

ABSTRAK

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PENGARUH PSYCHOLOGICAL CONTRACT, BRAND LOVE, WORD OF MOUTH TERHADAP REPURCHASE INTENTION PADA APLIKASI BLIBLI DIMEDIASI OLEH CONSUMER BRAND ENGAGEMENT

(144 halaman: 8 gambar, 28 tabel, 3 lampiran)

Perkembangan pesat dalam industri *E-Commerce*, ditunjukkan dengan peningkatan penggunaan platform digital seperti Blibli.com, telah menciptakan persaingan yang semakin ketat di pasar global. Kepercayaan pelanggan terhadap perusahaan menjadi kunci utama dalam mempertahankan dan meningkatkan pangsa pasar. Faktor-faktor seperti kualitas produk, pelayanan, komitmen perusahaan, serta citra dan reputasi perusahaan mempengaruhi tingkat kepercayaan ini, yang pada gilirannya berdampak pada keputusan pembelian, retensi pelanggan, dan loyalitas merek. Penelitian ini bertujuan untuk menganalisis pengaruh *Psychological Contract Fulfillment* terhadap *Repurchase Intention* dengan *Brand Love*, *Word of Mouth* (WOM), dan *Consumer Brand Engagement* sebagai variabel mediasi pada aplikasi Blibli. Kualitas pelayanan yang baik, dedikasi perusahaan terhadap pelanggan, serta komunikasi positif melalui WOM dan hubungan emosional dengan merek (*Brand Love*) berperan penting dalam membangun kepercayaan dan meningkatkan loyalitas. Penurunan jumlah pengunjung Blibli.com yang tercatat di tahun 2023 menunjukkan adanya permasalahan dalam aspek pelayanan yang memengaruhi persepsi pelanggan terhadap kepercayaan pada platform tersebut. Hal ini menimbulkan kebutuhan untuk menganalisis lebih lanjut faktor-faktor yang dapat memperbaiki kepercayaan pelanggan dan meningkatkan niat pembelian ulang atau *Repurchase Intention*. Melalui pendekatan mediasi, penelitian ini diharapkan dapat memberikan wawasan tentang bagaimana *Psychological Contract Fulfillment* dapat memperkuat loyalitas pelanggan melalui keterlibatan emosional dan komunikasi yang efektif, serta dampaknya terhadap perilaku pembelian berulang. Temuan penelitian ini diharapkan memberikan kontribusi dalam strategi pemasaran dan hubungan pelanggan, serta memberikan panduan bagi manajer untuk meningkatkan pengalaman pelanggan dan daya saing di pasar *E-Commerce* yang semakin kompetitif.

Kata Kunci: *Psychological Contract Fulfillment, Repurchase Intention, Brand Love, Word of Mouth, Consumer Brand Engagement, E-Commerce, Blibli.com.*

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ABSTRACT

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THE EFFECT OF PSYCHOLOGICAL CONTRACT, BRAND LOVE, WORD OF MOUTH ON REPURCHASE INTENTION ON THE BLIBLI APPLICATION MEDIATED BY CONSUMER BRAND ENGAGEMENT

(144 pages: 8 images, 28 tables, 3 appendices)

Rapid developments in the E-Commerce industry, demonstrated by the increased use of digital platforms such as Blibli.com, have created increasingly fierce competition in the global market. Customer trust in the company is the main key in maintaining and increasing market share. Factors such as product quality, service, company commitment, and company image and reputation influence this level of trust, which in turn impacts purchasing decisions, customer retention, and brand loyalty. This research aims to analyze the influence of Psychological Contract Fulfillment on Repurchase Intention with Brand Love, Word of Mouth (WOM), and Consumer Brand Engagement as mediating variables in the Blibli application. Good service quality, company dedication to customers, as well as positive communication through WOM and emotional connection with the brand (Brand Love) play an important role in building trust and increasing loyalty. The decline in the number of visitors to Blibli.com recorded in 2023 indicates that there are problems in the service aspect that affect customer perceptions of trust in the platform. This raises the need to further analyze factors that can improve customer trust and increase Repurchase Intention. Through a mediation approach, this research is expected to provide insight into how Psychological Contract Fulfillment can strengthen customer loyalty through emotional involvement and effective communication, as well as its impact on repeat purchasing behavior. The findings of this research are expected to contribute to marketing and customer relations strategies, as well as provide guidance for managers to improve customer experience and competitiveness in an increasingly competitive E-Commerce market.

Keywords: *Psychological Contract Fulfillment, Repurchase Intention, Brand Love, Word of Mouth, Consumer Brand Engagement, E-Commerce, Blibli.com.*

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