

ABSTRAK

Tujuan penelitian ini adalah analisis pengaruh dari *social media marketing*, *customer trust*, dan *online customer review* terhadap *repurchase intention* melalui *brand image* sebagai variabel *intervening* pada aplikasi *video on demand* RCTI+. Penelitian ini menggunakan pendekatan kuantitatif, untuk mengetahui pengaruh dari masing-masing variabel. Teknik yang digunakan adalah teknik *non probability sampling*, dan metodenya yaitu *purposive sampling*. Penelitian ini mendapatkan *sample* sejumlah 250 responden yang merupakan pengguna aktif aplikasi RCTI+. Proses pengolahan data ini dilakukan menggunakan program *smartPLS (Partial Least Square)*. Didapatkan hasil yaitu *social media marketing* berpengaruh dan signifikan terhadap *repurchase intention* pada RCTI+. *Customer trust* berpengaruh dan signifikan terhadap *repurchase intention* pada RCTI+. *Online customer review* berpengaruh dan signifikan terhadap *repurchase intention* pada RCTI+. *Social media marketing* berpengaruh dan signifikan terhadap *brand image* pada RCTI+. *Customer trust* berpengaruh dan signifikan terhadap *brand image* pada RCTI+. *Online customer review* berpengaruh dan signifikan terhadap *brand image* pada RCTI+. *Brand image* berpengaruh dan signifikan terhadap *repurchase intention* pada RCTI+. *Social media marketing* tidak berpengaruh dan tidak signifikan terhadap *repurchase intention* melalui *brand image* sebagai variabel *intervening* pada RCTI+. *Customer trust* berpengaruh dan signifikan terhadap *repurchase intention* melalui *brand image* sebagai variabel *intervening* pada RCTI+. Dan *online customer review* berpengaruh dan signifikan terhadap *repurchase intention* melalui *brand image* sebagai variabel *intervening* pada RCTI+. Hasil penelitian ini mampu membantu perusahaan pengembang untuk meningkatkan *repurchase intention* suatu produk dengan mengoptimalkan strategi melalui *social media marketing*, *customer trust*, *online customer review*, dan *brand image*.
Kata Kunci: *Social Media Marketing*, *Customer Trust*, *Online Customer Review*, *Brand Image*, *Repurchase Intention*.

ABSTRACT

The purpose of this study is to analyze the influence of social media marketing, customer trust, and online customer reviews on repurchase intention through brand image as an intervening variable in the RCTI+ video on demand application. This study uses a quantitative approach to determine the influence of each variable. The technique used is non-probability sampling, and the method is purposive sampling. This study obtained a sample of 250 respondents who are active users of the RCTI+ application. Data processing was conducted using the smartPLS (Partial Least Square) program. The results showed that social media marketing has a significant influence on repurchase intention on RCTI+. Customer trust has a significant influence on repurchase intention on RCTI+. Online customer reviews have a significant influence on repurchase intention on RCTI+. Social media marketing has a significant influence on brand image on RCTI+. Customer trust has a significant influence on brand image on RCTI+. Online customer reviews have a significant effect on brand image at RCTI+. Brand image has a significant effect on repurchase intention at RCTI+. Social media marketing does not have a significant effect on repurchase intention through brand image as an intervening variable at RCTI+. Customer trust has a significant and meaningful effect on repurchase intention through brand image as an intervening variable at RCTI+. Online customer reviews also have a significant and meaningful effect on repurchase intention through brand image as an intervening variable at RCTI+. The results of this study can help developers improve repurchase intention for a product by optimizing strategies through social media marketing, customer trust, online customer reviews, and brand image.

Keyword: Social Media Marketing, Customer Trust, Online Customer Review, Brand Image, Repurchase Intention.