

## INTISARI

### **PENGARUH *SOCIAL MEDIA MARKETING* DAN *BRAND TRUST* TERHADAP MINAT BELI ULANG DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING PADA MUARA CAFE AND SPACE**

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Penelitian ini bertujuan untuk mengeksplorasi minat beli ulang pada muara café and space. Hipotesis penelitian ini yakni menduga ada pengaruh positif dari *social media marketing*, *brand trust*, dan kepuasan pelanggan pada Muara Café and Space. Social media marketing ini dihipotesiskan sebagian besar dari meningkatnya interaksi yang terjadi pada social media yang digunakan oleh Muara Café and Space. Jenis penelitian ini kuantitatif exploratory research, dengan populasi para customer di muara café and space dan sampel yang diteliti sebanyak 120 responden. Alat analisis yang digunakan adalah sem-pls untuk bisa mengukur kausalitas yang kompleks antar variabel yang diteliti. Hasil penelitian menunjukkan social media marketing berpengaruh positif dan signifikan secara langsung terhadap minat beli ulang. Brand trust memiliki pengaruh positif dan signifikan terhadap minat beli ulang melalui kepuasan pelanggan sebagai variabel intervening. Berdasarkan hasil penelitian ini, dapat disimpulkan bahwa social media marketing dan brand trust dapat meningkatkan minat beli ulang pada Muara Café and Space.

**Kata kunci: Social media marketing, Brand trust, Kepuasan pelanggan, Minat beli ulang.**

## ABSTRACT

### **THE INFLUENCE OF SOCIAL MEDIA MARKETING AND BRAND TRUST ON REPURCHASE INTENTION WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE AT MUARA CAFÉ AND SPACE**

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This study aims to explore repurchase intention at Muara café and space. Researchers hypothesize that there was a positive influence of social media marketing, brand trust, and customer satisfaction on Muara Café and Space. Social media marketing hypothesized from the largely increased interaction on the social media used by Muara Café and Space. This type of research was quantitative exploratory research, with a population of customers at Muara Café and Space. The sample studied was 120 respondents. The analytical tool used was SEM-PLS to measure complex causality between the variables studied. The results of this study indicated that social media marketing had a positive and significant direct effect on repurchase intention. Brand trust had a positive and significant effect on repurchase intention through customer satisfaction as an intervening variable. Based on the results of this study, it can be concluded that social media marketing and brand trust can increase repurchase intention at Muara Café and Space.

**Keywords: Social media marketing, Brand trust, Customer satisfaction, Repurchase intention**