

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND INFLUENCER MARKETING ON REPURCHASE INTEREST THROUGH FEAR OF MISSING OUT AS A MEDIATOR VARIABLE (Survey on Generation Z who used Iphone in Tasikmalaya City)

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This study aims to examined the direct and indirect influence of social media marketing and influencer marketing on repurchase intention with fear of missing out as a mediator variable. An empirical study was conducted on Generation Z Iphone Users in Tasikmalaya City. Sampling was carried out using the proportionate stratified random sampling technique with a total of 400 respondents who are Generation Z who lived in Tasikmalaya City and used an iPhone. The instrument of this research is a questionnaire with a likert scale. The data analysis technique used Stuctural Equation Modelling with the Smart PLS application. The results of the study show that 1) Social media marketing, influencer marketing, fear of missing out, and interest in repurchase intention have a very good criteria. 2) Social media marketing had a positive and significant effect on fear of missing out 3) Influencer marketing had a positive and significant effect on fear of missing out 4) Social media marketing had a positive and significant effect on repurchase intention 5) Influencer marketing had a positive and significant effect on repurchase intention 6) Fear of missing out had a positive and significant effect on repurchase interest 7) Social Media Marketing had a positive and significant effect on repurchase intention through fear of missing out as a mediator variable 8) Influencer marketing had a positive and significant effect on repurchase intention sthrough fear of missing out as a mediator variable

Keywords: *Social Media Marketing, Influencer Marketing, Fear Of Missing Out, Repurchase Intention.*