

**PENGARUH SOCIAL MEDIA ADVERTISING (INSTAGRAM) DAN
BRAND LOYALTY TERHADAP REPURCHASE INTENTION PADA
APLIKASI BLIBLI.COM**

ABSTRAK

Penelitian ini bertujuan untuk mengetahui gambaran seberapa besar dan pengaruh *Social Media Advertising* (Instagram) dan *Brand Loyalty* terhadap *Repurchase Intention* pada aplikasi Blibli.com secara simultan dan parsial. Metode yang digunakan dalam penelitian ini adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Pemilihan sampel dalam penelitian ini dilakukan berdasarkan *non-probability sampling*, dengan menggunakan teknik *purposive sampling* dengan jumlah responden 100. Berdasarkan rekap interval penelitian ini, menunjukkan bahwa *Social Media Advertising* (Instagram) berada pada kategori baik, *Brand Loyalty* berada pada kategori tinggi, dan *Repurchase Intention* berada pada kategori tinggi. Hasil Olah Data yang penulis lakukan pada uji koefisien determinasi pada variabel *Social Media Advertising* (Instagram) terhadap *Repurchase Intention* sebesar 76,9% dan untuk variabel *Brand Loyalty* terhadap *Repurchase Intention* sebesar 44,3%, sedangkan koefisien determinasi *Social Media Advertising* (Instagram) dan *Brand Loyalty* terhadap *Repurchase Intention* sebesar 78,1%. Hasil koefisien korelasi berganda antara *Social Media Advertising* (Instagram) dan *Brand Loyalty* terhadap *Repurchase Intention* adalah 0,884 atau 88,4%. Hal ini menunjukkan bahwa *Social Media Advertising* (Instagram) (X1) dan *Brand Loyalty* (X2) memiliki hubungan yang sangat kuat dengan *Repurchase Intention* (Y), karena nilai koefisien korelasi berganda berada pada interval 0,80-1,000 yang menyatakan hubungan yang sangat kuat dengan *Repurchase Intention*. Nilai $F_{hitung} 173,001 > F_{tabel} 3,09$ sehingga signifikansi untuk pengaruh Variabel *Social Media Advertising* (Instagram) (X1) dan *Brand Loyalty* (X2) secara simultan terhadap *Repurchase Intention* (Y) $0,000 < 0,05$

Kata kunci : iklan media sosial, Loyalitas Merek dan Minat Beli Ulang

**THE INFLUENCE OF SOCIAL MEDIA ADVERTISING (INSTAGRAM)
AND BRAND LOYALTY ON REPURCHASE INTENTION ON THE
APPLICATION BLIBLI.COM**

ABSTRACT

This study aims to find out the picture of how big and influential Social Media Advertising (Instagram) and Brand Loyalty have on Repurchase Intention on Blibli.com application. The method used in this research is descriptive and verification with a quantitative approach. The selection of samples in this study was carried out based on non-probability sampling, using purposive sampling techniques with a total of 100 respondents. Based on this research interval recap, it shows that Social Media Advertising (Instagram) is in the good category, Brand Loyalty is in the high category, and Repurchase Intention is in the high category. The results of the data processing that the author conducted on the determination coefficient test on the Social Media Advertising (Instagram) variable against Repurchase Intention was 76.9% and for the Brand Loyalty variable against Repurchase Intention was 44.3%, while the coefficient of determination of Social Media Advertising (Instagram) and Brand Loyalty towards Repurchase Intention was 78.1%. The result of the coefficient of multiple correlation between Social Media Advertising (Instagram) and Brand Loyalty to Repurchase Intention is 0.884 or 88.4%. This shows that Social Media Advertising (Instagram) (X1) and Brand Loyalty (X2) have a very strong relationship with Repurchase Intention (Y), because the value of the multiple correlation coefficient is at intervals of 0.80-1.000 which states a very strong relationship with Repurchase Intention. The Fnumber value is 173,001 > the Ftable is 3.09 so that the significance for the influence of the Variables Social Media Advertising (Instagram) (X1) and Brand Loyalty (X2) simultaneously on Repurchase Intention (Y) $0.000 < 0.05$.

Keyword : Social Media Advertising, Brand Loyalty and Repurchase Intention