

ABSTRACT

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**Understanding Sustainable Customer Retention Through the Influence of Social Media Marketing Activities on Brand Image, Brand Awareness, and Customer Repurchase Intention: A Quantitative Analysis of Nike
Case study in Indonesia**

This study aims to further understand the relationship between customer retention through the use of social media marketing activities and mediating variables of brand awareness and brand image on customer repurchase intention. This research will be conducting through respondents from Jabodetabek, Indonesia area using electronic questionnaire known as Google Forms. The analysis of this study will be utilizing Smart-PLS 4.0. The number of the respondents was 624. The further data analysis will include outer model tests such as reliability and validity, including the inner model test of common method bias, P-Value, R-Square, and goodness of fit. In addition, the modeling of structural equation derived from the theoretical framework of this research. The outcome will be showing the positive relationship of media marketing activities of Entertainment, Customization, Interaction, Trendiness, and Word of Mouth; with Brand Awareness and Brand Image. Also, the positive relationship of Brand Image and Brand Awareness on customer repurchase intention. In which, this study will not only contribute in findings of the correlation between social media marketing activities (SMMA) and customer retention, but it will enhance the understanding and evaluating the affects social media marketing activities (SMMA) on brand image, brand awareness, and customer repurchase intention. For future study, it is recommended for the study to have a more generalized respondents, instead of focusing on one type of respondent. As companies such as Nike is a global company with consumers all over the world, it is recommended for the study to be experimenting on the general population of the city or country for better data interpretation.

Keywords: Entertainment, Trendiness, Customization, Word of Mouth, Interaction, Brand Awareness, Brand Image, Repurchase Intention, Social Media Marketing Activities (SMMA)