

ABSTRACT

This study explores the impact of Community Relationship Management (CoRM) and Relationship Marketing Orientation (RMO) on brand trust, brand image, and repurchase intention in the context of Gojek's app-based services in Semarang. The research aims to understand how these factors influence customer loyalty and business growth within the competitive app-based service industry. Data were collected from 205 respondents who are Gojek users in Semarang through both open-ended and closed-ended questionnaires. The data were analyzed using Structural Equation Modeling (SEM) with AMOS version 30.

The findings reveal that CoRM positively influences brand trust, and RMO positively affects brand image. Both factors significantly contribute to repurchase intention, with brand trust mediating the relationship between CoRM and repurchase intention. These results provide valuable insights for companies in the app-based service industry, offering a clearer understanding of how community engagement and relationship marketing strategies can foster long-term customer loyalty and improve business performance.

Keywords: *Community Relationship Management (CoRM), Relationship Marketing Orientation (RMO), Brand Trust, Brand Image, Repurchase Intention.*