

Social Media Marketing through Instagram and Repurchase Intention: The Mediating Role of Customer Engagement

Freddy Pandapotan Simbolon^{1*}; Verencia Law²

^{1,2}Management Department, BINUS Business School Undergraduate Program, Bina Nusantara University
Jln. K. H. Syahdan No. 9, Jakarta Barat 11480, Indonesia

¹freddysimbolon@binus.ac.id; ²verencialaw.work@gmail.com

Received: 30th May 2022/ Revised: 30th July 2022/ Accepted: 3rd August 2022

How to Cite: Simbolon, F. P., & Law, V. (2022). Social Media Marketing through Instagram and Repurchase Intention: The Mediating Role of Customer Engagement. *Binus Business Review*, 13(3), 223–232. <https://doi.org/10.21512/bbr.v13i3.8576>

ABSTRACT

In the digital era, the presence of social media has a strategic function in marketing that can be optimized to strengthen the company's competitiveness. Besides having an essential role in promoting products and services quickly and massively, social media is also effective in building relationships with customers. Therefore, the company's ability to optimize social media is a key success factor in winning the competition. The research aimed to determine the effect of social media marketing through Instagram on repurchase intention mediated by customer engagement. The research applied a quantitative approach and involved a sample of 102 Kopi Chuseyo Instagram followers taken through a simple random sampling technique. Data were collected using a questionnaire. Then, a quantitative approach with path analysis was used to analyze the research data. Research findings show that social media marketing has a significant effect on customer engagement and repurchase intention. The findings also mention that customer engagement affects repurchase intention positively and significantly. In addition, customer engagement also mediates the effect of social media marketing on repurchase intention. Therefore, companies should identify the appropriate type of social media according to their products and services to support marketing programs. They should also focus on certain social media to run its marketing program.

Keywords: social media marketing, repurchase intention, customer engagement, Instagram

INTRODUCTION

The rapid development of information and communication technology has brought major changes in various fields, including marketing. Companies now prefer digital marketing to promote their products and services compared to conventional methods, such as through newspapers, television, radio, and magazines. The advantage of using digital marketing is not only low-cost but also effective because it has a wider reach and is easily accessible (Mohan, 2020). This situation refers to the number of Internet users that continues to increase in Indonesia. At the beginning of 2022, Internet users reached around 204,7 million (Kemp, 2022).

Digital marketing media that is widely used today is social media. Social media has grown significantly and become an inseparable part of

people's lives (Zafar, Shen, Shahzad, & Islam, 2021). It also has become a new way for people to communicate and interact (Alalwan, Rana, Dwivedi, & Algharabat, 2017). In Indonesia, at the beginning of 2022, there were 191,4 million social media users (Kemp, 2022).

Social media is believed to be an important weapon for companies to create customer engagement because many people spend their time through social media. So, social media can be an ideal communication tool for brands (Mohan, 2020). The use of social media also allows users to create exchanges of images, information, videos, and other useful things (Escobar-Rodríguez, Grávalos-Gastaminza, & Pérez-Calañas, 2017) and an effective way to manage customer relationships (Cheung, Pires, & Rosenberger, 2020). Therefore, in this modern era, social media has become the main vehicle for advertising (Jung, 2017).

Social media marketing is an important category in digital marketing that involves and encourages customers' communication on the company website or social media, such as Instagram, Facebook, Twitter, YouTube, WhatsApp, TikTok, and others. Social media marketing is a strategy in marketing activities that utilize social media sites. Social media as a means of electronic communication (like websites for social networking and micro-blogging) creates online communication communities to share information, ideas, private messages, and other content (Chan et al., 2018). Meanwhile, according to Krasniak, Zimmerman, and Ng (2021), social media is a set of online services that facilitate two-way communication and content sharing that can be a productive component of a company's overall marketing strategy. It can increase the company's online visibility, strengthen customer relationships, and expand information by word of mouth.

Instagram is one of the popular social media for marketing tools. In January 2022, there were 99,15 million Instagram users in Indonesia (Kemp, 2022). The social networking website Instagram consists of profiles that users and brands use to post photos or videos with short descriptions and at least one hashtag (Silva, Farias, Grigg, & Barbosa, 2019). As a visually oriented platform, Instagram is favored by influencers and can encourage word-of-mouth promotion through users' sharing and recommending promotional posts via tags and likes (Lee & Kim, 2020). Instagram also provides close visual access to contextual events, experiences, and situations (McCosker et al., 2021), making it more effective can reach a wider audience (Lee & Kim, 2020). Therefore, Instagram has become an innovative social media that can increase the success of social media advertising campaigns (Belanche, Cenfor, & Pérez-Rueda, 2019).

The use of social media as a marketing tool has been widely used in various industrial sectors, including food and beverage, such as coffee shops. In recent years, coffee shops have grown rapidly in Indonesia, along with the increasing consumption of coffee and the lifestyle of the millennial generation. Referring to the report from the Centre for Agricultural Data and Information Systems of the Ministry of Agriculture, Indonesia's coffee consumption during the 2016–2021 period grew an average of 8,22% per year. In 2021, coffee consumption was predicted to be around 370.000 tons (Ekarina, 2020). Therefore, Indonesia is considered a potential market for the coffee shop business, so the number of coffee shops is growing rapidly.

Kopi Chuseyo is one of the coffee shops that participate in the intense competition in the coffee shop business with a characteristically Korean theme. Kopi Chuseyo mainly provides coffee drink products derived from Korean coffee beans, the same as those used in Korean coffee shops. Then, the interior concept of the outlet has a K-Hub nuance. This concept provides a place for the K-Pop community for event gathering so that Kopi Chuseyo have a unique and different

concept from coffee shops in general (Kopi Chuseyo, 2022). However, unfortunately, Kopi Chuseyo has not been effective enough to build customer engagement on social media marketing, so it does not yet have popularity among coffee lovers in Indonesia. It is indicated by the low number of customer engagement in the comments box, so the company's value is not conveyed properly, and the repurchase intention is not optimal. The CEO of Kopi Chuseyo, Daniel Hermansyah, also admitted a significant decline in sales from Kopi Chuseyo by about 80% in 2020 and 2021. This condition is very unfortunate because Kopi Chuseyo cannot maximize the big market opportunity in Indonesia.

The effective use of social media as a marketing tool plays a pivotal role in encouraging repurchase intention behavior. Repurchase intention is an important behavior and is highly expected by every company because it represents loyal customer behavior. So, customers are willing to buy products or services repeatedly in the future (Chuah, Sujanto, Sulistiawan, & Aw, 2022). In other words, repurchase intention relates to a person's decision to return to buy certain services or products from the same company (Amoako, Kutu-Adu, Caesar, & Neequaye, 2019). Thus, keeping customers loyal is important for business success and a sustainable competitive advantage (Amoako et al., 2019; Latif, Pérez, & Sahibzada, 2020). The role of social media can be optimized to maintain good relations with customers so that they are willing to continue to use their products and services. Social media use can encourage repurchase intention behavior (Maskuroh, Fahlevi, Irma, Rita, & Rabiah, 2022). There is a significant role of social media in influencing repurchase intention (Marphy & Prabandari, 2021; Khoirunnisa & Astini, 2021). Thus, the first hypothesis can be formulated as follows.

H1: Social media marketing positively impacts repurchase intention.

The use of social media is also essential to strengthen customer engagement and will further have an impact on repurchase intention. Customer engagement is a bilateral relationship between consumers and providers of products or services (Hampton et al., 2022). It is a manifestation of customer behavior towards brands resulting from individual customer motivations, such as word of mouth, recommendations, interactions between consumers, blogging, writing reviews, and other activities. Customer engagement is also an enthusiastic association between an organization and its customers (Dissanayake, Siriwardana, & Ismail, 2019) as a vital agenda for building long-term customer interactions and relationships and strengthening customer loyalty (Lim & Rasul, 2022).

The emergence of strong customer engagement will further encourage repurchase intention behavior. Engaged consumers will be encouraged to have higher loyalty, so they will continue to be encouraged to

use products or services (Hapsari, Clemes, & Dean, 2017). Customer engagement is a strategic element in fostering repurchase intention (Islam, Hollebeek, Rahman, Khan, & Rasool, 2019). Customer engagement can encourage repurchase intention behavior (Majeed, Asare, Fatawu, & Abubakari, 2022). It has been proven by Djohan, Handhana, Castafiore, and Hendriana (2022), Megatari (2021), and Lim, Cheah, Waller, Ting, and Ng (2020) regarding the significant influence of customer engagement on repurchase intention. Therefore, the second hypothesis is formulated as follows.

H2: Customer engagement positively impacts repurchase intention.

Along with the popular use of social media as a marketing tool, the role of social media is needed to strengthen customer engagement. Social media can help companies to develop mutually beneficial positive relationships with consumers (Vinerean & Opreana, 2021). It can also become the perfect tool for interaction between organizations and consumers because of its ability to build conversations, engage consumers in content creation and value creation, and generate engagement (Calderón-Monge & Ramírez-Hurtado, 2021). Social media marketing has a significant effect on customer engagement (Muchardie, Yudiana, & Gunawan, 2016; Rachmadhaniyati & Sanaji, 2021). Thus, the third hypothesis can be formulated as follows.

H3: Social media marketing positively impacts customer engagement.

Previous studies have shown that social media marketing directly affects customer engagement (Muchardie et al., 2016; Rachmadhaniyati & Sanaji, 2021), and customer engagement affects repurchase intention (Djohan et al., 2022; Lim et al., 2020; Megatari, 2021). There are patterns of influence, such

as enabling the indirect influence of social media marketing on repurchase intention through customer engagement. Using social media effectively will increase customer engagement and subsequently have implications for increasing repurchase intention. Thus, the fourth hypothesis can be stated as follows.

H4: Social media marketing positively impacts repurchase intention through customer engagement

Based on the empirical phenomena mentioned, the researchers study the effect of social media marketing on Instagram on repurchase intention through customer engagement at Kopi Chuseyo. The research is expected to provide practical and theoretical contributions to understanding the role of social media in the digital era, especially in assisting business entities in developing marketing programs more effectively and efficiently. The research also enriches marketing studies that confirm the role of social media marketing and customer engagement in influencing repurchase intention. The quantitative approach is chosen to answer the research problem to obtain a rational and measurable analysis result.

The research differs from previous research so that it can be a novelty of research. The difference, especially in the research, places customer engagement as a mediator variable of the influence of social media marketing on repurchase intention. In addition, the object of the research is also different from the previous study. The research takes the object of Korean coffee shop customers, who are rarely researched. Therefore, the research provides an overview of the role of customer engagement in mediating the influence of social media marketing on repurchase intention among Korean coffee shop customers, especially the K-Pop community. Based on the explanation from the literature review, previous research, and hypothesis, the theoretical framework can be shown in Figure 1.

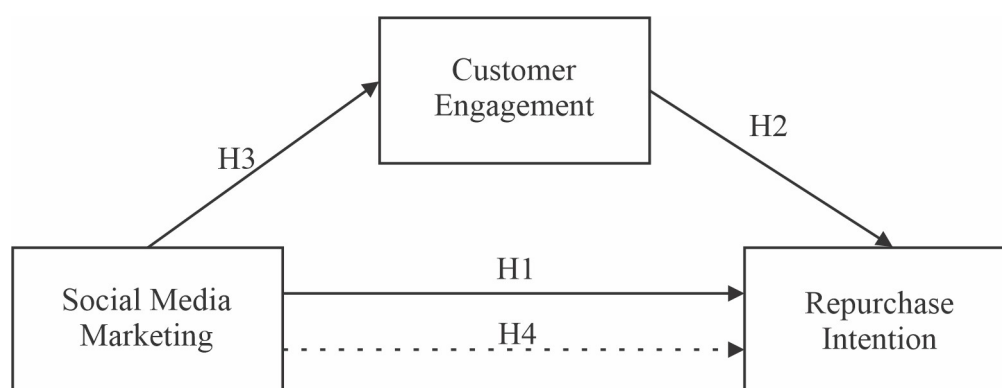


Figure 1 Theoretical Framework

METHODS

The applied research method is quantitative. This type of research has a special, detailed, and static nature in the form of numbers or data that have been planned from the start so that it cannot be changed (Hardani et al., 2020). The research is associative to know the effect or relationship between two or more variables. In the research context, the researchers want to know the results of hypothesis testing regarding the influence of social media marketing on repurchase intention through customer engagement. The sampling technique used is simple random sampling. The sample is 102 Instagram followers of Kopi Chuseyo who purchased products of Kopi Chuseyo at least once in 2020 and 2021.

The data are collected using a five-point Likert scale, varying from strongly disagree to strongly agree. The social media marketing instrument is adapted from previous research by Abu-Rumman and Alhadid (2014). It consists of five dimensions: online communities, interaction, sharing of content, accessibility, and credibility. Furthermore, the customer engagement instrument is from previous research by Rather, Sharma, and Itoo (2018), with five dimensions: enthusiasm, attention, absorption, interaction, and identification. Meanwhile, repurchase intention instruments are developed from previous research by Anjani (2021). It has four dimensions: transactional, referential, preferential, and explorative.

Each research instrument is tested for its validity and reliability. It ensures that the research uses appropriate instruments to obtain data. The validity test results with Product Moment correlation show that all items for each research instrument are valid and reliable. The results can be seen in Table 1.

The correlation coefficient obtained is in the range of 0,475 to 0,797. So, the correlation coefficient of each item is greater than r -critical (0,19). Meanwhile, from the results of the reliability test, it is known that the coefficient of alpha is 0,868 for social media marketing, 0,893 for customer engagement, and 0,784 for repurchase intention. The generally agreed-upon lower limit for Cronbach's alpha is 0,70 (Hair, Black, Babin, & Anderson, 2019).

Data from the distribution of questionnaires before being analyzed to test the hypothesis are first transformed into interval data using the Method of Successive Interval (MSI). After the data are transformed and normally distributed, the next step is to test the hypothesis using path analysis which is processed with SPSS version 26. Meanwhile, the Sobel test is used to test the indirect effect in the research.

RESULTS AND DISCUSSIONS

Table 2 shows the respondents' profiles consisting of gender, age, and domicile. Based on gender, it is known that most of the respondents are women, amounting to 85 respondents (83,3%), and 17 respondents (16,7%) are men. This distribution

of respondents reflects that Kopi Chuseyo tends to be favored by women. The age of the respondents is mostly in the 18–24-year range, amounting to 59 respondents (57,8%), followed by 25–34 years (32,4%), 13–17 years (6,9%), and 35–44 years (2,9%). The results indicate that teenagers favor Kopi Chuseyo. Meanwhile, based on their domicile, it is known that most of the respondents come from the Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek) areas, amounting to 93 respondents (91,2%), and 9 respondents are from outside of Jabodetabek (8,8%).

The second part presents descriptive statistics for each variable consisting of correlation coefficient (Corr.), the lowest (Min.) and the highest score (Max.), mean, and standard deviation (S.D.), as presented in Table 3. Descriptive statistics aim to provide an overview of research variables in accordance with the data collected. The social media marketing scores from the smallest of 2,53 to the largest of 5 with an average of 3,94 and a standard deviation of 0,47. Social media marketing is significantly correlated (0,611) with customer engagement and repurchase intention (0,703). Moreover, customer engagement has the smallest score of 1,60 and the largest of 5, with an average of 3,79 and a standard deviation of 0,64. Customer engagement is also significantly correlated with repurchase intention (0,665). Then, repurchase intention has the smallest score of 2,71 and the largest of 5, with an average of 3,89 and a standard deviation of 0,51.

After ensuring there is no normality issue with the data to be analyzed, the structural model assessment is done to test the hypotheses. The result of structural parameter estimates for testing hypotheses is in Table 4. As shown in Table 4, the findings illustrate that the relationship between social media marketing and repurchase intention is supported (H1). It is indicated by the path coefficient 0,447 and t -value 5,200 with p -value $< 0,05$. Next, for the relationship between customer engagement and repurchase intention obtains path coefficient 0,379 and t -value 4,415 with p -value $< 0,05$. Thus, H2 about a significant effect of customer engagement on repurchase intention is accepted.

Similarly, the relationship between social media marketing and customer engagement is indicated by a path coefficient of 0,625 and a t -value of 8,017 with a p -value $< 0,05$. It means that H3 is supported. Meanwhile, the relationship between social media marketing and repurchase intention through customer engagement has a path coefficient of 0,236 and a Sobel test of 3,844 with a p -value $< 0,05$. So, H4 is accepted.

Another statistical parameter is the coefficient of determination (R^2). It shows the contribution of the independent variable to the dependent variable. The first structural equation shows R^2 of 0,555. Social media marketing and customer engagement contribute 55,5% to repurchase intention. The second structural equation shows an R^2 of 0,391. It indicates that the contribution of social media marketing to customer engagement is about 39,1%.

The research results confirm the important role of social media marketing in both influencing

Table 1 Result of Validity and Reliability Test

Variables	R-Value	Cronbach's Alpha
Social Media Marketing (SMM)		0,865
SMM1	0,475	
SMM2	0,551	
SMM3	0,638	
SMM4	0,651	
SMM5	0,661	
SMM6	0,669	
SMM7	0,583	
SMM8	0,691	
SMM9	0,665	
SMM10	0,485	
SMM11	0,539	
SMM12	0,608	
SMM13	0,605	
SMM14	0,481	
SMM15	0,630	
Customer Engagement (CE)		0,893
CE1	0,654	
CE2	0,638	
CE3	0,692	
CE4	0,666	
CE5	0,695	
CE6	0,758	
CE7	0,797	
CE8	0,714	
CE9	0,764	
CE10	0,753	
Repurchase Intention (RI)		0,784
RI1	0,678	
RI2	0,688	
RI3	0,709	
RI4	0,700	
RI5	0,607	
RI6	0,594	
RI7	0,496	
RI8	0,589	

Table 2 Profile of Respondent

Description	n	%
Gender		
Male	17	16,7
Female	85	83,3
Age		
13–17	7	6,9
18–24	59	57,8
25–34	33	32,4
35–44	3	2,9
Domicile		
Jabodetabek	93	91,2
Outside of Jabodetabek	9	8,8

repurchase intention and customer engagement. The results of testing the first hypothesis find that social media marketing has a significant effect on repurchase intention. The finding explains the effective use of social media marketing to offer products or services and build relationships with customers. It can encourage repurchase intention behavior. The result is in line with the current development of the use of social media. It is not only for entertainment and communication needs but also to support business activities (Marphy & Prabandari, 2021), especially to help the marketing function in terms of promoting products and maintaining customer relationships (Jung, 2017; Silva et al., 2019; Voorveld, Noort, Muntinga, & Bronner, 2018; Yoong, & Lian, 2019). The finding also supports the results of previous studies, which show that social media marketing has a significant effect on repurchase intention (Khoirunnisa & Astini, 2021; Marphy & Prabandari, 2021; Maskuroh et al., 2022; Rahmadhani & Ariyanti, 2019).

Companies that are creative and able to optimize the use of social media for effective marketing can encourage repurchase intention behavior. In particular, Instagram is classified as an innovative social media type to support marketing activities because it has several interesting features for posting photos, videos, and messages that are very much needed in promotional activities (Belanche et al., 2019). The results of using social media depend on the company's ability to use social media as a marketing tool positively and productively. Social media can be a tool for maintaining relationships with customers without any limitations of space and time so that communication can continue to be established to meet customer

needs (Guha, Harrigan, & Soutar, 2018; Itani, Krush, Agnihotri, & Trainor, 2020). The quality of good relationships with customers is important to create customer loyalty (Abekah-Nkrumah, Antwi, Braimah, & Ofori, 2021; Khan, Salamzadeh, Iqbal, & Yang, 2022; Tseng, 2021). Hence, loyal customers will be willing to use the product or services repeatedly in the long term (Chauke & Dhurup, 2017; Savila, Wathoni, & Santoso, 2019). Thus, the result strengthens the previous findings, which indicate the important role of social media marketing in influencing repurchase intention.

The average score is not optimal, which is 3,94 on a scale of 1 to 5, referring to the descriptive statistical measurement of social media marketing. It indicates that the use of social media, especially Instagram as a marketing tool, has not run satisfactorily. So, online communities, interaction, sharing of content, accessibility, and credibility have not been optimal as indicators of social media marketing. Implementing social media marketing through Instagram that is not satisfactory also makes customer engagement and repurchase intention not optimal, with an average value of 3,79 and 3,89, respectively. This situation must be a concern and evaluation input for Kopi Chuseyo's marketing division, so social media marketing through Instagram can effectively increase customer engagement and encourage repurchase intention.

The following findings indicate that customer engagement has a significant effect on repurchase intention. Thus, engaged customers will strive to continue to use the company's products or services in the future when they need them. Engaged customers tend to show loyal behavior (Hapsari et al., 2017).

Table 3 Result of Descriptive Statistics

Variables	Min.	Max.	Mean	S.D.	Corr.		
					1	2	3
1. SMM	2,53	5	3,94	0,47	-		
2. CE	1,60	5	3,79	0,64	0,611**	-	
3. RI	2,71	5	3,89	0,51	0,703**	0,665**	-

Notes: **: $p < 0,01$, Social Media Marketing (SMM), Customer Engagement (CE), and Repurchase Intention (RI).

Table 4 Structural Parameter Estimates

Path relationship	Path Coeff.	T-Value	P-Value	R ²
H1: Social media marketing → Repurchase intention	0,447	5,200	0,000	0,555
H2: Customer engagement → Repurchase intention	0,379	4,415	0,000	
H3: Social media marketing → Customer engagement	0,625	8,017	0,000	0,391
H4: Social media marketing → Customer engagement → Repurchase intention	0,236	3,844 ^a	0,000	

a: Sobel test

Customer engagement is also a source of value equity, brand equity, and relationship equity which further influences repurchase intention (Ho & Chung, 2020). Dimensions of customer engagement, such as social connection and enthusiastic participation, are also known to make positive contributions in encouraging repurchase intention (Roushdy & Ali, 2017). In addition, customer engagement also has consequences for behavioral intention, including purchase intention (Ahn & Back, 2018). Some previous studies have also proven that customer engagement is a predictor of repurchase intention (Djohan et al., 2022; Hikmah & Riptiono, 2020; Islam et al., 2019; Lim et al., 2020; Majeed et al., 2022; Megatari, 2021). Therefore, the results support the previous findings showing customer engagement as a determinant of repurchase intention.

In addition to influencing repurchase intention, social media marketing also affects customer engagement. The increasing use of social media in everyday life in society provides opportunities for businesses to utilize social media as a tool to build communication and good relationships with customers. The success in increasing customer engagement, among other things, depends on the company's ability to improve relationship performance (Marino & Presti, 2018) and relationship management with customers (Arora, Singh, Bhatt, & Sharma, 2021). Social media in today's digital era can be an essential instrument for building mutually beneficial relationships (Vinerean & Opreana, 2021) and engaging consumers (Calderón-Monge & Ramírez-Hurtado, 2021). The findings of previous studies also indicate that social media marketing is a factor that significantly affects customer engagement (Lee, Hosanagar, & Nair, 2014; Muchardie et al., 2016; Pertiwi, 2019; Rahmadhani & Ariyanti, 2019). Thus, the research finding supports the previous research results confirming customer engagement as a predictor of repurchase intention.

The research also finds that customer engagement is a variable that mediates the effect of social media marketing on repurchase intention. The finding is understandable, considering that the previous test results have proven a significant direct effect of social media marketing on customer engagement and a significant direct effect of customer engagement on repurchase intention. That pattern of influence allows for an indirect effect or mediating effect. The effective use of social media for marketing programs has a positive impact on increasing customer engagement. Subsequently, it has an impact on increasing repurchase intention. Positive customer behavior, such as repurchase intention, can occur if the customer feels a strong bond with a product or company. Social media can be used effectively to increase bonds and relationships with customers, which can further encourage repurchase intention. Relevant research by Kristia (2021) shows that customer engagement plays a role in mediating the effect of using social media for promotion on repurchase intention.

The implication of the research is the strengthening of awareness for company marketing personnel regarding the real changes in how to carry

out marketing functions effectively and efficiently in the digital era. Social media must be the main strategy in carrying out the marketing function, especially in building and maintaining good relationships with customers to build strong customer engagement. Strong customer engagement is the main resource to build customer loyalty so that customers will use products and services in the long term and, in the end, can be a competitive advantage for the company. Although social media has its role in marketing activities increasingly, it does not mean that traditional marketing, such as television, radio, and newspapers, has become unimportant. Companies need to combine digital and traditional marketing proportionally, referring to internal analysis to find out the extent of effectiveness of each marketing method. In other words, it is important to identify the company's market segment because not all people have good digital literacy and are connected to the Internet, so traditional marketing is still needed. However, from a company perspective, in conditions of ongoing digital transformation, every company must strengthen its digital literacy, including in the context of building strong marketing management to support the company's competitiveness.

CONCLUSIONS

The research results indicate the truth of the proposed hypothesis, especially regarding the significance of the role of social media marketing in increasing customer engagement and repurchase intention. Social media marketing implemented by Kopi Chuseyo through Instagram has been able to make a positive contribution to increasing customer engagement and repurchase intentions. The research findings also show that customer engagement affects repurchase intention positively and significantly. In addition, customer engagement also mediates the effect of social media marketing on repurchase intention. Thus, social media can be an effective marketing medium to increase customer engagement and repurchase intention. Social media can be a tool to make it easier for companies to develop relationships with customers. Then, quality relationships with customers are the key to customer engagement and ultimately can encourage positive customer behavior, such as repurchase intention.

Based on the research results, it is recommended that companies identify the appropriate type of social media according to their products and services and the company's market segmentation. It is because many digital media can be used for marketing. Hence, companies must be able to choose the most effective resource efficiency. Then, the company can focus on certain social media to run its marketing program.

Although the research has been carried out optimally, it still has some limitations. First, the selection of social media is limited to Instagram. The results cannot be generalized to other types of social media. It is also unknown how the differences in effectiveness for each type of social media affect

customer engagement and repurchase intention. Therefore, further research needs to involve other social media, such as Facebook, WhatsApp, YouTube, and other media used to help with marketing. Second, the selection of variables that affect repurchase intention is only social media marketing and customer engagement, so it cannot provide comprehensive information to see the factors influencing repurchase intention. Further research needs to involve other variables to obtain in-depth information about the determinants of repurchase intention.

REFERENCES

- Abekah-Nkrumah, G., Antwi, M. Y., Braimah, S. M., & Ofori, C. G. (2021). Customer relationship management and patient satisfaction and loyalty in selected hospitals in Ghana. *International Journal of Pharmaceutical and Healthcare Marketing*, 15(2), 251–268. <https://doi.org/10.1108/IJPHM-09-2019-0064>
- Abu-Rumman, A. H., & Alhadid, A. Y. (2014). The impact of social media marketing on brand equity: An empirical study on mobile service providers in Jordan. *Review of Integrative Business and Economics Research*, 3(1), 315–326.
- Ahn, J., & Back, K. J. (2018). Antecedents and consequences of customer brand engagement in integrated resorts. *International Journal of Hospitality Management*, 75(September), 144–152. <https://doi.org/10.1016/j.ijhm.2018.05.020>
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177–1190. <https://doi.org/10.1016/j.tele.2017.05.008>
- Amoako, G. K., Kutu-Adu, S. G., Caesar, L. D., & Neequaye, E. (2019). Relationship marketing and repurchase intention in Ghana's hospitality industry: An empirical examination of trust and commitment. *Journal of Relationship Marketing*, 18(2), 77–107. <https://doi.org/10.1080/15332667.2018.1534059>
- Anjani, A. P. (2021). Analysis of product variation and service quality on repurchase intention mediated by customer satisfaction. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 295–309. <https://doi.org/10.37715/rmbe.v1i2.2435>
- Arora, L., Singh, P., Bhatt, V., & Sharma, B. (2021). Understanding and managing customer engagement through social customer relationship management. *Journal of Decision Systems*, 30(2–3), 215–234. <https://doi.org/10.1080/12460125.2021.1881272>
- Belanche, D., Cenfor, I., & Pérez-Rueda, A. (2019). Instagram Stories versus Facebook Wall: An advertising effectiveness analysis. *Spanish Journal of Marketing - ESIC*, 23(1), 69–94. <https://doi.org/10.1108/SJME-09-2018-0042>
- Calderón-Monge, E., & Ramírez-Hurtado, J. M. (2021). Measuring the consumer engagement related to social media: The case of franchising. *Electronic Commerce Research*, 22, 1249–1274. <https://doi.org/10.1007/s10660-021-09463-2>
- Chan, T. M., Stukus, D., Leppink, J., Duque, L., Bigham, B. L., Mehta, N., & Thoma, B. (2018). Social media and the 21st-century scholar: How you can harness social media to amplify your career. *Journal of the American College of Radiology*, 15(1), 142–148. <https://doi.org/10.1016/j.jacr.2017.09.025>
- Chauke, X. D., & Dhurup, M. (2017). A Generation X cohort analysis of e-shoppers: Satisfaction, loyalty and repurchase intentions in a developing country. *Journal of Social Sciences*, 52(1–3), 145–154. <https://doi.org/10.1080/09718923.2017.1359908>
- Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer–brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695–720. <https://doi.org/10.1108/APJML-04-2019-0262>
- Chuah, S. H. W., Sujanto, R. Y., Sulistiawan, J., & Aw, E. C. X. (2022). What is holding customers back? Assessing the moderating roles of personal and social norms on CSR'S routes to Airbnb repurchase intention in the COVID-19 era. *Journal of Hospitality and Tourism Management*, 50(March), 67–82. <https://doi.org/10.1016/j.jhtm.2021.12.007>
- Dissanayake, D. M. R., Siriwardana, A., & Ismail, N. (2019). Social media marketing and customer engagement: A review on concepts and empirical contributions. *Kelaniya Journal of Management*, 8(1), 71–85. <https://doi.org/10.4038/kjm.v8i1.7592>
- Djohan, S. A., Handhana, D., Castafiore, V. B., & Hendriana, E. (2022). Can gamification stimulate customers to repurchase in the e-marketplace? The mediation effect of customer experience and engagement. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, 5(1), 4781–4796.
- Ekarina. (2020). *Tren bisnis kedai kopi 2021: Harga makin terjangkau, kualitas bersaing*. Retrieved April 15th 2022 from <https://katadata.co.id/ekarina/berita/5fa93cddb3869/tren-bisnis-kedai-kopi-2021-harga-makin-terjangkau-kualitas-bersaing>
- Escobar-Rodríguez, T., Grávalos-Gastaminza, M. A., & Pérez-Calañas, C. (2017). Facebook and the intention of purchasing tourism products: Moderating effects of gender, age and marital status. *Scandinavian Journal of Hospitality and Tourism*, 17(2), 129–144. <https://doi.org/10.1080/15022250.2015.1137784>
- Guha, S., Harrigan, P., & Soutar, G. (2018). Linking social media to Customer Relationship Management (CRM): A qualitative study on SMEs. *Journal of Small Business & Entrepreneurship*, 30(3), 193–214. <https://doi.org/10.1080/08276331.2017.1399628>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis* (8th ed.). Cengage Learning.
- Hampton, H., Foley, A., Del Rio, D. F., Smyth, B., Laverty, D., & Caulfield, B. (2022). Customer engagement strategies in retail electricity markets: A comprehensive and comparative review. *Energy Research & Social Science*, 90(August), 1–17.

- <https://doi.org/10.1016/j.erss.2022.102611>
- Hapsari, R., Clemes, M. D., & Dean, D. (2017). The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty. *International Journal of Quality and Service Sciences*, 9(1), 21–40. <https://doi.org/10.1108/IJQSS-07-2016-0048>
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Metode penelitian kualitatif & kuantitatif*. CV. Pustaka Ilmu Group.
- Hikmah, A. N., & Riptiono, S. (2020). Pengaruh customer engagement dan e-service quality terhadap online repurchase intention dengan customer satisfaction sebagai variabel intervening pada marketplace Shopee. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis dan Akuntansi (JIMMBA)*, 2(1), 89–100. <https://doi.org/10.32639/jimmba.v2i1.447>
- Ho, M. H. W., & Chung, H. F. L. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*, 121(December), 13–21. <https://doi.org/10.1016/j.jbusres.2020.07.046>
- Islam, J. U., Hollebeek, L. D., Rahman, Z., Khan, I., & Rasool, A. (2019). Customer engagement in the service context: An empirical investigation of the construct, its antecedents and consequences. *Journal of Retailing and Consumer Services*, 50(September), 277–285. <https://doi.org/10.1016/j.jretconser.2019.05.018>
- Itani, O. S., Krush, M. T., Agnihotri, R., & Trainor, K. J. (2020). Social media and customer relationship management technologies: Influencing buyer-seller information exchanges. *Industrial Marketing Management*, 90(October), 264–275. <https://doi.org/10.1016/j.indmarman.2020.07.015>
- Jung, A. R. (2017). The influence of perceived ad relevance on social media advertising: An empirical examination of a mediating role of privacy concern. *Computers in Human Behavior*, 70(May), 303–309. <https://doi.org/10.1016/j.chb.2017.01.008>
- Kemp, S. (2022). *Digital 2022: Indonesia*. Retrieved April 21st 2022 from <https://datareportal.com/reports/digital-2022-indonesia>
- Khan, R. U., Salamzadeh, Y., Iqbal, Q., & Yang, S. (2022). The impact of customer relationship management and company reputation on customer loyalty: The mediating role of customer satisfaction. *Journal of Relationship Marketing*, 21(1), 1–26. <https://doi.org/10.1080/15332667.2020.1840904>
- Khoirunnisa, A., & Astini, R. (2021). The effects of experiential marketing and social media marketing on repurchase intention with brand trust as variable mediation for wearing Klamby hijab fashion products. *European Journal of Business & Management Research*, 6(6), 35–41.
- Kopi Chuseyo. (2022). *Gaet komunitas k-pop, kunci keberhasilan Kopi Chuseyo*. Retrieved June 10, 2022, from <https://kopichuseyo.com/komunitas-kpop-keberhasilan-kopi-chuseyo/>
- Krasniak, M., Zimmerman, J., & Ng, D. (2021). *Social media marketing all-in-one for dummies*. John Wiley & Sons.
- Kristia. (2021). Mediating effect of customer engagement on the relations between eWOM, environmental concern, and intention to purchase second-hand clothing among college students in Yogyakarta. *Jurnal Manajemen Bisnis*, 12(2), 162–175. <https://doi.org/10.18196/mb.v12i2.11424>
- Latif, K. F., Pérez, A., & Sahibzada, U. F. (2020). Corporate Social Responsibility (CSR) and customer loyalty in the hotel industry: A cross-country study. *International Journal of Hospitality Management*, 89(August), 1–13. <https://doi.org/10.1016/j.ijhm.2020.102565>
- Lee, D., Hosanagar, K., & Nair, H. S. (2014). *The effect of social media marketing content on consumer engagement: Evidence from Facebook*. Retrieved from https://mackinstitute.wharton.upenn.edu/wp-content/uploads/2015/01/FP0170_Hosanagar-Kartik.pdf
- Lee, S., & Kim, E. (2020). Influencer marketing on Instagram: How sponsorship disclosure, influencer credibility, and brand credibility impact the effectiveness of Instagram promotional post. *Journal of Global Fashion Marketing*, 11(3), 232–249. <https://doi.org/10.1080/20932685.2020.1752766>
- Lim, W. M., & Rasul, T. (2022). Customer engagement and social media: Revisiting the past to inform the future. *Journal of Business Research*, 148(September), 325–342. <https://doi.org/10.1016/j.jbusres.2022.04.068>
- Lim, X. J., Cheah, J. H., Waller, D. S., Ting, H., & Ng, S. I. (2020). What s-commerce implies? Repurchase intention and its antecedents. *Marketing Intelligence & Planning*, 38(6), 760–776. <https://doi.org/10.1108/MIP-03-2019-0145>
- Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business & Management*, 9(1), 1–19. <https://doi.org/10.1080/23311975.2022.2028331>
- Marino, V., & Presti, L. L. (2018). From citizens to partners: The role of social media content in fostering citizen engagement. *Transforming Government: People, Process and Policy*, 12(1), 39–60. <https://doi.org/10.1108/TG-07-2017-0041>
- Marphy, K. O., & Prabandari, S. P. (2021). The role of social media marketing towards customer repurchase intention for fashion apparel with brand image as mediating variable (A study in Levi Strauss & Co.). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 9(2), 1–10.
- Maskuroh, N., Fahlevi, M., Irma, D., Rita, & Rabiah, A. S. (2022). Social media as a bridge to e-commerce adoption in Indonesia: A research framework for repurchase intention. *International Journal of Data and Network Science*, 6, 107–114. <https://doi.org/10.5267/j.ijdns.2021.9.017>
- McCosker, A., Kamstra, P., De Cotta, T., Farmer, J., Shaw, F., Teh, Z., & Panah, A. S. (2021). Social media for social good? A thematic, spatial and visual analysis

- of humanitarian action on Instagram. *Information Communication & Society*, 24(13), 1870–1890. <https://doi.org/10.1080/1369118X.2020.1748089>
- Megatari, A. (2021). The effect of customer engagement on customer equity and repurchase intention in mobile shopping applications. In *The 2nd International Conference on Inovations in Social Sciences Education and Engineering (ICoISSEE)*.
- Mohan, R. (2020). *Customer engagement: Why social media is the best option right now*. Retrieved April 22nd 2022 from <https://customerthink.com/customer-engagement-why-social-media-is-the-best-option-right-now/>
- Muchardie, B. G., Yudiana, N. H., & Gunawan, A. (2016). Effect of social media marketing on customer engagement and its impact on brand loyalty in caring colours cosmetics, Martha Tilaar. *Binus Business Review*, 7(1), 83–87. <https://doi.org/10.21512/bbr.v7i1.1458>
- Pertiwi, P. D. (2019). Pengaruh content marketing, social media marketing, dan event marketing terhadap customer loyalty dengan variabel mediasi customer engagement (Studi pada pengunjung ON OFF Festival 2019). *Jurnal Ilmiah Mahasiswa FEB Universitas Brawijaya*, 8(2), 1–14.
- Rachmadhaniyati, & Sanaji. (2021). Pengaruh social media marketing terhadap customer engagement dengan loyalitas merek dan kepercayaan sebagai variabel mediasi. *Jurnal Ilmu Manajemen*, 9(3), 1124–1137. <https://doi.org/10.26740/jim.v9n3.p1124-1137>
- Rahmadhani, S. W., & Ariyanti, M. (2019). Pengaruh social media marketing Instagram terhadap repurchase intention pada konsumen Wardah. *eProceedings of Management*, 6(2) 2751–2760.
- Rather, R. A., Sharma, J., & Itoo, M. H. (2018). Exploring relationships among customer brand engagement, brand equity and brand loyalty towards hospitality brands. *Abhigyan*, 36(2), 41–50.
- Roushdy, A. S., & Ali, G. (2017). The impact of customers engagement on repurchase intention: A mediating role of customers satisfaction - The case of Takaful insurance industry. *Scientific Journal for Economic & Commerce*, 3(47), 569–602. <https://doi.org/10.21608/jsec.2017.39984>
- Savila, I. D., Wathoni, R. N., & Santoso, A. S. (2019). The role of multichannel integration, trust and offline-to-online customer loyalty towards repurchase intention: An empirical study in Online-to-Offline (O2O) e-commerce. *Procedia Computer Science*, 161, 859–866. <https://doi.org/10.1016/j.procs.2019.11.193>
- Silva, M. J. D. B., Farias, S. A. D., Grigg, M. K., & Barbosa, M. D. L. D. A. (2019). Online engagement and the role of digital influencers in product endorsement on Instagram. *Journal of Relationship Marketing*, 19(2), 133–163. <https://doi.org/10.1080/15332667.2019.1664872>
- Tseng, S. M. (2021). Understanding the impact of the relationship quality on customer loyalty: The moderating effect of online service recovery. *International Journal of Quality and Service Sciences*, 13(2), 300–320.
- Vinerean, S., & Opreana, A. (2021). Measuring customer engagement in social media marketing: A higher-order model. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(7), 2633–2654.
- Voorveld, H. A. M., Noort, G. V., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: The differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
- Yoong, L. C., & Lian, S. B. (2019). Customer engagement in social media and purchase intentions in the hotel industry. *International Journal of Academic Research in Business and Social Sciences*, 9(1), 54–68. <https://doi.org/10.6007/IJARBSS/v9-i1/5363>
- Zafar, A. U., Shen, J., Shahzad, M., & Islam, T. (2021). Relation of impulsive urges and sustainable purchase decisions in the personalized environment of social media. *Sustainable Production and Consumption*, 25(January), 591–603. <https://doi.org/10.1016/j.spc.2020.11.020>