

**MEMBANGUN ELEMEN *SOCIAL MEDIA MARKETING* TERHADAP
REPURCHASE INTENTION DENGAN *CUSTOMER BRAND*
ENGAGEMENT SEBAGAI MEDIA INTERVENING
(Studi Kasus Pada Konsumen Produk Fashion Halal Online di Jawa Tengah)**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui: 1) pengaruh entertainment terhadap Customer Brand Engagement konsumen produk fashion halal online di Jawa Tengah 2) pengaruh interaction terhadap Customer Brand Engagement konsumen produk fashion halal online di Jawa Tengah 3) pengaruh trendiness terhadap Customer Brand Engagement konsumen produk fashion halal online di Jawa Tengah 4) pengaruh customization terhadap Customer Brand Engagement konsumen produk fashion halal online di Jawa Tengah 5) pengaruh E-WOM terhadap Customer Brand Engagement konsumen produk fashion halal online di Jawa Tengah. 6) pengaruh E-WOM terhadap Repurchase Intention konsumen produk fashion halal online di Jawa Tengah. 7) pengaruh Customer Brand Engagement terhadap Repurchase Intention konsumen produk fashion halal online di Jawa Tengah. Responden dalam penelitian ini adalah konsumen produk fashion halal online di Jawa Tengah .

Metode penelitian yang digunakan adalah penelitian *explanatory research* dengan pendekatan kuantitatif karena menjelaskan hubungan antara variabel-variabel dengan menggunakan kuesioner sebagai alat dalam pengumpulan data untuk mengungkap data entertainment, interaction, trendiness, customization, E-WOM terhadap Repurchase Intention dengan Customer Brand Engagement sebagai media intervening. Teknik analisis yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan menggunakan alat bantu software SPSS versi 25.

Hasil dari penelitian ini menunjukkan bahwa entertainment, interaction, trendiness, customization, E-WOM terbukti berpengaruh positif pada Customer Brand Engagement. entertainment, interaction, trendiness, customization, E- WOM mempunyai pengaruh positif dan signifikan terhadap Repurchase Intention. Customer Brand Engagement mampu menjadi media intevening hubungan entertainment, interaction, trendiness, customization, E-WOM terhadap Repurchase Intention.

Kata kunci : entertainment, interaction, trendiness, customization, E-WOM , Repurchase Intention dengan Customer Brand Engagement.

**BUILD UP SOCIAL MEDIA MARKETING 'S ELEMENS ON
REPURCHASE INTENTION WITH CUSTOMER BRAND
ENGAGEMENT AS INTERVENING MEDIA
(Case Study on Consumer Fashion Halal Online 's Product at
Central Java)**

ABSTRACT

This study aims to determine: 1) the influence of entertainment on the customer brand engagement of the online fashion halal 's product 2) the influence of interaction on the customer brand engagement of the online fashion halal 's product. 3) the influence of trendiness on the customer brand engagement of the online fashion halal 's product. 4) the influence of customization on the customer brand engagement of the online fashion halal 's product 5) the influence of E- WOM on the customer brand engagement of the online fashion halal 's product 6) the influence of E-WOM on repurchase intention of the online fashion halal 's product .7) the influence of CBE on repurchase intention of the online fashion halal 's product Respondents in this is consumer of fashion halal online 's product at Central Java.

The research method used is explanatory research with a quantitative approach because it explains the relationship between variables using a questionnaire as a tool in data collection to reveal data on entertainment, interaction, trendiness, customization, E-WOM on repurchase intention with customer brand engagement as an intervening media. The analysis technique used in this study is linear regression analysis using SPSS software version 25.

The results of this study indicate that entertainment, interaction, trendiness, customization, E-WOM is proven to have a positive effect on CBE. entertainment, interaction, trendiness, customization, E-WOM and CBE have a positive and significant influence on repurchase intention. CBE are able to mediate the relationship between entertainment, interaction, trendiness, customization, E-WOM towards repurchase intention.

Keywords: entertainment, interaction, trendiness, customization, E-WOM, CBE and repurchase intention.