

ABSTRAK

Technological developments in today's digital era are growing faster and more unpredictable. The existence of the internet is an extraordinary innovation. The development of the internet has an influence on the business sector, especially marketing activities. Social media is one of these technological developments. Social media marketing requires content to promote its products and also Digital Influencers to influence the promotion. Several things affect Repurchase Intention, namely Content Marketing and Digital Influencers. Content Marketing is a strategy that involves creating and publishing content on websites and social media.

With a large number of users and a high level of interaction, TikTok is an application that brings great opportunities in the business sector, especially marketing activities. Digital Influencers are an effective trend for promoting the products of business people. The existence of the TikTok Shop feature in the TikTok application makes it easier for consumers to buy the products they want. This research focuses on the Effect of Content Marketing and Digital Influencers on Repurchase Intention at the TikTok Shop. The purpose of this study is to find out how much influence Content Marketing and Digital Influencer TikTok have on Repurchase Intention at the TikTok Shop.

In this study using quantitative research methods with the type of research used is descriptive. The population in this study are TikTok users who use the TikTok Shop feature and see Content Marketing and Digital Influencers on Tiktok. Samples were taken by non-probability sampling method. For data collection obtained by distributing online questionnaires to 100 respondents. The data analysis technique used in this study is multiple linear regression analysis.

The results of the study show that Content Marketing and Digital Influencers have a simultaneous effect on Repurchase Intention at the TikTok Shop. Content Marketing and Digital Influencers have a partial effect on Repurchase Intention at the TikTok Shop.

Keywords : Content Marketing, Digital Influencer, Repurchase Intention