ABSTRAK

Persaingan industri parfum yang semakin kompetitif menuntut perusahaan memahami faktor-faktor yang berkaitan dengan niat pembelian ulang konsumen. Penelitian terdahulu mengenai pengaruh *Social Media Marketing*, *Product Quality*, dan *Electronic Word of Mouth* (*E-WOM*) terhadap *Repurchase Intention* masih menunjukkan hasil yang beragam. Penelitian ini bertujuan menganalisis pengaruh ketiga variabel tersebut terhadap *Repurchase Intention* melalui mediasi *Brand Image* pada pengikut media sosial Mykonos dari kalangan Generasi Z. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 200 responden yang dipilih melalui teknik *purposive sampling*. Data dianalisis menggunakan metode *Partial Least Squares Structural Equation Modeling* (PLS-SEM). Hasil penelitian menunjukkan bahwa *Social Media Marketing*, *Product Quality*, dan *E-WOM* berpengaruh positif dan signifikan terhadap *Brand Image*. Selanjutnya, *Brand Image*, *Product Quality*, dan *E-WOM* berpengaruh positif dan signifikan terhadap *Repurchase Intention*, sedangkan pengaruh langsung *Social Media Marketing* terhadap *Repurchase Intention* tidak signifikan. *Brand Image* memediasi hubungan *Social Media Marketing* dengan *Repurchase Intention* melalui pola *indirect-only mediation*, serta hubungan *Product Quality* dan *E-WOM* dengan *Repurchase Intention* melalui pola *complementary mediation*. Di antara ketiga variabel prediktor, *Product Quality* memiliki koefisien jalur dan ukuran efek terbesar terhadap *Brand Image* maupun *Repurchase Intention*. Temuan ini memperlihatkan pentingnya kualitas produk dan peran citra merek dalam menjelaskan niat pembelian ulang pada responden penelitian.

Kata kunci: *Social Media Marketing*, *Product Quality*, *Electronic Word of Mouth*, *Brand Image*, *Repurchase Intention*.

ABSTRACT

Increasing competition in the perfume industry requires companies to understand the factors associated with consumers' repurchase intention. Previous studies examining the effects of Social Media Marketing, Product Quality, and Electronic Word of Mouth (E-WOM) on Repurchase Intention have produced mixed findings. This study examines the effects of these three variables on Repurchase Intention through the mediating role of Brand Image among Generation Z followers of Mykonos social media accounts. A quantitative survey was conducted involving 200 respondents selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that Social Media Marketing, Product Quality, and E-WOM have positive and significant effects on Brand Image. Furthermore, Brand Image, Product Quality, and E-WOM have positive and significant effects on Repurchase Intention, whereas the direct effect of Social Media Marketing on Repurchase Intention is not statistically significant. Brand Image exhibits an indirect-only mediation pattern in the relationship between Social Media Marketing and Repurchase Intention, and complementary mediation patterns in the relationships between Product Quality and E-WOM and Repurchase Intention. Among the three predictor variables, Product Quality has the largest path coefficients and effect sizes for both Brand Image and Repurchase Intention. These findings highlight the importance of product quality and the mediating role of brand image in explaining repurchase intention among the respondents.

Keywords: Social Media Marketing, Product Quality, Electronic Word of Mouth, Brand Image, Repurchase Intention.