ABSTRACT

Mobile applications are attributes formed by companies to unite brands with customer engagement because through mobile applications, consumers can feel a more complex relationship compared to when using traditional sites such as ease of interaction, minimal intervention from advertising, getting offers of information that helps customers in making decisions. product consumption decisions, to providing features that entertain customers. This is done to increase repurchase intention.

This study aims to hide the effect of customer involvement on repurchase intention through value equity, brand equity, and relationship equity as mediating variables in Traveloka mobile application users. The data was obtained through a survey of Traveloka mobile application users with a sample of 224 respondents using a non-probability sampling technique. Respondents were asked to provide an assessment with a scale of five on 25 question items. The causal relationship between variables produces 10 hypotheses (seven direct hypotheses and three indirect hypotheses) which form a structural dysfunction model (SEM) and the data processing uses the LISREL application.

The result of this study is that customer engagement has a positive effect on value equity, brand equity, and relationship equity. This study also found that customer engagement, value equity, brand equity, and relationship equity have a positive effect on repurchase intention. The mediation results found that customer engagement was able to mediate the positive effect of relationship equity on repurchase intention. However, customer engagement is unable to mediate the positive effect of value equity and brand equity on repurchase intention.

It is hoped that this research can provide a theoretical contribution in the form of the development of the concept of repurchase intention which is explained through the concept of customer engagement and customer equity which includes value equity, brand equity, and relationship equity to customers. For practitioners, produce recommendations on how to increase purchase intention.