

ABSTRAK

PENGARUH CONTENT MARKETING, SERVICE QUALITY, BRAND IMAGE TERHADAP REPURCHASE INTENTION DENGAN DIMEDIASI OLEH BRAND TRUST

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Penelitian bertujuan untuk mengetahui: 1) pengaruh secara langsung *content marketing* terhadap *repurchase intention*, 2) pengaruh secara langsung *service quality* terhadap *repurchase intention*, 3) pengaruh secara langsung *brand image* terhadap *repurchase intention*, 4) pengaruh *content marketing* terhadap *repurchase intention* dengan dimediasi oleh *brand trust*, 5) pengaruh *service quality* terhadap *repurchase intention* dengan dimediasi oleh *brand trust*, 6) pengaruh *brand image* terhadap *repurchase intention* dengan dimediasi oleh *brand trust*. Teknik pengambilan sampel adalah *non probability sampling* dengan metode *purposive sampling*. Populasi pada penelitian ini adalah konsumen yang telah membeli dan menikmati Seblak Prasmanan dan Baso Aci di Yogyakarta minimal 1x. Penelitian ini menggunakan 96 responden konsumen Seblak Prasmanan dan Baso Aci Yoi yang sesuai dengan kriteria penelitian sebagai sampel dan data diperoleh melalui penyebaran kuesioner secara *online* dalam bentuk *Google form*. Teknik analisis data menggunakan *Partial Least Square* yaitu *SmartPLS 3.0*. Hasil dari penelitian ini menunjukkan bahwa: 1) *content marketing* secara langsung tidak berpengaruh terhadap *repurchase intention*, 2) *service quality* secara langsung berpengaruh terhadap *repurchase intention*, 3) *Brand image* secara langsung berpengaruh terhadap *repurchase intention*, 4) *Content marketing* tidak berpengaruh terhadap *repurchase intention* dengan dimediasi oleh *brand trust* (*no effect, no mediation*), 5) *Service quality* tidak berpengaruh terhadap *repurchase intention* dengan dimediasi oleh *brand trust* (*direct-only, no mediation*), 6) *brand image* berpengaruh terhadap *repurchase intention* dengan dimediasi sebagian oleh *brand trust* (*Complementary, partial mediation*).

Kata Kunci: *Content Marketing, Service Quality, Brand Image, Repurchase Intention, Brand Trust*

ABSTRACT

**THE INFLUENCE OF CONTENT MARKETING, SERVICE QUALITY,
AND BRAND IMAGE ON REPURCHASE INTENTION MEDIATED BY
BRAND TRUST**

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The study aims to determine: 1) the direct effect of content marketing on repurchase intention, 2) the direct effect of service quality on repurchase intention, 3) the direct effect of brand image on repurchase intention, 4) the effect of content marketing on repurchase intention mediated by brand trust, 5) the effect of service quality on repurchase intention mediated by brand trust, 6) the effect of brand image on repurchase intention mediated by brand trust. The sampling technique used was non-probability sampling with a purposive sampling method. The population in this study consisted of consumers who had purchased and enjoyed Seblak Prasmanan and Baso Aci in Yogyakarta at least once. This study used 96 Seblak Prasmanan and Baso Aci Yoi consumer respondents who met the research criteria as samples, and the data was obtained through the distribution of an online questionnaire in the form of a Google form. The data analysis technique used Partial Least Square, namely SmartPLS 3.0. The results of this study indicate that: 1) content marketing does not directly influence repurchase intention, 2) service quality directly influences repurchase intention, 3) brand image directly influences repurchase intention, 4) content marketing does not influence repurchase intention mediated by brand trust (no effect, no mediation), 5) service quality

Keywords: Content Marketing, Service Quality, Brand Image, Repurchase Intention, Brand Trust