

**ABSTRAK**

**PENGARUH DIGITAL MARKETING, GAYA HIDUP KONSUMTIF  
DAN WORD OF MOUTH (WOM) TERHADAP MINAT BELI ULANG  
GENERASI MILENIAL DENGAN KEPUASAN KONSUMEN  
SEBAGAI VARIABEL MEDIASI**

Studi pada Mahasiswa USD Yogyakarta Konsumen Produk Scarlett Whitening

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung digital marketing terhadap minat beli ulang, (2) pengaruh secara langsung gaya hidup konsumtif terhadap minat beli ulang, (3) pengaruh secara langsung word of mouth terhadap minat beli ulang, (4) pengaruh digital marketing terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen, (5) pengaruh gaya hidup konsumtif terhadap minat beli ulang dengan dimediasi kepuasan konsumen, (6) pengaruh word of mouth terhadap minat beli ulang dengan dimediasi oleh kepuasan konsumen. Teknik pengambilan Sampel menggunakan non probability sampling. Data diperoleh dengan membagikan kuesioner tentang digital marketing, gaya hidup konsumtif, word of mouth, kepuasan konsumen, dan minat beli ulang kepada 100 mahasiswa Universitas Sanata Dharma konsumen scarlett whitening. Analisis data menggunakan Partial Least Square dan menggunakan SmartPLS 3.0. Hasil penelitian menunjukkan bahwa: (1) digital marketing secara langsung berpengaruh positif terhadap minat beli ulang, (2) gaya hidup konsumtif secara langsung tidak berpengaruh positif terhadap minat beli ulang, (3) word of mouth secara langsung berpengaruh positif terhadap minat beli ulang, (4) digital marketing berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian (partial mediation) oleh kepuasan konsumen, (5) gaya hidup konsumtif berpengaruh positif terhadap minat beli ulang dengan dimediasi penuh (full mediation) oleh kepuasan konsumen, (6) Word of mouth berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian (partial mediation) oleh kepuasan konsumen.

Kata Kunci: digital marketing, gaya hidup konsumtif, word of mouth, kepuasan konsumen, minat beli ulang.

**ABSTRACT**

**THE EFFECT OF DIGITAL MARKETING, CONSUMPTIVE LIFESTYLE  
AND WORD OF MOUTH (WOM) ON THE REPURCHASE INTEREST  
OF THE MILLENNIAL GENERATION WITH CUSTOMER  
SATISFACTION AS A MEDIATION VARIABLE**

**A study on Yogyakarta USD Students Consumer of Scarlett Whitening Products**

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This study aims to determine: (1) the direct effect of digital marketing on repurchase intention, (2) the direct effect of consumptive lifestyle on repurchase intention, (3) the direct effect of word of mouth on repurchase intention, (4) ) the effect of digital marketing on repurchase intention mediated by consumer satisfaction, (5) the effect of consumptive lifestyle on repurchase intention mediated by consumer satisfaction, (6) the influence of word of mouth on repurchase intention mediated by consumer satisfaction. The sampling technique uses non-probability sampling. Data was obtained by distributing questionnaires about digital marketing, consumptive lifestyle, word of mouth, consumer satisfaction, and repurchase intention to 100 students of Sanata Dharma University consumers of Scarlett Whitening. Data analysis uses Partial Least Square and uses SmartPLS 3.0. The results of the study show that: (1) digital marketing directly has a positive effect on repurchase intention, (2) consumptive lifestyle directly did not have a positive effect on repurchase intention, (3) word of mouth directly has a positive effect on purchase intention repeated, (4) digital marketing has a positive effect on repurchase intention with partial mediation (partial mediation) by consumer satisfaction, (5) consumptive lifestyle has a positive effect on repurchase intention with full mediation (full mediation) by consumer satisfaction, (6) Word of mouth has a positive effect on repurchase intention with partial mediation (partial mediation) by consumer satisfaction.

Keywords: digital marketing, consumptive lifestyle, word of mouth, consumer satisfaction, repurchase intention.