

ABSTRACT

**THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND
IMAGE ON REPURCHASE INTENTION THROUGH BRAND AWARENESS
AS A MEDIATING VARIABLE
(Survey on Missbar Coffee Consumers in Tasikmalaya City)**

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The purpose of this study was to determine and analyse the effect of Social Media Marketing and Brand Image on Repurchase Intention through Brand Awareness as a Mediating Variable (Survey of Missbar Coffee Consumers in Tasikmalaya City). This type of research is quantitative research. The research method used is the survey method. In this study, the number of estimated research parameters was 29 so that the number of samples was 5 times the number of estimated parameters or as many as $10 \times 29 = 290$ respondents who were Missbar Coffee consumers in Tasikmalaya City. The data analysis technique used in this research is Structural Equation Modelling (SEM). Based on the research results, it is known that 1) There is an influence of Social Media Marketing on Repurchase Intention. 2) There is an influence of Brand Image on Repurchase Intention. 3) There is an influence of Social Media Marketing on Brand Awareness. 4) There is an influence of Brand Awareness on Repurchase Intention. 5) There is an influence of Brand Image on Brand Awareness. 6) There is an effect of Social Media Marketing on Repurchase Intention with Brand Awareness as a mediating variable and 7) There is an influence of Brand Image on Repurchase Intention with Brand Awareness as a mediating variable.

Keywords: *Social Media Marketing, Brand Image, Repurchase Intention, Brand Awareness*

ABSTRAK

PENGARUH *SOCIAL MEDIA MARKETING* DAN *BRAND IMAGE* TERHADAP *REPURCHASE INTENTION* MELALUI *BRAND AWARENESS* SEBAGAI VARIABEL MEDIASI (Survei Pada Konsumen Missbar Coffee di Kota Tasikmalaya)

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Tujuan penelitian ini adalah untuk mengetahui dan menganalisis Pengaruh Social Media Marketing Dan Brand Image Terhadap Repurchase Intention Melalui Brand Awareness Sebagai Variabel Mediasi (Survei Pada Konsumen Missbar Coffee di Kota Tasikmalaya). Jenis penelitian ini adalah penelitian kuantitatif. Metode penelitian yang digunakan adalah metode survey. Dalam penelitian ini, jumlah estimated parameter penelitian adalah sebanyak 29 sehingga jumlah sampel adalah 5 kali jumlah estimated parameter atau sebanyak $10 \times 29 = 290$ responden yang merupakan Konsumen Missbar Coffee di Kota Tasikmalaya. Teknik analisis data yang digunakan dalam penelitian ini adalah Structural Equation Modelling (SEM). Berdasarkan hasil penelitian diketahui bahwa 1) Terdapat Pengaruh Social Media Marketing terhadap Repurchase Intention. 2) Terdapat Pengaruh Brand Image terhadap Repurchase Intention. 3) Terdapat Pengaruh Social Media Marketing terhadap Brand Awareness. 4) Terdapat Pengaruh Brand Awareness terhadap Repurchase Intention. 5) Terdapat Pengaruh Brand Image terhadap Brand Awareness. 6) Terdapat Pengaruh Social Media Marketing terhadap Repurchase Intention dengan Brand Awareness sebagai variabel mediasi dan 7) Terdapat Pengaruh Brand Image terhadap Repurchase Intention dengan Brand Awareness sebagai variabel mediasi

Kata kunci: Social Media Marketing, Brand Image, Repurchase Intention, Brand Awareness