PENGARUH *SOCIAL MEDIA INFLUENCER* DAN *BRAND IMAGE* TERHADAP *REPURCHASE INTENTION*
(Survei terhadap Pengikut Instagram Fore Coffee)

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang Sarjana Pendidikan

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Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
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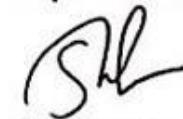NIP. 19611022 198903 1 002

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PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul **"Pengaruh *Social Media Influencer* dan *Brand image* Terhadap *Repurchase intention* (Survei terhadap Pengikut Instagram Fore Coffee)"** beserta seluruh isinya adalah benar-benar karya sendiri tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung resiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam skripsi ini atau ada klaim dari pihak lain terhadap keaslian skripsi ini.

Bandung, Januari 2024
Yang membuat pernyataan,

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ABSTRAK

Sarah Fitriani (1905430) "**Pengaruh *Social Media Influencer* dan *Brand Image* terhadap *Repurchase Intention* (Survei terhadap Pengikut Instagram Fore Coffee)**". Di bawah bimbingan Dr. Bambang Widjajanta, M.M dan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

Penelitian ini bertujuan memperoleh gambaran dan pengaruh *social media influencer* dan *brand image* terhadap *repurchase intention* pada Pengikut Instagram Fore Coffee. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel berjumlah 200 responden pada Pengikut Instagram Fore Coffee dengan menggunakan teknik *simple random sampling*. Data diolah secara statistic menggunakan metode Structural Equation Modeling (SEM). Hasil temuan pada penelitian ini menemukan bahwa gambaran *social media influencer*, *brand image* dan *repurchase intention* berada pada kategori baik. Hasil penelitian menunjukkan adanya pengaruh yang signifikan antara *social media influencer* terhadap *brand image*, pengaruh signifikan antara *brand image* terhadap *repurchase intention* dan pengaruh tidak langsung antara *social media influencer* terhadap *repurchase intention* melalui *brand image*.

Kata kunci: *Social Media Influencer, Brand Image, Repurchase Intention*

ABSTRACT

Sarah Fitriani (1905430), *"The Influence of Social Media Influencer and Brand Image on Repurchase Intention (Survey of Fore Coffee Instagram Followers)".* *Under the guidance of* Dr. Bambang Widjajanta, M.M *and* Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.

This study aims to obtain an overview and influence of social media influencers and brand image on repurchase intention on Fore Coffee Instagram Followers. This research uses descriptive and verification methods with a quantitative approach. The sample amounted to 200 respondents on Fore Coffee Instagram Followers using simple random sampling technique. The data is processed statistically using the Structural Equation Modeling (SEM) method. The findings of this study found that the description of social media influencers, brand image and repurchase intention is in the good category. The results showed a significant influence between social media influencers on brand image, a significant influence between brand image on repurchase intention and an indirect influence between social media influencers on repurchase intention through brand image.

Keywords: Social Media Influencer, Brand Image, Repurchase Intention

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DAFTAR GAMBAR

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