

ABSTRAK

PENGARUH VARIASI PRODUK, WORD OF MOUTH, SOCIAL MEDIA MARKETING, DAN KEMUDAHAN PENGGUNAAN TERHADAP MINAT BELI ULANG KOPI KENANGAN DENGAN DIMEDIASI OLEH BRAND TRUST

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh secara langsung variasi produk terhadap minat beli ulang, (2) pengaruh secara langsung *word of mouth* terhadap minat beli ulang, (3) pengaruh secara langsung *social media marketing* terhadap minat beli ulang, (4) pengaruh secara langsung kemudahan penggunaan aplikasi terhadap minat beli ulang, (5) pengaruh variasi produk terhadap minat beli ulang dengan dimediasi oleh *brand trust*, (6) pengaruh *word of mouth* terhadap minat beli ulang dengan dimediasi oleh *brand trust*, (7) pengaruh *social media marketing* terhadap minat beli ulang dengan dimediasi oleh *brand trust*, (8) pengaruh kemudahan penggunaan aplikasi terhadap minat beli ulang dengan dimediasi oleh *brand trust*. Sampel penelitian ini adalah konsumen Kopi Kenangan yang sudah pernah melakukan pembelian produk minimal 2 kali, memiliki dan menggunakan aplikasi resmi dari Kopi Kenangan. Teknik analisis data menggunakan *Partial Least Square* (PLS) dengan *software* SmartPLS 4.0. Hasil penelitian menunjukkan bahwa: (1) variasi produk secara langsung tidak berpengaruh terhadap minat beli ulang, (2) *word of mouth* secara langsung berpengaruh terhadap minat beli ulang, (3) *Social Media Marketing* secara langsung tidak berpengaruh terhadap minat beli ulang, (4) kemudahan penggunaan secara langsung berpengaruh terhadap minat beli ulang, (5) variasi produk berpengaruh terhadap minat beli ulang dengan dimediasi penuh oleh *brand trust*, (6) *word of mouth* berpengaruh terhadap minat beli ulang dengan dimediasi sebagian oleh *brand trust*, (7) *social media marketing* berpengaruh terhadap minat beli ulang dengan dimediasi penuh oleh *brand trust*, (8) kemudahan penggunaan tidak berpengaruh terhadap minat beli ulang dengan dimediasi oleh *brand trust* (non mediasi).

Kata kunci: variasi produk, *word of mouth*, *social media marketing*, kemudahan penggunaan, minat beli ulang, *brand trust*

ABSTRACT

THE INFLUENCE OF PRODUCT VARIETY, WORD OF MOUTH, SOCIAL MEDIA MARKETING, AND EASE OF USE ON THE TINTEREST IN REPURCHASING KOPI KENANGAN MEDIATED BY BRAND TRUST

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This study aims to find out: (1) the direct influence of product variations on repurchase interest, (2) the direct influence of word of mouth on repurchase interest, (3) the direct influence of social media marketing on repurchase interest, (4) the direct influence of the ease of use of the application on repurchase interest, (5) the effect of product variety on repurchase interest mediated by *brand trust*, (6) The Influence of word of mouth on repurchase interest mediated by *brand trust*, (7) the influence of social media marketing on repurchase interest mediated by *brand trust*, (8) the effect of ease of use of application on repurchase interest mediated by *brand trust*. The sampel of this study is Kopi Kenangan consumers who have purchased products at least 2 times, have and use the official application from Kopi Kenangan. The data analysis technique uses Partial Least Square (PLS) with SmartPLS 4.0 software. The results of the study showed that: (1) the product variation directly doesn't affect the interest in repurchasing, (2) word of mouth directly affects the interest in repurchasing, (3) social media marketing directly doesn't affect the interest in repurchasing, (4) the ease of use directly affects the interest in repurchasing, (5) product variety affects to repurchase interest fully mediated by a *brand trust*, (6) word of mouth affects to repurchase interest partially mediated by *brand trust*, (7) social media marketing affects on the interest of repurchase fully mediated by the *brand trust*, (8) ease of use doesn't affect to the interest in repurchase mediated by *brand trust*.

Keywords: product variety, word of mouth, social media marketing, ease of use, repurchase interest, *brand trust*