ABSTRAK

"DAMPAK SOCIAL MEDIA MARKETING DAN PRODUCT QUALITY PADA BRAND LOYALTY TERHADAP REPURCHASING INTENTION KEDAI KOPI KENANGAN"

Penelitian ini bertujuan untuk mengetahui pengaruh dari dampak yang dihasilkan dari *social media marketing* Kopi Kenangan terhadap *brand loyalty* kemudian terhadap *repurchase intention* terhadap kedai Kopi Kenangan, kemudian untuk mengetahui pengaruh *brand trust* terhadap *brand loyalty* dari konsumen Kopi Kenangan, untuk mengetahui pengaruh dari *product quality* terhadap *brand loyalty* kemudian pengaruh *product quality* terhadap *repurchase intention* dari konsumen kedai Kopi Kenangan. Dalam teknik analisis data dari penelitian ini, menggunakan analisis regresi dengan SPSS dan AMOS SEM. Hasil penelitian menunjukan H1 dijelaskan bahwa *social media marketing* berpengaruh terhadap *brand loyalty* dengan nilai Estimasi 0.235. H2 dijelaskan *brand trust* terdapat pengaruh terhadap *brand loyalty* dengan Nilai estimasi 0.242. H3 dijelaskan bahwa *product quality* terdapat pengaruh terhadap *brand loyalty* dengan nilai estimasi 0.341. H4 dijelaskan bahwa *brand loyalty* terdapat pengaruh terhadap *repurchase intention* dengan nilai estimasi 0.288. H5 dijelaskan bahwa *social media marketing* terdapat pengaruh terhadap *repurchase intention* dengan nilai estimasi 0.285. H6 dijelaskan bahwa *product quality* terdapat pengaruh terhadap *repurchase intention* dengan nilai estimasi 0.225.

Kata Kunci : *social media marketing, brand trust, product quality, brand loyalty, repurchase intention*

ABSTRACT

"DAMPAK SOCIAL MEDIA MARKETING DAN PRODUCT QUALITY PADA BRAND LOYALTY TERHADAP REPURCHASING INTENTION KEDAI KOPI KENANGAN"

This study intends to investigate the influence of Kopi Kenangan's social media marketing on brand loyalty and repurchase intention to Kopi Kenangan shops, as well as the effect of brand trust on brand loyalty from Kopi Kenangan customers, and the impact of product quality on the brand loyalty. The effect of product quality on repurchase intention of Kopi Kenangan shop customers, followed by loyalty. This study's data analysis method included regression analysis with SPSS and AMOS SEM. H1 explained that social media marketing had an effect on brand loyalty with an estimate value 0.235. H2 explains that brand trust has an effect on brand loyalty with an estimate value 0.42. H3 explained that product quality has an effect on brand loyalty with an estimate value 0.341. H4 explained that brand loyalty has an effect on repurchase intention with an estimate value 0.288. H5 explained that social media marketing has an influence on repurchase intention with an estimate value 0.285. H6 explained that product quality has an effect on repurchase intention with an estimate value 0.255.

Kata Kunci : *social media marketing, brand trust, product quality, brand loyalty, repurchase intention*