 greater than α = 0.05, so the first hypothesis which says that customer engagement has no effect on repurchase intention is rejected H1 is rejected).

The effect of Image Quality on Repurchase Intention obtained a result of 0.588 which shows a significance value of 0.000 smaller than α = 0.05, so the second hypothesis which says that Image Quality has a significant effect on reourchase intention is accepted (H2 is accepted).

The effect of Social Media Marketing on Customer Engagement gets a result of 0.010 which shows a significance value of 0.961 which is greater than α = 0.05, so the sixth hypothesis which says that Social Media Marketing has no effect on Customer Engagement is rejected (H3 is rejected).

The influence of Social Media Marketing on Image Quality obtained a result of 0.636 which shows a significance value of 0.000 smaller than α = 0.05, so the fourth hypothesis which says that Social Media Marketing has a significant effect on Image Quality is accepted (H4 is accepted).

The effect of Social Media Marketing on Repurchase Intention obtained a result of 0.425 which shows a significance value of 0.000 smaller than α = 0.05, so the fifth hypothesis which says that Image Quality has a significant effect on reourchase intention is accepted (H5 accepted).

Keywords: Repurchase Intention, Social Media Marketing, Customer Engangement, Image quality.