

ABSTRAK

PENGARUH *SOCIAL MEDIA MARKETING* DAN *INFLUENCER MARKETING* TERHADAP MINAT BELI ULANG DALAM *MOBILE LEGENDS: BANG BANG* DENGAN *ELECTRONIC WORD OF MOUTH* SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui: (1) Pengaruh *social media marketing* dan pengaruh *influencer marketing* terhadap minat beli ulang, (2) Pengaruh *social media marketing*, dan pengaruh *influencer marketing* terhadap minat beli ulang dengan *electronic word of mouth* sebagai variabel mediasi. Teknik pengambilan sampel dalam penelitian ini menggunakan *non probability sampling* dengan metode *purposive sampling*. Data diperoleh dengan membagikan kuesioner menggunakan *g-form* kepada 335 orang yang bermain *game* Mobile Legends: Bang Bang dan pernah melakukan *top up game* Mobile Legends: Bang Bang selama 6 bulan terakhir di Daerah Istimewa Yogyakarta. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square* (PLS) dengan SmartPLS 3.0. Hasil yang diperoleh dari penelitian ini adalah: (1) *Social media marketing* berpengaruh langsung terhadap minat beli ulang, (2) *Influencer marketing* berpengaruh langsung terhadap minat beli ulang, (3) *Social media marketing* berpengaruh terhadap *electronic word of mouth*, (4) *Influencer marketing* berpengaruh terhadap *electronic word of mouth*, (5) *Electronic word of mouth* berpengaruh terhadap minat beli ulang, (6) *Electronic word of mouth* memediasi sebagian *social media marketing* terhadap minat beli ulang, (7) *Electronic word of mouth* memediasi sebagian *influencer marketing* terhadap minat beli ulang.

Kata kunci: *Social Media Marketing*, *Influencer Marketing*, Minat Beli Ulang, *Electronic Word of Mouth*.

ABSTRACT

THE INFLUENCE OF SOCIAL MEDIA MARKETING AND INFLUENCER MARKETING ON REPURCHASE INTENTION WITH ELECTRONIC WORD OF MOUTH AS A MEDIATING VARIABLE

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This study aims to determine: (1) The influence of social media marketing and the influence of influencer marketing on repurchase intention, (2) The influence of social media marketing and influencer marketing on repurchase intention with electronic word of mouth as a mediating variable. The sampling technique in this study used non-probability sampling with purposive sampling method. The data was obtained by distributing questionnaires to 335 people who play Mobile Legends: Bang Bang and have topped up the Mobile Legends: Bang Bang during the last 6 month in Yogyakarta Special Region. The data analysis technique used in this study is Partial Least Square (PLS) with SmartPLS 3.0. The result of this study indicate that: (1) Social media marketing directly influenced repurchase intention, (2) Influencer marketing directly influenced repurchase intention, (3) Social media marketing influenced electronic word of mouth, (4) Influencer marketing influenced electronic word of mouth, (5) Electronic word of mouth influenced repurchase intention, (6) Electronic word of mouth partially mediated (partial mediation) the influence of social media marketing on repurchase intention, (7) Electronic word of mouth partially mediated (partial mediation) the influence of influencer marketing on repurchase intention.

Keywords: Social Media Marketing, Influencer Marketing, Repurchase Intention, Electronic Word of Mouth.