

ABSTRACT

Repurchase intention is a process of planning a person's purchase of a product by considering several things, including the social media marketing, consumer engagement, number of products, and brands. This paper aims to determine the effect of social media marketing towards repurchase intention of vivo smartphone in Indonesia with consumer engagement as intervening variable.

Social media marketing is one of several types of marketing that has the greatest potential in contributing to repurchase intentions through the creation of content aimed at attracting consumer attention and increasing consumer engagement as intervening in influencing repurchase intentions.

This study uses quantitative methods with data collection techniques taken from 140 respondents by collecting questionnaires distributed through several discussion groups for vivo smartphone users on several social media platforms such as Facebook and Discord. The hypothesis was tested using a structural equation model which was developed in accordance with the existing literature review.

The findings indicate a significant relationship between social media and consumer repurchase intentions, with customer engagement acting as an intervening variable to influence social media users repurchase intentions. The research indicates that marketers should increase their usage of social media since it has a significant impact on customers' purchasing intentions that are intervened by consumer engagement.

Practical suggestion that can be applied by companies is using unique information before entering in sales content because this is way to increase consumer interest when viewing Vivo social media and also make it more fun. In addition, future research must include more crucial elements or variables since these variables has some problem with the respondents to choose the product such as quality factors, price factor, and availability factor since this factors has problem for respondent to choose the product.

Keywords: Social Media Marketing, Consumer Engagement, and Repurchase Intention.