

**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.)**

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**MINOR THESIS**

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FACULTY OF ECONOMICS AND BUSINESS**

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APPROVAL PAGE

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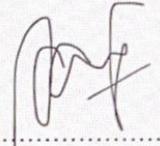
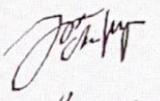
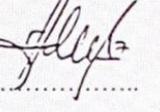
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REPURCHASE INTENTION FOR FASHION APPAREL WITH BRAND IMAGE AS  
MEDIATING VARIABLE (A STUDY IN LEVI STRAUSS & CO.)**

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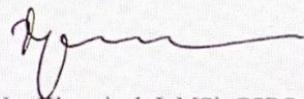
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# STATEMENT OF ORIGINALITY

## STATEMENT OF ORIGINALITY

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**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.)**

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**Abstract**

The use of social media in this globalization era is increasing rapidly. Social media is not only used as a communication tool between the user, but also it becomes a platform to purchase, especially for the Gen Z, who tends to shop online. Therefore, many companies use social media marketing to promote their brand and sell their products, including Levi's. This study aimed to investigate the effect of social media marketing (X) towards repurchase intention (Y) through the brand image (Z) of Levi's. This study used a quantitative method to analyze the effect between independent, dependent, and mediating variables. The samples were taken from purposive sampling, consisting of 150 Gen Z who live in Malang, have followed or opened Levi's social media and ever purchased Levi Strauss & Co. Statistical software Smart-PLS was used to analyze the data. The result of this research indicated that social media marketing and brand image positively influence repurchase intention. The other findings showed that brand image has no significant influence in bridging social media marketing on repurchase intention.

**Keywords:** *Social Media Marketing, Brand Image, Repurchase Intention*

**Peran Pemasaran Media Sosial terhadap Niat Pembelian Kembali Pelanggan untuk Pakaian Fashion dengan Brand Image sebagai Variabel Mediasi (Studi terhadap Levi Strauss & Co.)**

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**Abstrak**

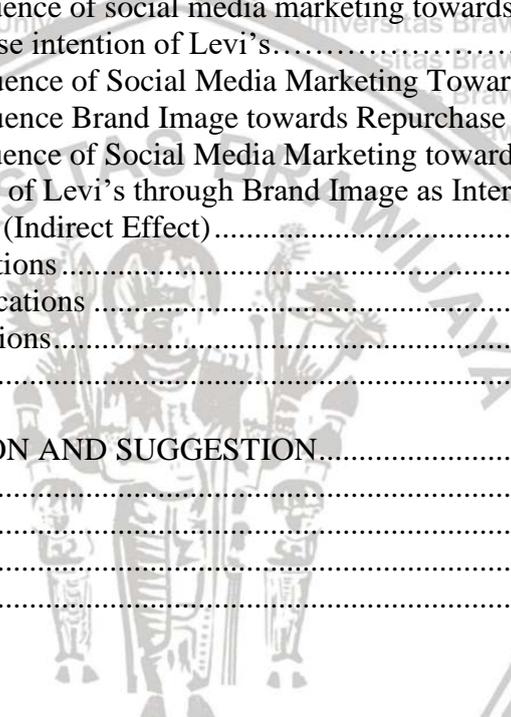
Penggunaan media sosial di era globalisasi ini meningkat pesat. Media sosial tidak hanya digunakan sebagai alat komunikasi antar pengguna, tetapi juga menjadi platform untuk membeli terutama bagi Gen Z yang memiliki kecenderungan untuk berbelanja secara online. Oleh karena itu, banyak sekali perusahaan yang menggunakan pemasaran media sosial untuk mempromosikan merek dan menjual produknya termasuk Levi's. Penelitian ini bertujuan untuk mengetahui pengaruh Social Media Marketing (X) terhadap Repurchase Intention (Y) melalui Brand Image (Z) Levi's. Penelitian ini menggunakan metode kuantitatif untuk menganalisis pengaruh antara variabel independen, dependen, dan mediasi. Sampel diambil dari purposive sampling, terdiri dari 150 Gen Z yang berdomisili di Malang, pernah mengikuti atau membuka media sosial Levi's dan pernah membeli Levi Strauss & Co. Software statistik Smart-PLS digunakan untuk menganalisis data dalam penelitian ini. Hasil penelitian ini menunjukkan bahwa Social Media Marketing dan Brand Image berpengaruh positif terhadap Repurchase Intention. Temuan lain menunjukkan bahwa Brand Image tidak berpengaruh signifikan dalam menjembatani Social Media Marketing terhadap Repurchase Intention.

**Kata Kunci:** *Social Media Marketing, Brand Image, Repurchase Intention*

**TABLE OF CONTENTS**

Approval Page .....	ii
Statement Of Originality .....	iii
Curriculum Vitae .....	iv
Acknowledgement .....	v
List Of Tables .....	xii
Table Of Figures .....	xiv
List Of Appendixes .....	xv
<b>CHAPTER I INTRODUCTION .....</b>	<b>1</b>
1.1. Background of the Study .....	1
1.2. Research Question .....	5
1.3. Objective of the Study .....	5
1.4. Significance of the study .....	6
<b>CHAPTER II REVIEW OF RELATED LITERATURE .....</b>	<b>7</b>
2.1. Review of Theory and Previous Research .....	7
2.1.1. Social Media Marketing .....	7
2.1.2. Brand Image .....	8
2.1.3. Repurchase Intention .....	10
2.1.4. Previous Research .....	13
2.2. Research Model and Hypothesis .....	15
<b>CHAPTER III RESEARCH METHOD .....</b>	<b>21</b>
3.1. Type of Research .....	21
3.2. Research Location .....	21
3.3. Population and Sampling .....	22
3.3.1. Population .....	22
3.3.2. Sample .....	22
3.3.3. Sample Technique .....	23
3.4. Source of Data .....	25
3.5. Data Collection Method .....	25
3.6. Measurement Scale of Research .....	26
3.7. Operational Definition and Variable Measurement .....	26
3.7.1. Social Media Marketing (X) .....	26
3.7.2. Brand Image (Z1) .....	27
3.7.4. Repurchase Intention (Y) .....	27
3.8. Data Analysis Method .....	31
3.8.1. Partial Least Square (PLS) .....	31
3.8.2. Outer Model .....	31
3.8.3. Inner Model .....	33
3.9. Hypothesis Test .....	34
3.10. Sobel Method .....	35
<b>CHAPTER IV RESULT AND DISCUSSION .....</b>	<b>36</b>
4.1. Description of Research Object .....	36
4.1.1. Overview of Research Object .....	36
4.2. The Characteristic of Respondent .....	38

4.2.1	Characteristic of Respondent Based on Gender.....	38
4.2.2.	Characteristic of Respondent Based on Age.....	39
4.2.3.	Characteristic of Respondent Based on the Latest Education.....	40
4.2.4.	Characteristic Based on Income per Month.....	41
4.3.	Descriptive Analysis .....	42
4.3.1.	Frequency Distribution Variable Social Media Marketing (X) .....	43
4.3.2.	Frequency Distribution Brand Image.....	44
4.3.3.	Frequency Distribution Variable Repurchase Intention (Y).....	45
4.4.	Partial Least Square Analysis .....	46
4.4.1.	Outer Model Analysis .....	46
4.4.2.	Structural Model Evaluation (Inner Model) .....	52
4.4.3.	Hypothesis Testing.....	56
4.5.	Discussion of Research Result.....	60
4.5.1.	The influence of social media marketing towards repurchase intention of Levi's.....	60
4.5.2.	The Influence of Social Media Marketing Towards Brand Image .....	62
4.5.3.	The Influence Brand Image towards Repurchase Intention.....	63
4.5.4.	The influence of Social Media Marketing towards Repurchase Intention of Levi's through Brand Image as Intervening Variable (Indirect Effect).....	64
4.6.	Research Implications .....	65
4.7.	Theoretical Implications .....	66
4.8.	Practical Implications.....	67
4.9.	Limitation.....	68
CHAPTER V CONCLUSION AND SUGGESTION.....		69
5.1.	Conclusion .....	69
5.2.	Suggestion.....	70
Bibliography .....		72
Appendix .....		76



## LIST OF TABLES

Table 3.1. Measurement of scale.....	26
Table 3.2. Operational Definition of Variables.....	28
Table 4.1 Levi’s Social Media Followers .....	37
Table 4.2. Respondents Characteristics based on Gender.....	38
Table 4.3 Respondent Characteristic Based on Age .....	39
Table 4.4. Respondent Characteristic Based on Latest Education.....	40
Table 4.5. Respondent Characteristic Based on Income per Month.....	41
Table 4.6. Interpretation of Respondent Average Answer.....	42
Table 4.7. Frequency Distribution Table Social Media Marketing (X) .....	43
Table 4.8. Frequency Distribution Brand Image (Z) .....	44
Table 4.9. Frequency Distribution Repurchase Intention (Y) .....	45
Table 4.10. Outer Loading .....	48
Table 4.11. Validity Testing Using Cross Loading.....	50
Table 4.12. Result of Reliability test.....	51
Table 4.13. R-Square Value .....	53
Table 4.14. Goodness of Fit Model.....	55
Table 4.15. Hypothesis Testing Result .....	57

## TABLE OF FIGURES

Figure 1.3. Consumer Buying Process.....	<b>Error! Bookmark not defined.</b>
Figure 1.4. Steps between Evaluation of Alternatives and Repurchase Decision .....	<b>Error! Bookmark not defined.</b>
Figure 2.1. Description of Hypothesis .....	18
Figure 2.2. Theoretical Framework.....	19
Figure 4.1 Levi's website engagement .....	34



### LIST OF APPENDIXES

Appendix 2: Data tabulation .....	82
Appendix 3: Smart-PLS Result.....	84
Appendix 4: Outer Loadings.....	84
Appendix 5: Cross Loading .....	85
Appendix 6: Path Coefficients.....	86
Appendix 7: R-Square.....	87



## CHAPTER I

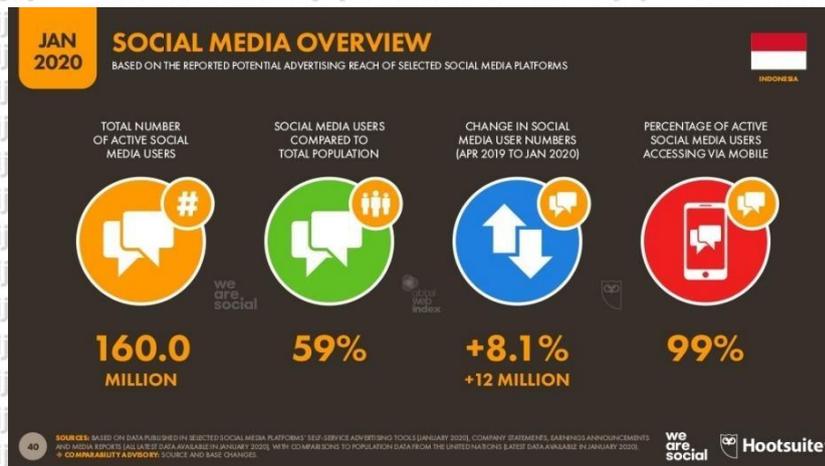
### INTRODUCTION

#### 1.1. Background of the Study

Nowadays, in the era of globalization, social media has a massive impact on our daily and social lives. Many people use social media to socialize and communicate with friends, family, colleagues, and even many companies use social media to share information and promote their products or services. Due to social media advantages that allow faster and easier information distribution to their customer, social media can be defined as "consumer-generated media that covers a wide variety of new sources of online information, created and used by consumers intent on sharing information with others regarding any topic of interest" (Kholi, Suri, & Kapoor, 2014, p. 1).

The internet user in Indonesia has increased up to 73,3% of the population, equal to 169,7 million users in the second quartal in this year (Irawan, Yusufianto, Agustina, & Dean, 2020) with 160 million social media users in January 2020 (Kemp, 2020). The data is shown in Figure 1.1.

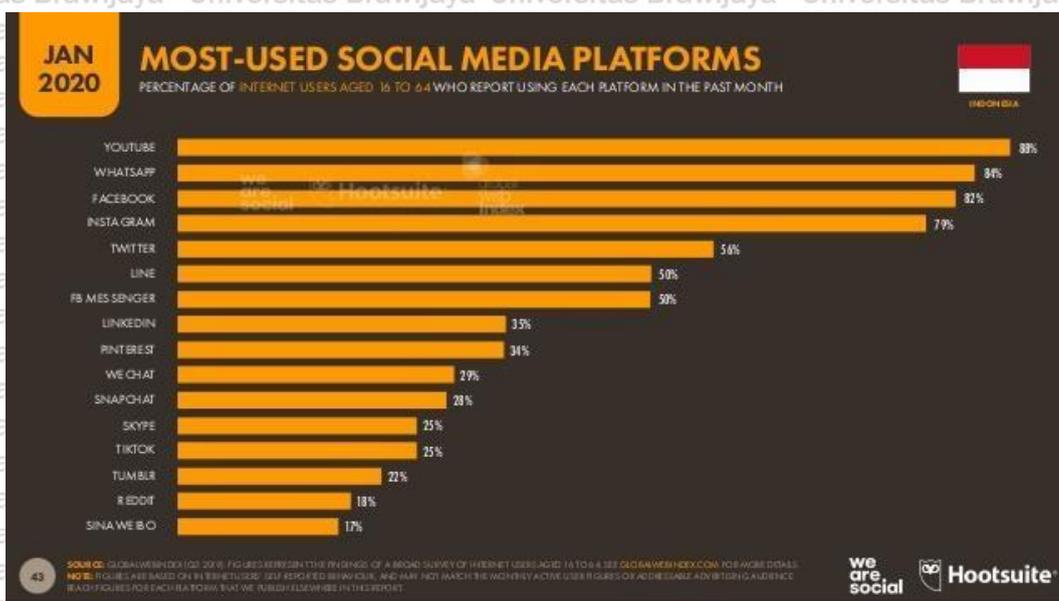
Figure 1.1. Social Media Overview in Indonesia 2020



Source: DATAREPORTAL.COM, 2020

As shown in Figure 1.2, YouTube is the first-place social media used in Indonesia, followed by WhatsApp, Facebook, and Instagram. Lately, due to the effectiveness of social media, many companies use social media as their main platform to promote their product and services. Companies start using social media as their marketing platform because social media marketing is more cost-effective than any other form of marketing, as easy as creating a profile in the most used social media platform without spending too much cost.

Figure 1.2. Most Used Social Media Platform 2020



Source: DATAREPORTAL.COM, 2020

Brand is considered as one of the important factors for the company after the customer. A good and strong brand will give many advantages to the company, such as getting recognition and giving a more secure feeling to buy the product. In addition, social media can facilitate a lot of advantages to the brand, for instance, securing the reputation of the brand, expanding sales, engaging with the customers, involving customers in the brand creation process, and so on.

Intention can be describe as a situation when someone before doing an action or the determination to act in a certain way. Repurchase intention is a consumer desire to repurchase a product or service within a certain period based on consumer experience in the past (Suryana & Daisuki, 2013). Having a product or services that attract customer repurchase intention is every company wants because with the repurchase activity it will gain the company sales and profit.

According to William and Auchil (as cited in Arifin, et al, 2016) repurchase

intention is an individual assessment on repeating buying with the same company.

With the presence of good social media marketing and brand image it will facilitate the interaction between the company to customer which will have a function on giving the information to the customer and sense of security to repurchasing its product.

Levi Strauss & Co. or known as Levi's, is an American clothing company brand of denim jeans established in 1853 and became one of the famous clothing brands in the world. Since Levi's was established, the company is still growing and making a lot of revenue. It means, for almost 168 years Levi's stays consistent and innovative to sell its product. It would be impossible to achieve without innovation on the marketing strategy and product development.

As time passes, the behavior of consumers also changes. Like nowadays, especially for the Gen Z group of people aged 11-26 years old, their behavior to purchase is different from the older people. With the help of technology and the internet, many people start to use e-commerce to shop. Therefore, Levi's created social media to make repurchase intention and keep the brand image memorable for their customer.

This study aimed to explore how repurchase intention affected by the social media marketing and brand image. For furthermore, this study analyzed on how social media marketing will affect repurchase intention to buy fashion apparel mediated by brand image. The findings of this study can be beneficial to the fashion industry that use social media as its marketing strategy. Therefore, the author proposed a study entitled **"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.)”**

**1.2. Problems of the Study**

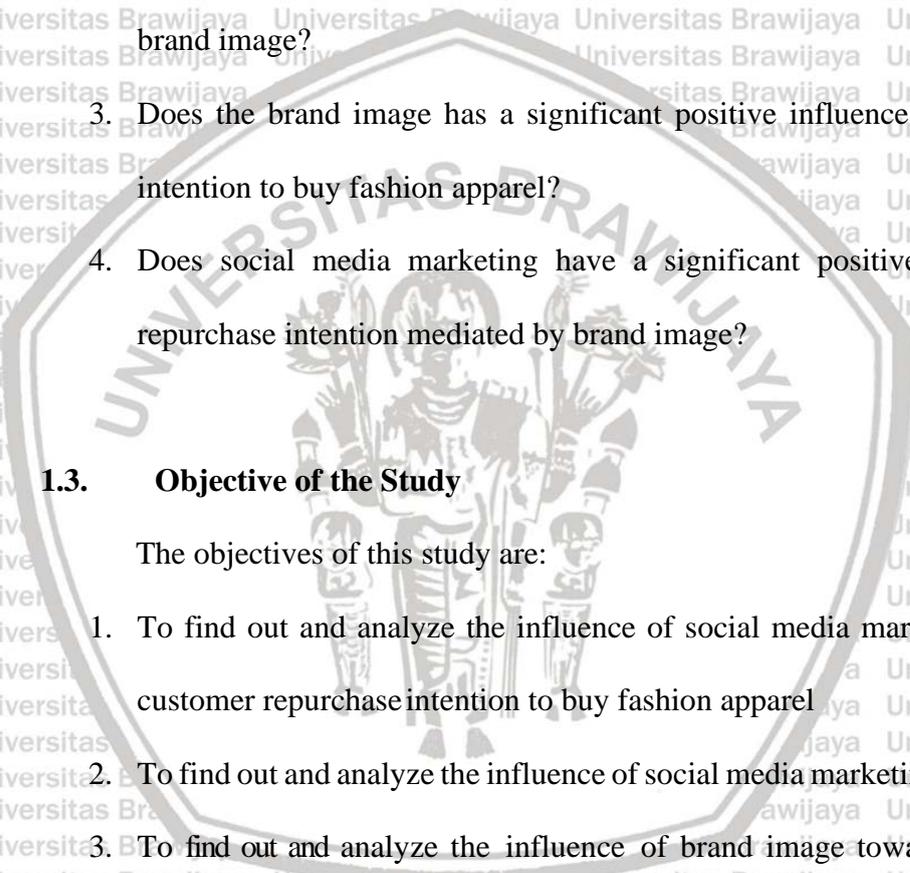
This study examined the following problems:

1. Does social media marketing have a significant positive influence on the repurchase intention to buy fashion apparel?
2. Does social media marketing have a significant positive influence on the brand image?
3. Does the brand image has a significant positive influence on repurchase intention to buy fashion apparel?
4. Does social media marketing have a significant positive influence on repurchase intention mediated by brand image?

**1.3. Objective of the Study**

The objectives of this study are:

1. To find out and analyze the influence of social media marketing towards customer repurchase intention to buy fashion apparel
2. To find out and analyze the influence of social media marketing towards brand image
3. To find out and analyze the influence of brand image towards repurchase intention to buy fashion apparel
4. To find out and analyze the influence of social media marketing towards repurchase intention mediated by brand image to buy fashion apparel



**1.4. Significance of the study**

The results of this study aim to contribute to:

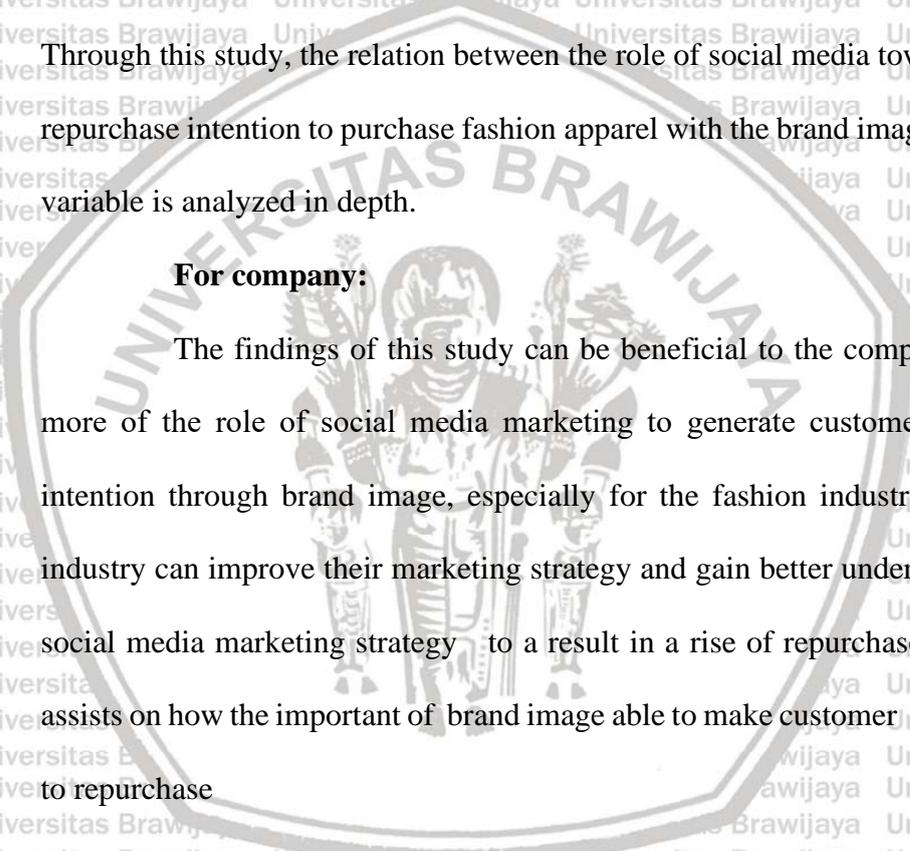
**Academic:**

In academic, the methodology and the results of this study can be used for other studies that correlate with social media effect, brand image, and repurchase intention, also the findings of this study can develop a theoretical approach to issues of the effect of all variables which can be beneficial in supporting future research.

Through this study, the relation between the role of social media towards customer repurchase intention to purchase fashion apparel with the brand image as mediating variable is analyzed in depth.

**For company:**

The findings of this study can be beneficial to the company to explore more of the role of social media marketing to generate customers' repurchase intention through brand image, especially for the fashion industry. The fashion industry can improve their marketing strategy and gain better understanding in the social media marketing strategy to a result in a rise of repurchase intention and assists on how the important of brand image able to make customer have intention to repurchase



## CHAPTER II

### REVIEW OF RELATED LITERATURE

#### 2.1. Review of Theory and Previous Research

##### 2.1.1 Social Media Marketing

According to (Dollarhide, 2020), social media is a technology-based computer that facilitates sharing opinions, notions, and information through communities and virtual networks. With the current technology, there are so many people equipped with mobile technologies such as laptop and mobile phone that can connect to the internet. The use of social media is extremely increasing and it is used for various functions due to its affordability and convenience for communication, sharing personal information, and business promotion.

Social media also can be used as marketing tools for a company or individual, and it is called social media marketing (SMM) that is defined as a form of internet utilization like social media and website as a marketing tool (Rohit, Rana, & Varsha, 2020). According to Watson et al. (cited by Sheth & Sharma, 2005), due to the popularity of digital marketing, many businesses are investigating how social media can help them promote their products and services to be potential and exist. Social media such as Instagram and Facebook have changed the way of advertising is viewed from a business perspective. In addition, compared to the company's official website, many companies direct customers to their social media.

There are many benefits that company can get by using social media as a marketing tool; social media marketing is cheaper compared with the conventional promotion tools such as billboard, TV, middlemen or distributor, and social media can create a condition where communication between customer and company is easier to reach.

### 2.1.2 Brand Image

According to (Kotler, 2007), brand image is the customer's point of view and trust consumer as reflected in the associations that come in consumer's memory. A good brand image will create a form of repurchase intention for the products or services (Ferrinadewi, 2008, p. 165) describe that symbol, special font, color design, or customer perception of a product or services represented by its brand is defined as a brand image because brand image is a part of recognizable but unspeakable.

It can be interpreted as a trust held and perception by the consumer, which is inherent in the memory and mind of the consumer themselves. This perception can be made from the consumer experience by using the product or service and the consumer's information regarding the brand.

(Kotler & Keller, 2012) said that all companies strive to build a brand image with as many strong, favorable, and unique brand associations as possible. It can be interpreted as all companies have to create a strong and good brand image by creating the brand as unique as possible that will lead to a beneficial impact to the company. (Setyaningsih & Darmawan, 2004) mentions that there are several types of indicator that can create the brand image to the company, they are:

1. Corporate Image

Corporate image is an image that occurs in company itself. The company as an organization build their image to build up a good company's name, and it will affect everything that the company has been done.

2. Product/Consumer Image

Consumer image on a product will positively or negatively impact the desire, need, and expectations of the consumer. The product image will support the creation of a brand image

3. User Image

It can be made from a direct contact with the user of the brand. The benefit is the personal value of the consumer laid against the product's attribute that is what the consumer thinks they will get from the product.

The connection between a consumer in a brand will be stronger along the way with the consumer's experience towards the brand, so that is where a brand image will be created. A good brand image will increase the sales or users for the company because the consumer will always consider the company's brand when they want to make a purchase decision.

**2.1.3 Repurchase Intention**

Repurchase intention is a behavior that appear as a response towards object.

According to (Ardhanari, 2008) repurchase intention is a purchase intention that shows customer desire to make a repeat purchase. Repurchase is describe as a customer real action on using or purchasing the product again. Once customer purchase a certain product, then it will has potential to repeat purchase. This means consumer repeating to consume or using the same product from the same sellers.

While repurchase is an actual action, repurchase intention shows decision of the consumer to engage in future activities with sellers. (Pham et al, 2018).

According to (Prastyaningsih, Suyadi, & Yulianto, 2004) repurchase intention is a desire that appear from the consumer to buy the product or service that he love and previously has every purchased based on the evaluation that fulfil the expectation on the product benefits or performance. It means the repurchase intention occur due to the fulfillment of the customer expectation towards the experience on purchasing the product. This statement also supported from (Anggraeni, Farida, & Listyorini, 2015) said that repurchase intention is consumers' wants to do future purchases based on the experienced that they got.

The repurchase intention usually happened due to the satisfaction towards the product.

#### 2.1.4 Previous Research

No.	Research Title	Author	Variable	Research Method	Results
1.	Analisa Pengaruh Social Media Marketing terhadap Repurchase Intention melalui brand trust sebagai variable mediasi pada Instagram adidas Indonesia di	Thomas Kevin Putra Bawono ,Hartono Subajo (2017)	Independent: • Social Media Marketing  Mediating: • Brand trust  Dependent: • Repurchase Intention	Quantittative, 155 respondents, using PLS	Social media marketing has positive influence towards brand trust and social media marketing, brand trust have significant towards repurchase intention

	Surabaya				
2.	Determinants of Repurchase Intentions at Online Stores in Indonesia	Rahmad Wijaya, Naili Farida, Adriansyah (2018)	<p>Independent:</p> <ul style="list-style-type: none"> <li>• E-customer satisfaction</li> <li>• Perceived website quality</li> </ul> <p>Mediating:</p> <ul style="list-style-type: none"> <li>• Customer trust</li> </ul> <p>Dependent:</p> <ul style="list-style-type: none"> <li>• Repurchase intention</li> </ul>	<ul style="list-style-type: none"> <li>• Quantitative</li> <li>• 193 questionnaires accepted</li> <li>• SEM analysis</li> <li>• Using AMOS software</li> </ul>	Improving the quality of website that can satisfy the customer and having strong trust in online stores more likely to have a strong intention to repurchase in the future.
3.	Determinants of Brand Image in Social media	Hayan Dib, Abdullah Awad Alhaddad (2015)	<p>Independent:</p> <ul style="list-style-type: none"> <li>• Advertising Awareness</li> <li>• Price Awareness</li> </ul> <p>mediating:</p> <ul style="list-style-type: none"> <li>• Brand Awareness</li> </ul> <p>Dependent:</p> <ul style="list-style-type: none"> <li>• Brand Image</li> </ul>	<ul style="list-style-type: none"> <li>• Questionnaires</li> <li>• With 373 useable response from business student higher institute of business administration</li> <li>• 55,2 % male and 44,8% female</li> </ul>	The results show that both price awareness and advertising awareness can be used to gain the meaning and identity of the brand image by enhancing brand awareness. Therefore, the brand's price awareness, advertising awareness, and brand awareness play an important role in establishing a brand image.

4	The Effect of Social Media Marketing Activities on Brand Awareness, Brand Image, and Brand Loyalty	Yusuf Bilgin (2018)	Independent: <ul style="list-style-type: none"> <li>• Social Media Marketing Activities mediating:</li> <li>• Brand Awareness</li> <li>• Brand Image</li> </ul> Dependent: <ul style="list-style-type: none"> <li>• Brand Loyalty</li> </ul>	<ul style="list-style-type: none"> <li>• Quantitative Questionnaire</li> <li>• The active user who follows the highest social score on social media like Facebook, Twitter, Instagram</li> <li>• The brands are Mercedes Benz, Zen Diamond, Turkeell, Turkish Airline, Madame Coco</li> </ul>	Social media has a significant effect on consumers' brand awareness, brand image, and brand loyalty. Mostly, the social media effect occurs in brand awareness.
5	Social Media Marketing Activities and Customers' Repurchase Intention: The Mediating Effect of Brand Image	Haixin Zhang, Yali Zhang, Anastasiia Ryzhkova, Chrissie Diane Tan, Feng Li (2019)	Independent: <ul style="list-style-type: none"> <li>• Social Media Marketing Activities mediating:</li> <li>• Perceived Value</li> <li>• Brand Image</li> </ul> Dependent: <ul style="list-style-type: none"> <li>• Repurchase Intention</li> </ul>	<ul style="list-style-type: none"> <li>• Quantitative Questionnaire</li> <li>• 404 responses are collected, and 395 were valid</li> <li>• In China</li> <li>• 47,1% male and 52,9% female</li> </ul>	The control variable on gender, age, education, and income has no significant effect on Repurchase intention. The H1 until H4 is significantly supported, however, the H5 is not supported.

6	The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping	Wijaya Riki, Astuti Tri (2018)	Independent: <ul style="list-style-type: none"> <li>• E-services quality</li> <li>• Customer satisfaction</li> </ul> Mediating: <ul style="list-style-type: none"> <li>• Brand image</li> <li>• Trust</li> </ul> Dependent: <ul style="list-style-type: none"> <li>• Repurchase intention</li> </ul>	<ul style="list-style-type: none"> <li>• 100-200 respondents who had purchased berrybenka</li> <li>• SEM with AMOS</li> </ul>	E-services quality positively influence customer satisfaction, customer satisfaction positive influence the trust and brand image, trust and brand image positively influence repurchase intention
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The table above shows the previous research related to social media marketing, brand image, and repurchase intention fashion apparel. The current study used social media, brand image, and repurchase intention as the variable. The reason to use those variables is because social media marketing has a huge role as a marketing tool in this digital era and can affect brand image and repurchase intention directly and seek the indirect effect of brand image as a mediating variable. Not only that, the study of those variables is still limited in Indonesia.

## 2.2. Research Model and Hypothesis

A hypothesis can be defined as a prediction that is expected in a particular circumstance. Frequently, the hypothesis is a tentative statement about a connection between two or more variables. This study has three type of variables which are independent variable, mediating variable, and dependent variable. The independent variable is the role of social media, and the mediating variable is brand image, and the dependent variable is repurchase intention. Thus, the hypothesis of this study is

proposed below:

As a medium to communicate, sale, create, and maintain a connection to the customer, there are many business start to use social media as their marketing strategy. This platform is really suitable due to it is flexible and cheap for the cost for promotion. it is supported from the statement by (Kim & Ko, 2012) who said social media also create more flexible time and cost for sharing the information to the customer. With more information towards the brand and update on its product, customer will be able to have an intention to repurchase.

According to (Kotler & Amstrong, 2012) repurchase intention influenced positively by a promotion. if the purpose of the promotion is to remind the customer towards the company's brand, there are many promotion that can be done from the social media marketing. An important factor to influence repurchase intention is to make the customer recalling the brand or product. Thus the first hypothesis is proposed as bellow:

**H1: Social media marketing has a significant positive influence on the repurchase intention to buy fashion apparel**

Lately, businesses use social media as their platform to promote products or services because of its ability to be the most effective way to communicate and encourage consumer. Thus, social media has become one of the marketing strategies for a company to build up and increase brand image. For instance, (Belgin, 2018) found that social media is a significant marketing tool industry that positively affects the brand image.

Brand image is the position of the brand in the consumer's mind or perception. According to (Keller, 2009), brand image is the way consumer's attitude

and choices for a brand, as reflected in several types of brand associations kept in consumer's mind. (Winarso, 2012) explains that brand image is considered as a representation of the company, including symbolic meaning associated with the consumer through particular attributes on the products or services.

Building a good brand image is important for a company, not only for the company identity but also for its potential consumer and sales. Thus, the ultimate purpose of social media marketing activity is to get new customers, raise sales, reinforce the word of mouth (WOM), and earn customer loyalty (Tsimonis & Dimitriadis, 2014). Therefore, the second hypothesis is proposed as below:

**H2: Social media marketing has significant positive influence on brand image**

Brand image occurs when the consumer has already established perception, idea, and feelings towards the brand. According to (Razy & Lajevardi, 2015), when the consumer is considering to purchase a certain product, their intention will be affected by the perception of the value the brand offers. Then, when the consumer received more value than the price paid, they are more likely to purchase.

A well-known brand with a good image will create customer's feeling of safety to purchase their product. (Peter, Paul & Olson, 2009) also support this statement and said when comes a decision on repurchase, customer tend to choose brand first. The result of research conductd by (Adhi, 2009) shows that brand image has a significant effect on repurchase intention.

A good image brand will benefit the company like creating repurchase intention for the new potential consumer, improving consumer's loyalty, trust, and providing a safe perception when purchasing the product or service. Thus, the brand image becomes an important aspect for the business. Therefore, the third hypothesis

is proposed as below:

**H3: Brand image has a significant positive influence on repurchase intention to buy fashion apparel**

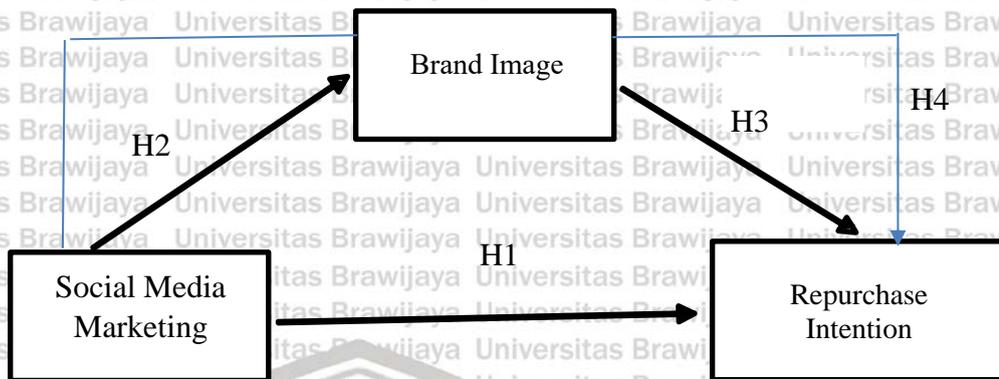
In this digital era, there are many companies sell their product or services from social media. Social media is used to persuade potential customer to have an intention for transaction. The social media will carry the brand image of the company. By recognizing the brand image, customer will evaluate and consider the product to make the purchase. Thus, the company will improve its social media marketing activities along with improving its brand image.

According to (Haixin & Yali, 2019), the brand image can directly and indirectly affect customer's repurchase intentions. Their research results shows that brand image reinforces the influence of social media marketing activities on customer repurchase intention. The activities from social media marketing mediated with brand image are assumed to have positive influence on repurchase intention.

Therefore, the fourth hypothesis is proposed as below:

**H4: Social media marketing has a significant positive influence on repurchase intention mediated by brand image**

Figure 2.1. Description of Hypothesis



Note:  
 Indirect effect  
 Direct effect

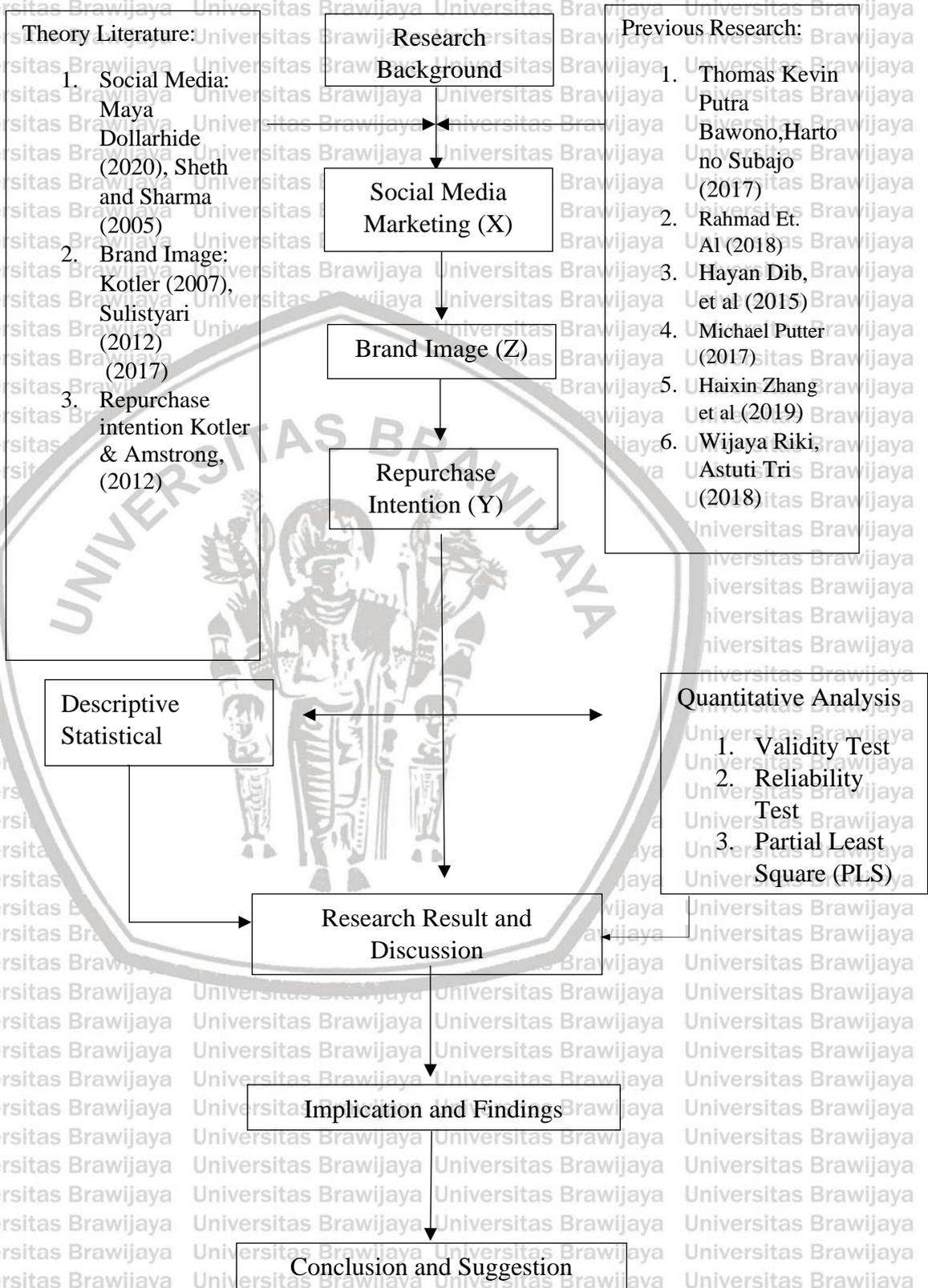
**H1: Social media marketing has a significant positive influence on the repurchase intention to buy fashion apparel**

**H2: Social media marketing has a significant positive influence on brand image**

**H3: Brand image has a significant positive influence on repurchase intention to buy fashion apparel**

**H4: Social media marketing has a significant positive influence on repurchase intention mediated by brand image**

Figure 2.2. Theoretical Framework 1



## CHAPTER III

### RESEARCH METHOD

#### 3.1. Type of Research

Based on the background and purposes aforementioned, this study is a descriptive study that used a quantitative approach. According to (Sekaran, 2003), a descriptive study has a sense of describing and confirm the characteristic of the variable interest in a situation. A study with quantitative approach investigates a social problem, phenomena explanation by obtaining numerical data analyzed using mathematical method (Aliaga & Gunderson, 2002).

This study used a quantitative approach since it examined hypotheses or specific problems, and it is commonly used for explanatory or descriptive research.

The purpose is to describe phenomenon and explain the connection between the variables in this study. The researcher also proposed hypotheses as initial assumption to elaborate the connection between the variable studied.

#### 3.2. Research Location

The research location is a place where the study takes place. The research location should provide an overview representing the measured variables through data obtained. The research location is in Malang city, East Java, Indonesia. Malang city is the second largest population in East Java, after Surabaya. According to *Badan Pusat Statistik Kota Malang* in 2020, the total population in Malang City is 843.810 people and with 70.168 come from outside of Malang City. Therefore, the population in Malang City represents Indonesia people from different cities, cultures, and backgrounds. It allows the data obtained in this study to become more valid.

### 3.3. Population and Sampling

#### 3.3.1. Population

Population is a generalization area including objects or subjects that have certain characteristics and quantities determined by researchers to study and conclude. From the previous definition, the population for this study is Gen Z in Malang City who are Levi's potential customers.

According to (Dorsey & Villa, 2020), Gen Z are born in 1995 and before 2010

#### 3.3.2 Sample

According to (Sugiyono, 2017), a sample is the part of the number and characteristics possessed by the population. Moreover, (Sekaran, 2003) argues that a sample is a part of a population consisting of selected members from the population. Therefore, sample can be referred to as a part of the population.

The sample size can be determined by 5 to 10 observations for every item (Hair et al., 2014). Thus, with total of 20 question items, the minimum sample size is 100, and the maximum is 200. To prevent invalid data, the sample size was more than the minimum number. This study not use the maximum number of sample due to the time limitation to gather the information. Thus, the sample size is 150 samples. It is supported by Roscoe (as cited in Sekaran, 2003) who proposes the rule of thumb for determining the sample size, which are the minimum sample size is 30 and maximum 500 and the sample size could be determined by minimum 30 for each sub-samples.

This study has five sub-samples consist of two gender and three age

category. Therefore, making 150 is appropriate sample for this study.

### 3.3.3 Sampling Technique

This study used non-probability sampling because of the unknown amount of population. The sample is determined by purposive sampling.

According to (Sugiyono, 2018), purposive sampling can be defined as a sample determination's technique with specific considerations. Another definition of purposive sampling, according to (Zikmund et al, 2012), is a process where the researcher determines a sample based on knowledge or experience of the group to be sampled due to a determination of a population and allow data examination to be more detailed and specific.

In order to determine the characteristics and area of questionnaire distribution, and the sample would be sought. Here are the several criteria:

1. Respondent is at least 17 years old
2. Respondent lives in Malang
3. Respondent is active in social media
4. Respondent follows or has opened Levi's social media
5. Has ever purchased Levi Strauss & Co.

Validity is crucial in which accurate information and data must be obtained. The respondent should be at least 17-years old, legal age in Indonesia (Omondi, 2017). People who already of legal age are considered to be able to give responsible information.

Gen Z are potential customers of Levi's. The population in Malang City is dominated by Gen Z and Millennials in their young adult category since there are many universities and high education institutions. Not only

that, Malang City is also seen as a good prospect city due to the growth of tourism destination and business.

This study focuses for people who are active in social media such as Twitter, Facebook, Instagram, as well as people who find information of Levi's in the official website. The other criterion is the person must have the experience on opening or following Levi's social media.

This study investigated the role of social media on customer repurchase intention. Thus, the respondent must have experience on purchasing Levi's products or at least have the intention to buy Levi's products. By doing so, they can give relevant data to this study.

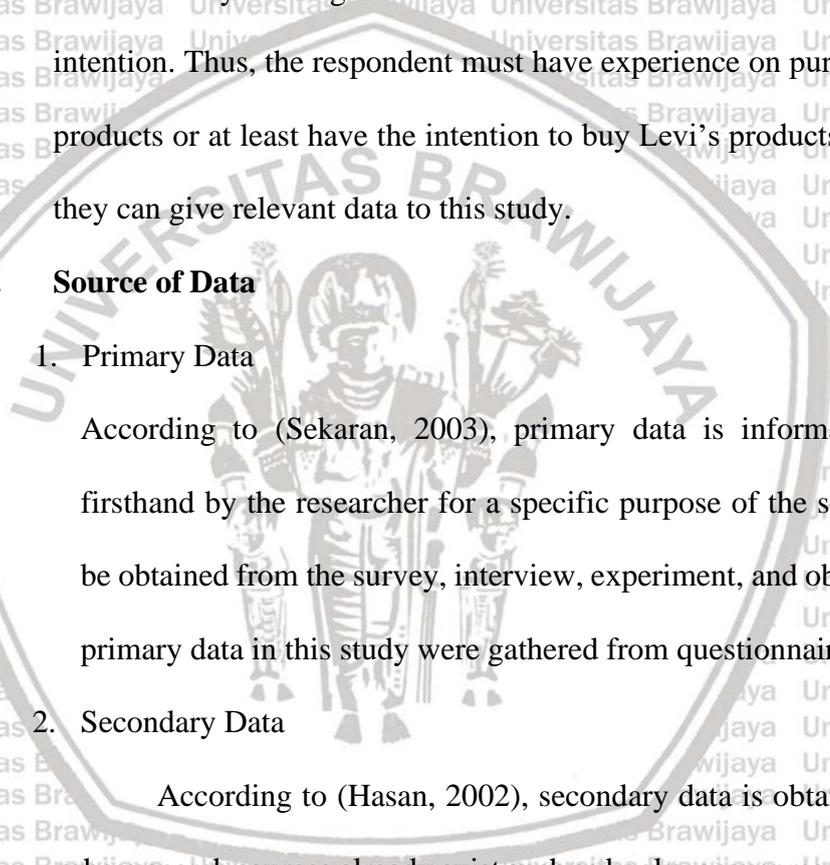
### 3.4. Source of Data

#### 1. Primary Data

According to (Sekaran, 2003), primary data is information obtained firsthand by the researcher for a specific purpose of the study. Data can be obtained from the survey, interview, experiment, and observation. The primary data in this study were gathered from questionnaires.

#### 2. Secondary Data

According to (Hasan, 2002), secondary data is obtained by people who research sources already exist such as books, government publications, database, and many more. Secondary data is used in this study to support the primary data.



### 3.5. Data Collection Method

This study used a questionnaire as data collection method. A questionnaire is a pre-formulated written set of questions that aim to collect respondents answers (Sekaran, 2003). Therefore, this study used questionnaire due to the limitation of time.

The questionnaire was distributed online to the respondent using Google Form. The online questionnaire is the modern way to share questions and get a safer and more efficient answers. To obtain the actual data set, the questionnaire was distributed on social media and online messaging platforms such as Instagram, WhatsApp, Line, and Twitter to spread the link of the online questionnaires.

### 3.6. Scales of Measurement

The questionnaire in this study used an interval scale to allow respondents to choose from a five-point scale to measure a variable (Sekaran, 2003). The scale that was used to measure the question items is shown below:

**Table 3.1. Scales of Measurement**

No.	Information	Score
1.	Strongly Disagree (SD)	1
2.	Disagree (D)	2
3.	Neutral (N)	3
4.	Agree (A)	4
5.	Strongly Agree (SA)	5

### 3.7. Operational Definition and Variable Measurement

#### 3.7.1 Social Media Marketing (X)

The independent variable in this study is social media marketing.

Social media marketing variable is measured through respondents' response about Levi's social media marketing activities. The response are from how Levi's social media marketing is promoting and share its product information through social media. The indicators for this variable based on the previous study from (Solis, 2010) are context, communication, collaboration, and connection

#### 3.7.2 Brand Image (Z)

The intervening variable for this study is the brand image.

According to (Kotler, 2007), brand image is the perception and trust of the consumer as reflected in the associations that come in the consumer's memory. The followings are the indicators of the brand image according to Shimp (as cited in Rizan et al, 2012) are attributes, benefit, and attitude

#### 3.7.3 Repurchase Intention (Y)

The dependent variable for this study is repurchase intention.

According to (Suryana & Daisuki, 2013) Repurchase intention is a consumer desire to repurchase a product or service within a certain period based on consumer experience in the past. The measurement's indicators for this variable was taken from a previous study by Ferdinand (as cited in Shanti, 2015) and (Anggraeni, Farida, & Listyorini, 2015), which are explorative interest, preferential interest, referential, and transactional interest

Table 3.2. Operational Definition of Variables

No	Variable	Indicator	Item	Source
1	Social Media Marketing	Context	1. I think Levi's give clear information about their product on social media 2. I think Levi's create the content and message on social media attractively	Solis (2010)
		Communication	1. The message that Levi's deliver can conveying and attract the customer 2. Levi's social media able to respond to customer question fast and properly	
		Collaboration	1. I able to understand the message that Levi's deliver	
		Connection	1. I will ask Levi's social media to know further information about the product, promotion, etc.	

2	Brand Image	Attribute	<ol style="list-style-type: none"> <li>1. The quality of Levi's service and product meet my expectation</li> <li>2. Levi's product is a price worth the value</li> </ol>	Rizan et al. (2012)
		Benefit	<ol style="list-style-type: none"> <li>1. I feel satisfied with Levi's product and service their customer</li> <li>2. I have a good experience with Levi's products and services</li> </ol>	
	Attitude	<ol style="list-style-type: none"> <li>1. I have a subjective interest in Levi's brand</li> <li>2. I share my experience on Levi's product to others</li> </ol>		
3	Repurchase Intention	Explorative interest	<ol style="list-style-type: none"> <li>1. I try to search information before buying Levi's products</li> <li>2. I don't search many information after the first time purchasing Levi's</li> </ol>	Shanti (2015)
		Preferential interest	<ol style="list-style-type: none"> <li>1. I prefer to buy Levi's compare with another brand</li> <li>2. I have a good perception on Levi's product quality</li> </ol>	
	Referential interest	<ol style="list-style-type: none"> <li>1. I share Levi's as a purchasing reference in fashion apparel</li> </ol>		

	Transactional interest	<ol style="list-style-type: none"> <li>1. I Have an intention to purchase again, after see Levi's social media</li> <li>2. Good brand image makes it a reason to buy Levi's</li> </ol>	
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### 3.8. Data Analysis Method

#### 3.8.1 Partial Least Square (PLS)

This study used Partial Least Square (PLS) as the data analysis method. According to Wold (as cited in Ghozali, 2016), PLS is a substantial analysis method since it is not based on many assumptions. The data must not distribute normal multivariate and have a big sample. Not only that, PLS is also able to show the relationship between variables.

The steps to analyze the data for this research used the mediation effect like Baron and Kenn (as cited in Ghozali & Latan, 2012). The three steps to analyze the mediation effect are:

1. First model, examine the effect of exogenous variable (x) on variable endogenous (y) and must be significant on t-statistics > 1,96
2. Second model, examine the effect exogenous variable (x) on mediation variable (z) and must be significant on t-statistic > 1,96
3. Third model, examine simultaneously the effect of exogenous variable (x) and mediation (z) of endogenous variable (y)

### 3.8.2 Outer Model

Outer model analyzes the specific relationship between variables with those indicators. Outer model assigns how each indicator is related to its variable (Hussein, 2015). The two tests in outer model are as follows:

#### a. Validity test

(Sekaran & Bougie, 2010) explain that validity test is related to how good the instrument can measure certain concepts which targeted to measure. A questionnaire will be valid if the questions on the questionnaire can reveal something that will be measured (Ghozali, 2016). The two indicators of validity test for this study are as follows:

1. Convergent validity. The principle measuring of a construct should be highly correlated (Abdillah, 2009). The value of convergent validity is the value of the loading factor on a variable with its indicators. When the value of the loading is more than 0.7 then it is considered as good valid in this study (Ghozali, 2016).
2. Discriminant validity. According to (Ghozali, 2016), discriminative validity is a cross-loading value used to understand whether the variable has sufficient discriminative power. The loading value of the research variable must be higher than the loading value of the other variables. Another way to measure the effectiveness of discrimination is to use the relationship between one variable and other variables in the model. When the average variance extraction (AVE) root value in each variable is greater than the relationship between the variables in the model, it can be assumed that the model has obvious

discriminative validity. The valid value must be greater than 0.5.

**b. Reliability test**

A reliability test is a measurement that shows how far the measurement without bias or error-free. Due to that, it will guarantee a measurement that consistent across time and item in the instrument

(Sekaran & Bougie, 2010). In this study, the reliability test consists of (Hussein, 2015):

1. Composite reliability. Where the data with composite reliability  $> 0.7$  can be stated reliable (Ghozali, 2016).
2. Average Variance Extracted (AVE). Model can be said good if AVE's construct is bigger than 0.5 (Ghozali, 2016).
3. Cronbach Alpha. Data can be stated reliable where it  $> 0.7$  (Ghozali, 2016).

**3.8.3 Inner Model**

Inner model analysis or structural model analysis was done to ensure the structural model is robust and accurate (F. Hair Jr et al., 2014). This analysis displays the relationship between the previous study and the following theories. The indicators for inner model evaluation are:

1. Determination Coefficient/ $R^2$  (R-Square). The size of  $R^2$  determines the effect of exogenous/latent variables on the endogenous/latent variable. According to (F. Hair Jr et al, 2014), if the result of  $R^2$  is 0.75, 0.50, and 0.25, it can be presumed that the model is substantial, moderate, and weak levels of predictive accuracy.
2. Predictive Relevance ( $Q^2$ ).  $Q^2$  measures the correctness of the

observations produced by the research model. The value of  $Q^2$  is estimated between 0 and 1. When the value of  $Q^2$  close to 1, it means the observation value produced a better model. On the other hand,  $Q^2$  is close to 0 means the observation value produces a weak model. Thus, if the value of  $Q^2$  is 0.35, 0.15, and 0.02, it means that the model is substantial, moderate, and weak. According to (Hussein, 2015), The formula for this model is:

$$Q^2 = 1 - (1 - R1^2)(1 - R2^2) \dots \dots (1 - Rp^2) \dots$$

3. Goodness of Fit (GoF). The value range of GoF coefficient is from 0 to 1. When the value is close to 1, it means the accuracy level of the model is higher. In contrast, if the value is close to 0, it means the model's accuracy is lower. Therefore, if the GoF value is 0.36, 0.25, 0.10, it means the model is substantial, moderate, and weak. The formula to measure GoF is:

$$GoF = \sqrt{AVE} \times R^2 \text{ (Tenenhaus, 2004)}$$

### 3.9. Hypothesis Test

The hypothesis test for this study used PLS analysis by using Bootstrapping.

The hypothesis can be examined in two ways:

1. Determine the significant level or critical value ( $\alpha$ ) 5%
2. Comparing the value of t-statistic value on the Bootstrapping output in smartPLS program with t-table value. If the value of the t-statistic is higher than the t-table, then, the hypothesis is supported.

PLS also displays the value of the path coefficient from each variable used

in this study. To know whether the relationship between variables matches with the hypothesis or not.

### 3.10. Sobel Method

The mediating variable is a variable that affects the independent and dependent variable into an indirect relationship that can be measured and observed theoretically (Tuckman, 2012). In this study, the mediating test is conducted to know whether the intervening/mediating variable has a mediating role or not. The mediating test is conducted to determine whether the brand image has a mediating role in social media marketing towards repurchase intention. By looking at the specific indirect effect from the PLS program, the mediation role can be measured with the Sobel test with the following formula.

$$Se_{12} = \sqrt{P_1^2 \cdot S_{e2}^2 + P_2^2 \cdot S_{e1}^2 + S_{e1}^2 \cdot S_{e2}^2}$$

If the arithmetic value of t is greater than the t table, it can be inferred that there is an indirect influence between the independent variable and the dependent variable passing the intermediate variable. In addition, when the value of the t algorithm is less than t table, there is no indirect influence between the independent variable and the dependent variable passed through the intermediary.

## CHAPTER IV

### RESULT AND DISCUSSION

#### 4.1. Description of Research Object

##### 4.1.1 Overview of Research Object

Levi Strauss & Co., known as Levi's, was established in 1853 in San Francisco, California. The idea for making this apparel came from observing people who do rough work and need clothes that able to endure anything. Then, Levi Strauss and tailor Jacob Davis created a copper rivet reinforcement with tough denim. In 1873, Levi's received a U.S. patent for "waist overalls."

Hard-wearing pants have become a trend worldwide since a long time ago. There are several supporting factors that made jeans become a worldwide trend, such as in World War II, blue jeans were become an essential commodity and only sold for people who engaged in defense work.

Between the 1950s and 1980s, the trend arose for rocker, youth, and hippies wearing jeans, and the trends of shrinking jeans that Levi's created for their line up 501 products.

Until now, the denim trend is still happening, and Levi's company is still growing and sustainable. Based on the annual report of Levi's in 2019, the net revenue of Levi's was \$5.8 billion, with more than 50,000 retail locations and approximately 15,800 employees.

With the growth of internet users in this digital era and the behaviour changes of humans that spend more time on the internet to do their activities like browsing for entertainment, shopping, and so on, Levi's

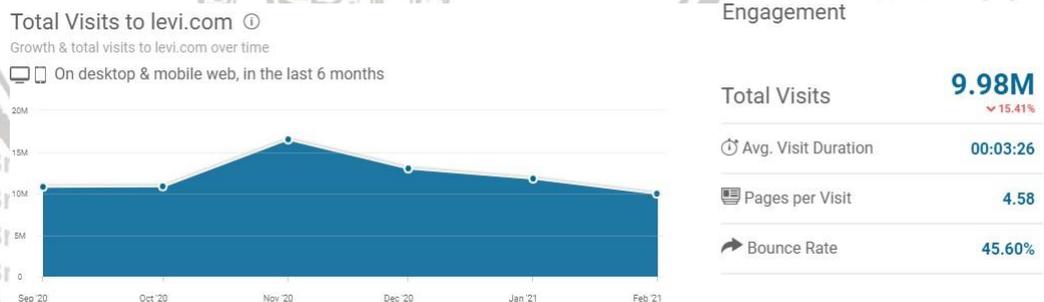
tries to keep up with the trends. In 2009, Levi's launched their first social media marketing campaign on Facebook and Twitter. Since then, Levi's has been successful in getting their millennials market to sell their product.

The core social media marketing strategy is to be stay relevant for their segmentation. Because of that, Levi's keeps innovating on the social media to create interesting content for its customer, understand their audience, and suit the trends. All of that strategies are targeting consumers to become conscious, listen, and relevant to Levi's marketing.

**Table 4.1 Levi's Social Media Followers**

Social Media	Username	Followers
Instagram	Levi's	7,300,000
	Levi's_Indonesia	237,000
Twitter	LEVIS	757,000
	LevisID	24,400
Facebook	Levis.indonesia	26,073

**Figure 4.1 Levi's Website Engagement**



Source: similarweb.com

Based on the table and figure above, Levi's has massive number of followers and good reach on their social media. It can be used to deliver updates, promote their product, and engage with the customer to increase their intention to buy Levi's products.

## 4.2 The Characteristic of Respondents

The characteristic of the respondent is used to find out the variety of respondents based on their age, gender, latest education, and income. These characteristics are expected to be able to provide a general overview of the respondents and their relationship with the problem and purpose of this study.

### 4.2.1 Characteristic of Respondents Based on Gender

The results of data tabulation on the general overview of the respondents based on gender is show in Table 4.2 as follows:

**Table 4.2. Respondents Characteristic Based on Gender**

Gender	Frequency	Percentage (%)
Male	73	48.5
Female	77	51.5
Total	150	100

Source: Primary Data processed in 2021

**Table 4.2** presents the characteristics based on the gender of the respondents. It is shown that the number of male respondents who fill the questionnaires are 73 people with a percentage of 48.5%, and the number of female respondents are 77 people with 51.5%. The ratio between male and female is close enough with four people difference. It could happen because the questionnaire was spread through social media and online messenger where according to (Irawan, Yusufianto, Agustina, & Dean, 2020), there are more women internet users compared to men

## 4.2.2 Characteristic of Respondents Based on Age

**Table 4.3 Respondents Characteristic Based on Age**

Age	Frequency	Percentage (%)
17 – 20 years old	22	14%
21 – 23 years old	116	78%
24 - 26 years old	12	8%
Total	150	100

Based on **Table 4.3**, respondents who fulfil the questionnaire are the Gen Z between 17-26 years old. The data shows that the majority of respondents are within the age range of 21 up to 23 years old, with a percentage of 78% or 116 people who filled the questionnaire. The second highest is the respondents within the age range 17 until 20 years old with a percentage of 14%. Finally, the fewest respondents are with in age range 24 up to 26 years old by only 12 people with the percentage of 8%.

It might happen because the respondents with age range 21-23 years old are the people who have more time to spend in social media. At the age 21-23 years old majority of the respondents in Malang city is at the end year of their university or just graduate from bachelor degree who is not as busy as other age, the people at this age have more time to be active in social media and flexibility to spend their money such as purchase Levi's product.

### 4.2.3 Characteristic of Respondent Based on the Latest Education

The results of data tabulation the general overview of the respondents by the latest education are shown in the following table.

**Table 4.4. Respondent Characteristic Based on Latest Education**

Latest Education	Frequency	Percentage (%)
High School	82	54%
Diploma (D3)	7	5.5%
Bachelor Degree (S1)	61	40.5%
<b>Total</b>	<b>150</b>	<b>100</b>

Based on the table above, the high school graduates were the majority of respondents with 82 people or 54%. The second highest was the respondents of bachelor degree graduates with the percentage of 40.5% or 61 people. The diploma (D3) graduates were only seven respondents or 5.5%.

The data above show that the majority of the respondent's latest education is high school. It happened because the questionnaire were spread out to the campus society who are majority graduates from high school and considered as Gen Z.

#### 4.2.4 Characteristic Based on Income per Month

The results of data tabulation on the general overview of the respondent's income per month is presented in **Table 4.5** as follows:

**Table 4.5. Respondent Characteristic Based on Income per Month**

Income per Month	Frequency	Percentage (%)
Rp0 – Rp500,000.00	27	19.5
Rp500,000.00 – Rp1,000,000.00	16	10
Rp1,000,000.00 – Rp1,500,000.00	18	12
Rp1,500,000.00 – Rp2,000,000.00	25	16.5
> Rp2,000,000.00	64	42
<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary Data Processed in 2021

From the table above, it shows that the respondent with income less than Rp500,000.00 is 27 people with the percentage of 19.5%. Respondents with income between Rp500,000.00 – Rp1,000,000.00 are 16 people with percentage of 10%, and the respondents with income range between Rp1,000,000.00 – Rp1,500,000.00 are 18 respondents with the percentage of 12%. The respondents who have income between Rp1,500,000.00 – Rp2,000,000.00 are 25 people with 16.5%, and most of respondents with total 64 people and percentage of 42% have an income of more than Rp2,000,000.00.

From 150 respondents, the majority of them are people with income more than Rp2,000,000.00. It happened because the majority are the college students who are categorized as Gen Z who still receive income from their parents. However, the other range level of income is very diverse with a small gap of percentage.

### 4.3 Descriptive Analysis

Descriptive analysis is used to give empirical data on the data collected for this study. Descriptive analysis of 150 respondents is studied in which the result has to be concluded. Through this calculation, an overview of the sample can be seen that represents the population is presented in **Table 4.6**. Based on the questionnaires collected from 150 respondents, most of the answer on each item can be found through the equation below:

$$\text{Class Interval (c)} = (X_n - X_1) : k$$

Information:

$c$  = class interval

$k$  = number of classes

$X_n$  = highest score

$X_1$  = lowest score

$$c = (5-1) : 5$$

$$c = 4 : 5 = 0,8$$

**Table 4.6. Interpretation of Respondent Average Answer**

Average Interval	Category
1.0 – 1.79	Very weak
1.8 – 2.59	Weak
2.6 – 3.39	Moderate
3.4 – 4.19	Good
4.2 – 5.00	Very Good

### 4.3.1 Frequency Distribution Variable Social Media Marketing (X)

The variable of Social Media Marketing in this study consists of six questions that must be answered by the respondents. The frequency distribution of respondents on social media marketing can be seen in Table 4.7.

**Table 4.7. Frequency Distribution Table Social Media Marketing (X)**

Item	5		4		3		2		1	Total		Mean
	f	%	f	%	f	%	f	%	%	Total	%	
SMM1	59	38.50	77	52.00	11	7.25	3	2.25	0.00	150	100	4.280
SMM2	86	57.00	62	42.00	2	1.00	0	0.00	0.00	150	100	4.560
SMM3	71	46.50	64	43.00	13	9.50	2	1.00	0.00	150	100	4.360
SMM4	62	41.00	49	33.50	33	22.50	6	4.00	0.00	150	100	4.113
SMM5	77	50.50	66	44.00	7	5.50	0	0.00	0.00	150	100	4.467
SMM6	78	52.45	43	28.50	16	10.00	12	8.00	0.50	150	100	4.233
												<b>4.335</b>

Source: Primary Data Processed in 2021

**Table 4.7** shows the frequency distribution of the respondent's perception of the social media marketing variable. This study evaluates the social media marketing variable by assessing Levi's social media. The mean of six question items is 4.335 where it indicates that respondents have a good perception of the connection, communication, context, and collaboration of Levi's social media. Based on the respondent scoring towards the social media marketing variable, it is found that the item with the highest average score is item SMM2 with 4.560 where Levi's create their content attractively in their social media. Meanwhile, the lowest average score is item SMM4, which is Levi's answer the customer question fast and proper with a mean score of 4.113.

Therefore, from the 150 respondents, the results of the description of the social media marketing variable prove that it is in a good category. In other words, Levi's social media is good in the contextual of the social media, make a good collaboration with the customer, communicate with their customer, and create a good connection. The good relationship is built because Levi's able to create attractive content.

### 4.3.2 Frequency Distribution Brand Image

On the brand image variable, there are six questions must be answered by the respondents, the frequency distribution of respondent on the brand image can be seen in Table 4.8.

**Table 4.8. Frequency Distribution Brand Image (Z)**

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	F	%	f	%	Total	%	
BI1	70	46.00	66	44.00	11	7.50	3	2.50	0	0.00	150	100	4.353
BI2	78	52.00	60	40.00	9	5.50	3	2.50	0	0.00	150	100	4.420
BI3	79	53.50	58	38.00	10	6.00	3	2.50	0	0.00	150	100	4.420
BI4	63	41.50	71	47.25	11	7.75	5	3.50	0	0.00	150	100	4.280
BI5	60	40.00	62	42.00	23	14.50	5	3.50	0	0.00	150	100	4.180
BI6	58	38.00	51	35.50	27	17.50	13	8.50	1	0.50	150	100	4.013
													4.277

Source: Primary Data Processed in 2021

Table 4.8 describes the respondents' perception of the brand image variable. The mean of brand image variable is 4.277. It shows that respondents have a very good perception of Levi's brand image. The highest mean score of question item from the brand image variable is the item B1, which is the quality of Levi's services and product fulfill the expectation with a mean score of 4.353. At the same time, the lowest score of the brand image variable is found in BI6 with a mean score of 4.013

From 150 respondents, the result of the description of brand image variable shows that the majority of respondents have a good brand image perception of Levi's as a fashion brand. A good perception of Levi's brand is built by the product and services of Levi's that meet the customer expectation.

### 4.3.3 Frequency Distribution Repurchase Intention Variable (Y)

The variable repurchase intention in this study consists of seven questions that have to be answered by respondents. The respond of respondents on the repurchase intention variable can be seen in the table below:

**Table 4.9. Frequency Distribution Repurchase Intention (Y)**

Item	5		4		3		2		1		Total		Mean
	f	%	f	%	f	%	F	%	f	%	Total	%	
PI1	76	51.00	53	34.50	18	12.00	3	2.50	0	0.00	150	100	4.347
PI2	79	53.75	54	36.00	9	5.50	2	4.25	1	0.50	150	100	4.353
PI3	59	40.50	57	38.50	26	16.00	8	5.00	0	0.00	150	100	4.113
PI4	79	51.50	59	37.50	10	9.00	2	2.00	0	0.00	150	100	4.433
PI5	67	44.50	52	35.00	23	15.50	8	5.00	0	0.00	150	100	4.187
PI6	62	41.00	59	39.50	23	14.50	4	4.00	2	1.00	150	100	4.167
PI7	83	55.50	55	37.50	11	6.50	1	0.50	0	0.00	150	100	4.467
													4.295

Source: Primary Data Processed in 2021

Table 4.9 9 describes respondents' perception of the repurchase intention variable. The average mean of variable repurchase intention is 4.295.

The highest score of the mean item question is from the PI7. It means the good brand image is the reason to buy Levi's, with the value of 4.467. At the same time, the lowest average score is found in item PI3: I prefer to buy Levi's compare with another brand.

Therefore, from the 150 respondents, the result of the repurchase intention variable shows that the majority of respondents have an repurchase intention to purchase Levi's product due to Levi's good brand image. Meaning,

a good brand image that Levi's has can make their potential customer has an intention to purchase their product and make it a reason to buy the product.

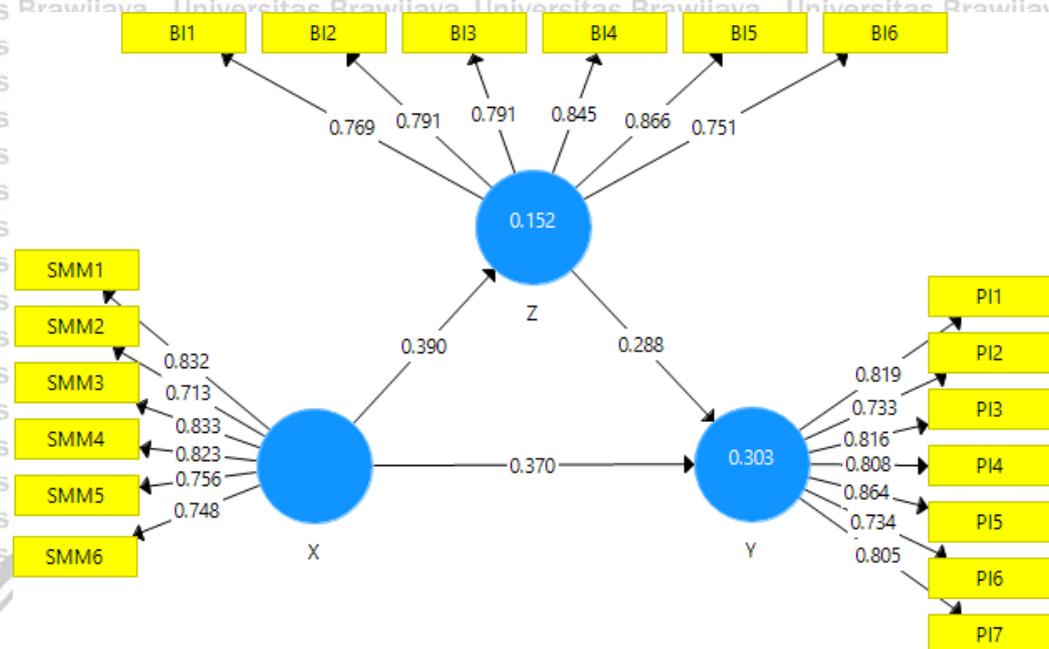
#### 4.4. Partial Least Square Analysis

This study used the SEM method based on Partial Least Square as the data analysis technique. The PLS software was developed at the University of Hamburg, Germany, named SMART PLS version 3.0. The PLS method consists of two stages, and the first stage is the outer model, which measures the item question model on its variable. Second is the evaluation of the inner model or structural model to know the result of hypothesis tests used in this study. Additionally, this test used estimated coefficients or path coefficient which identifies the connection between the exogenous latent variable and the endogenous latent variable.

##### 4.4.1 Outer Model Analysis

This study uses smartPLS software to examine the outer model that aims to determine the validity and reliability of a research instrument (Hair, 2014). The result of the outer model is displayed in Figure 4.2. The individual reflexives sizes can be said to be high if they correlate more than 0.70 with the measured construct. However, according to (Ghozali, 2006), the development of a measurement scale when loading a value of 0.50 to 0.60 is considered sufficient. In this study, a loading factor limit of 0.70 was be used.

Figure 4.2. Measurement Model (Outer Model)



Source: Primary Data Processed in 2021

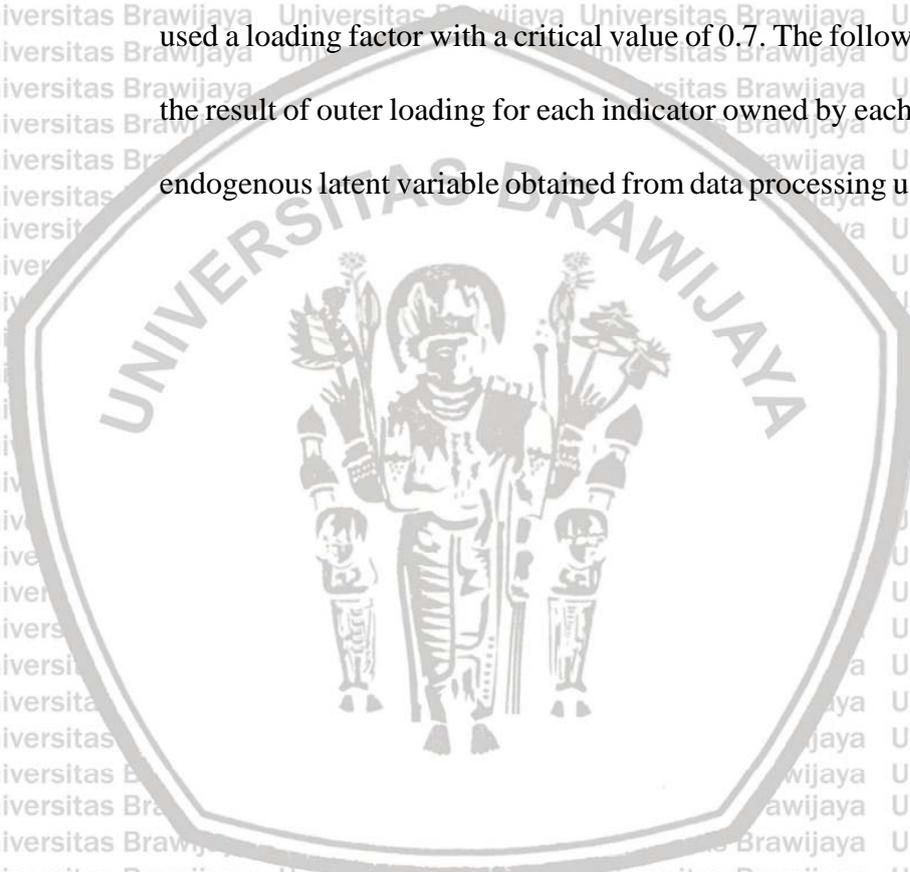
#### 4.4.1.1 Testing Validity

Validity test is really important in study that uses questionnaires as a data collection method. Validity test is used to determine the validity of the research instrument used regarding the correlation between the concept and empirical reality. An instrument is called valid when it is able to reveal the conceptual definition of the measured variable.

The strong and weak validity of an instrument presents how far the gathered data is related to the description of the measured variable. To examine the validity with smartPLS can be done through convergent validity and discriminant validity.

#### 4.4.1.2 Convergent Validity

The convergent validity is seen through the value of the loading factor. A questionnaire is declared valid by looking at the result of convergent validity for every indicator construct with the value of loading factor greater than 0.7. However, a loading factor value of 0.5-0.6 is still acceptable in explanatory research (Heng & Ghazali, 2012). This study used a loading factor with a critical value of 0.7. The following table shows the result of outer loading for each indicator owned by each exogenous and endogenous latent variable obtained from data processing using smart PLS.



**Table 4.10. Outer Loading**

	<b>Social Media Marketing</b>	<b>Brand Image</b>	<b>Repurchase Intention</b>
<b>SMM1</b>	0.832		
<b>SMM2</b>	0.713		
<b>SMM3</b>	0.833		
<b>SMM4</b>	0.823		
<b>SMM5</b>	0.756		
<b>SMM6</b>	0.748		
<b>BI1</b>		0.769	
<b>BI2</b>		0.791	
<b>BI3</b>		0.791	
<b>BI4</b>		0.845	
<b>BI5</b>		0.866	
<b>BI6</b>		0.751	
<b>PI1</b>			0.819
<b>PI2</b>			0.733
<b>PI3</b>			0.816
<b>PI4</b>			0.808
<b>PI5</b>			0.864
<b>PI6</b>			0.734
<b>PI7</b>			0.805

Source: Primary Data Processed in 2021

Based on Table 4.10 above, all the values of outer loading are greater than 0.7, then it could be concluded that all the indicators in this study are valid. The indicators which valid are able for the next evaluation model process.

#### 4.4.1.3 Discriminant Validity

Validity testing with discriminant validity can be tested by cross loading to know whether a variable has an adequate discriminant by comparing the loading value on the target variable must be greater than the loading value of other variables.

**Table 4.11. Validity Testing Using Cross Loading**

	<b>Social Media Marketing</b>	<b>Brand Image</b>	<b>Repurchase Intention</b>
SMM1	0.832	0.325	0.430
SMM2	0.713	0.290	0.361
SMM3	0.833	0.291	0.383
SMM4	0.823	0.367	0.377
SMM5	0.756	0.317	0.324
SMM8	0.748	0.243	0.393
BI1	0.252	0.769	0.238
BI2	0.268	0.791	0.289
BI3	0.288	0.791	0.268
BI4	0.278	0.845	0.285
BI5	0.337	0.866	0.424
BI6	0.395	0.751	0.468
PI1	0.443	0.299	0.819
PI2	0.363	0.242	0.733
PI3	0.405	0.403	0.816
PI4	0.315	0.482	0.808
PI5	0.456	0.368	0.864
PI6	0.343	0.160	0.734
PI7	0.361	0.391	0.805

Source: Primary Data Processed in 2021

Based on Table 4.11 above, all the value of cross loadings from each intended indicator has a higher correlation with each of variable compared to

other variables. It means all the indicators above is valid.

#### 4.4.1.4 Reliability Test

Reliability is the level of accuracy, precision, accuracy, or consistency of an instrument. A questionnaire can be said to be reliable if the construct on composite reliability is more than 0.7 and the results of Cronbach's alpha are above 0.6. The following are the results of reliability testing through composite reliability, Cronbach's alpha and average variance extracted from Smart PLS 3.0:

**Table 4.12. Result of Reliability test**

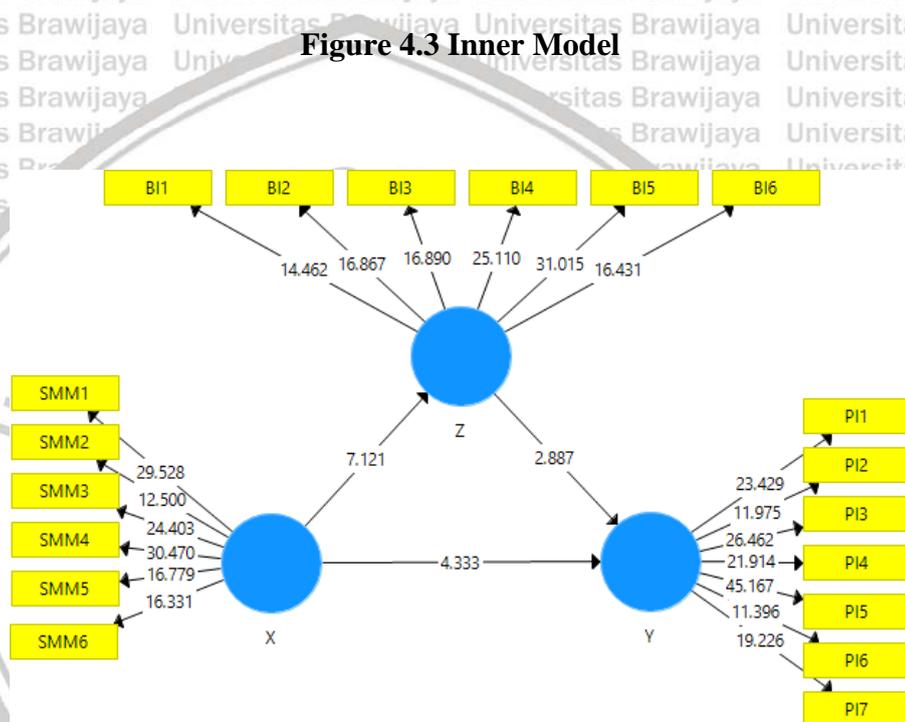
	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted</b>
<b>Social Media Marketing</b>	0.875	0.879	0.617
<b>Brand Image</b>	0.892	0.911	0.645
<b>Repurchase Intention</b>	0.905	0.913	0.637

Source: Primary Data Processed in 2021

Based on **Table 4.12**, Cronbach's alpha value of variable social media marketing (SMM), brand image (BI), and repurchase intention (PI) are greater than 0.6. Thus, all the indicators can be said to have high reliability based on Cronbach's alpha calculation. The composite reliability of SMM, BI, and PI shows a value more than 0.7. Therefore, all the indicators can be said to have high reliability based on composite reliability. The value of average variance extracted on SMM, BI, and PI displays the value result greater than 0.5. It means all the indicators show high reliability based on average variance extracted calculation.

#### 4.4.2 Structural Model Evaluation (Inner Model)

The inner model or structural model test examines the relationship between constructs and ensures whether the model is accurate. Figure 4.3 displays the result of the structural model test. The inner model test in this study is evaluated using some criteria such as determination coefficient ( $R^2$ ), predictive relevance ( $Q^2$ ), and Goodness of fit (GoF).



Source: Primary Data Processed in 2021

##### 4.4.2.1 Determination Coefficient ( $R^2$ )

The structural model test is done by looking at the value of R-square, which is a goodness of fit test model. This study used two endogenous variables that are influenced by other variables. There is brand image (Z) variable, which is influenced by the social media marketing (X) variable. Nevertheless, the repurchase intention (Y) variable is influenced by the social

media marketing (X) variable and brand image (Z) variable.

**Table 4.13. R-Square Value**

Variable	R Square
Z	0.152
Y	0.303

Table 4.13 shows the R-square value for the brand image variable obtained at 0.152, or it can be said as 15.2% of the variable brand image (Z) can be influenced by the social media marketing (X) variable. At the same time, the remaining 84.8% is influenced by other variables outside the study.

According to (Hair, 2014), the effect of social media marketing on brand image is weak in which the value of  $R^2$  is below 0.25

The R-square value of repurchase intention is 0.303. The repurchase intention (Y) variable is influenced by the social media marketing (X) and brand image (Z) value by 30.3%, while the remaining 69.7% is influenced by other variables outside the study. Since the value of R-square is more than 0.25, the effect of the exogenous latent variable on the endogenous latent variable is moderate.

**4.4.2.2 Predictive Relevance ( $Q^2$ )**

The goodness of fit model is measured using R-square dependent latent variable with the same interpretation as regression. However, Q-square is predictive relevance for the structural model. Predictive relevance is used as a measurement of how well the conservation value generated by the model and also its parameter estimation. The range of  $Q^2$  to scale is in a range of  $0 < Q^2 < 1$ . The closer to 1 means the better the model. This quantity of  $Q^2$  is equivalent to the coefficient of the total determine in the path analysis.

The formula to calculate  $Q^2$  as follow as:

$$Q^2 = 1 - (1 - R_1^2) \times (1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0.152) \times (1 - 0.303)$$

$$= 0.409$$

Explanation:

$Q^2$  : Predictive Relevance value

$R_1^2$  : R-Square value of Brand Image variable

$R_2^2$  : R-Square value of Repurchase Intention variable

The result above shows that the  $Q^2$  value is 0.409. It means the amount of data diversity from this study that can be explained by the designed structural model is 40.9%, while the remaining 59.1% is explained by other factors outside the model. From the result above, and according to (Hussein, 2015), it can be said that the structural model in this study is substantial because it is closer to 1 and greater than 0.35.

#### 4.4.2.3 Goodness of Fit Evaluation (GoF)

Goodness of Fit (GoF) is a measurement of overall model accuracy that can be used to know the amount of contribution given by the exogenous latent variable to endogenous latent variable. In PLS analysis, the result of the goodness of fit can be obtained through Q-square where the result is considered to have a good predictive value if the result is exceeding 0 and closer to 1. The calculation of predictive value as follows:

**Table 4.14. Goodness of Fit Model**

Variable	AVE	R Square
X	0.617	
Z	0.645	0.152
Y	0.637	0.303
<b>Average</b>	<b>0.633</b>	<b>0.227</b>

$$GoF = \sqrt{AVE \times R^2}$$

$$Gof = \sqrt{0.633 \times 0.227}$$

$$Gof = 0.379 = 37.9\%$$

Based on **Table 4.14**, the result shows that GoF calculation is 0.397 or equal to 37.9%. It means that the data diversity explained by the model is 37.9%, while the remaining 62.1% is explained by outside factors and other variables. Therefore, based on the result of GoF, which is closer to 1. The research model is already accurate in making the prediction. Meaning the model has a high ability in explaining the empirical data.

#### 4.4.3 Hypothesis Testing

Based on the result of the outer model and inner model that the study has done, all the hypotheses examined already fulfil the requirement. It can be used as an analysis model in this study. The hypothesis test in this study used t-table 1.96 at p-value of 0.05. The limit of 0.05 implies that the probability of deviation is only 5%, and the remaining 95% indicated to accept the hypothesis.

Hypothesis testing in this study is divided into two parts, namely direct effect testing and indirect effect testing (mediation). Direct impact

testing used bootstrapping on Smart PLS 3.0 software, while indirect influence testing used the Sobel test.

**4.4.3.1 Direct Effect Testing**

Direct effect testing used to explain the hypothesis 1, 2, and 3 through the value of path coefficients. The value of path coefficients can be seen through the t-statistic value, which has to be greater than t-table, which is 1.96. It means that there is an effect of exogenous variables on the endogenous variable in each hypothesis that has been determined. To make the hypothesis is accepted, the value of t-statistics has to be more than t-table (1.96), and the p-value is less than 0.05. It will show the significant positive effect between the tested variable. In this case, the bootstrap method is used in the sample. The result of the bootstrapping from PLS analysis are as follows:

**Table 4.15. Hypothesis Testing Result**

Hypothesis	Variable	Original Sample (O)	Standard Deviation (STDEV)	T Statistics ( O/STERR )	p-value
H1	X -> Y	0.370	0.085	4.333	0.000
H2	X -> Z	0.390	0.055	7.121	0.000
H3	Z -> Y	0.288	0.100	2.887	0.004

**a. Hypothesis 1**

**H1: Social media marketing has a significant positive influence on repurchase intention**

The result of the hypothesis test for social media marketing variable towards repurchase intention variable is obtained path coefficient of 0.370 and t-count of 4.333. Since the t-count is greater than t-table (1.960) or  $p(0.000) \leq 0.05$ ,

H1 is accepted. So, social media marketing has a significant positive influence on repurchase intention. It means that the first hypothesis is accepted.

**b. Hypothesis 2**

**H2: Social media marketing has a significant positive influence on brand image**

The result of the hypothesis test for social media marketing variable towards brand image variable is obtained path coefficient of 0.390 and t-count of 7.121. Because the t-count is greater than t-table (1.960) or  $p(0.000) \leq 0.05$ , H2 is accepted. Therefore, social media marketing has significant positive influence on brand image. It means that the second hypothesis is accepted.

**c. Hypothesis 3**

**H3: Brand image has a significant positive influence on repurchase intention**

The result of the hypothesis test for the brand image variable towards the repurchase intention variable obtained a path coefficient of 0.288 and t-count of 2.887. Since the t-count is greater than t-table (1.960) or  $p(0.000) \leq 0.05$ , H0 is rejected, and H1 is accepted. Thus, brand image has significant positive influence on repurchase intention. It means that the first hypothesis is accepted.

**4.4.3.2 Indirect Effect Testing**

The mediation hypothesis is carried out by the developed procedure by (Sobel, 1982) known as the Sobel test. Sobel test was carried out by testing the strength of the indirect effect of exogenous variables to endogenous variable through mediating variable with the condition where the value of t-statistic  $> 1.96$ . The indirect effect can be declared significant

if both effects direct shape is significant.

In this relationship between social media marketing and repurchase intention, there is an alleged brand image variable as an intervening variable.

To measure the indirect influence between social media marketing variable and repurchase intention variable, the calculation of the influence of brand image as an intervening variable is as follows:

Structural Equation:

$$Y = PXY + (PXZ \times PZY)$$

The direct Effect of social media marketing toward Repurchase Intention is

0.370.

$$\text{Indirect Effect (IE)} = PXZ \times PZY$$

$$= 0.390 \times 0.288$$

$$= 0.112$$

$$\text{Total Effect (TE)} = PXY + (PXZ \times PZY)$$

$$= 0.370 + 0.112$$

$$= 0.482$$

The influence of indirect effects and the total effect of the relationship between

variables using Sobel formula has been presented to summarize the results. The

summary as follow:

#### Calculation of Indirect Effect

Variable	Direct Coefficient		Standard error		Indirect Coefficient	s.e Sobel	t count
	X→Z	Z→Y	X→Z	Z→Y			
X→ZEY	0.390	0.288	0.055	0.100	0.112	0.116	0.965

The indirect standard error or standard error can be obtained by using Sobel formula, so it is obtained as follows:

$$\begin{aligned}
 Se_{12} &= \sqrt{P_1^2 \cdot S_{e2}^2 + P_2^2 \cdot S_{e1}^2 + S_{e1}^2 \cdot S_{e2}^2} \\
 &= \sqrt{(0.390)^2 \cdot (0.288)^2 + (0.055)^2 \cdot (1.00)^2 + (1.00)^2 \cdot (0.288)^2} \\
 &= 0.116
 \end{aligned}$$

The t counts can be obtained as follows:

$$T\text{-counts} = \frac{P_{12}}{Se_{12}} = \frac{0.112}{0.116} = 0.965$$

**d. Hypothesis 4**

**H4: Social media marketing has an indirect influence on repurchase intention through brand image**

Based on the Sobel test method, the result of the fourth hypothesis shows that the relationship between social media marketing variable and repurchase intention through brand image display the value of the indirect path coefficient of 0.112 with a statistical t-count of 0.965. T-count value is smaller than t-table (1.960). This result means that the brand image has no significant influence in bridging social media marketing on repurchase intention, and the brand image does not take a role as mediating variable. Thus, the H4 is rejected.

**4.5. Discussion of Research Result**

Based on the results of hypothesis testing that has been done, the next stage is an explanation of the relationship between the variables in this study, then linked it to consumer behaviour, previous studies, and management science so that it can support existing statements previous. The explanation is as follows:

#### 4.5.1 The Influence of Social Media Marketing on Repurchase Intention of Levi's

Social media marketing is really important to make Levi's brand sustainable on the market and still follow the market competition because most of the brand competitors nowadays use social media to promote and sell their product. With social media as a marketing tool, it will help Gen Z to have an intention to purchase due to the accessibility to gain information about the product. Social media also create more flexible time and cost for sharing the information with the customer. This statement is supported by Kim & Ko, 2012), who said that social media had been widely used for marketing communication effort due to its practical and flexible characteristics and have advantages to creating no restrictions on time, place, media, and cost.

The result of significant and positive influence that the study has done between social media marketing towards repurchase intention interpret that Levi's social media has the ability to make customer intent to buy the product again. As well as the indicator of Levi's social media marketing which are context, collaboration, communication, and connection worked for the customer to give the repurchase intention to buy Levi's product. Not only that, but also the social media marketing success to become a reminder and connect the customer to keep memorize the brand to make repurchase intention. This result is similar with the previous research conducted by (Kim & Ko, 2010) (Kotler & Amstrong, 2012) and (Hutter et al, 2013), which found that social media marketing affects

repurchase intention.

In this case, this analysis is supported from the previous research by (Putter, 2017), where the result of his research states that companies which adapt on integrating strategic of social media platform most likely succeed in reach, engage, and maintain consumer. By using social media as marketing tool, it will lead to creating customer engagement and repurchase intention to purchase a product.

#### 4.5.2 The Influence of Social Media Marketing on Brand Image

Levi's is the oldest company that produces denim and jeans existed for 167 years and still become the top of the market in the fashion industry, where everyone knows the brand all over the world. This could not happen if Levi's does not have a good brand image. According to (Razy & Lajevardi, 2015), a well-known brand with a good image will create customer's feeling of safety to purchase their product.

In this case, to help Levi's brand image stays in the market competition, Levi's is using social media technology as one of their marketing strategies. It is also supported by the previous research by (Yusuf, 2018) who said that social media is a significant marketing tool industry that affects brand awareness and brand image positively. The social media of Levi's able to influence of Levi's brand image because the target of Levi's consumer is youth generation, where many of them using social media to looking for an information. Brand image will get more exposure due to the marketing activities of Levi's social media. Therefore, social media marketing is affecting the brand image of Levi's products.

#### 4.5.3 The Influence Brand Image on Repurchase Intention

Overall, Levi's has a huge advantage on the company brand image because of the first denim brand and the campaign and their promotion to become a sustainable brand and innovative promotion for their customer. (Kotler & Armstrong, 2012) said that a brand is a valuable asset for a company; hence it represents product and services to the consumer. With the age of 167 years old brand, it can represent the quality of Levi's product.

Even more, in Indonesia, Levi's has become the top-of-mind product on denim, and many tailors use Levi's name as a symbol of repair tailor. With this popularity and famous brand image, it significantly influences customers to purchase Levi's product. It means brand image is considered as a representative of the company like symbolic meaning associated with consumers through particular attributes on the product or services.

In this case, the brand image influenced repurchase intention hypothesis, and this study result is positive. It is also supported by the statement from (Razy & Lajevardi, 2015) that a famous brand with a good image will create customer's feeling of safety to repurchase their product. Thus, with the well-known of Levi's brand image, it influenced the customer repurchase intention.

#### 4.5.4 The Influence of Social Media Marketing on Repurchase Intention of Levi's Through Brand Image as Intervening Variable (Indirect Effect)

Based on the data collected, the repurchase intention of Levi's is negatively influenced by the social media marketing variable through brand image variable as mediating variable. This study found that social media is not successful in raising the brand image to make the customer repurchase Levi's product. Even though social media marketing and brand image influence repurchase intention with a direct effect, the result will be different if it influences repurchase intention with an indirect effect.

This result of data analysis is in contrast with the result from Haixun & Yali, (2019), where they found that social media marketing activity indirectly influenced customers' repurchase intention, mediated by brand image, perceived value, and trust. Then, brand image has a direct and indirect effect on repurchase intention, and the indirect influence of brand image on repurchase intention is mediated by perceived value and trust.

The differentiation that happened from the previous study could happen due to the different industrial object research, variables that contribute to the research, and measurement requirement. For practically, this could be happened due to Levi's brand image is already well-known since long time ago, so with or without social media marketing the rise brand image of Levi's currently has no significant difference. Thus, the conclusion is social media marketing has no influence on repurchase intention variable through brand image as mediating variable for Levi's

company.

#### 4.6. Research Implications

The implication of this study is divided into two parts: theoretical implications and practical implications. Theoretical implication is related to the development of research results for the next researcher related to social media marketing, brand image, and repurchase intention. On the other hand, practical implications contribute directly to marketers or a company marketing activity related to social media marketing, brand image, and repurchase intention based on the result of the research.

#### 4.7. Theoretical Implications

Based on the results, it gives an additional reference to understand the study related to social media marketing, brand image as the mediating variable, and repurchase intention on fashion brand Levi's. First of all, this study gives a theoretical contribution by disclosing that Levi's social media marketing is positively significant affecting the repurchase intention on Levi's product. It is supported by the previous research that concludes social media marketing was found to affect repurchase intention (Kim & Ko, 2012).

Second, this study gives theoretical contribution by revealing that social media marketing has significant positive influence on brand image. This results support previous research which found that social media is a significant industry marketing tools which affect the and brand image positively (Bilgin, 2018). Third, this study found that brand image has a significant positive influence on repurchase intention on Levi's product. It is supported the previous research by (Razy & Lajevardi, 2015) stated that a

famous brand with a good image will create customer's feeling of safety to purchase their product.

Lastly, the finding of social media marketing towards repurchase intention through brand image as the indirect effect has no significant influence on repurchase intention. It shows that the social media marketing of Levi's is not successful to raise the brand image to make the customer repurchase Levi's product.

#### 4.8. Practical Implications

This study gives practical implications for the marketer to develop repurchase intention for their product, especially in the fashion industry.

First, to develop repurchase intention for Levi's products, it can focus on keeping the product interesting to the customer. Because by making the product interesting for the customer, it will affect the intention to repeat buy the product where the intention of customer to purchase is built from their needs and wants. One of the ways is by following the trends and what the world needs currently, such as Levi's create sustainable denim that environmentally friendly. Then, it will persuade many people to purchase Levi's products.

Second, social media marketing and brand image are the key aspects of the development of repurchase intention. In the era of globalization, where everything is easily accessible, social media becomes an enormous advantage for Levi's to promote its product because it is cheap and flexible. Moreover, with the good brand image that Levi's has, it becomes very important for the marketer to engage the customer and persuade them on their social media to

keep updated on Levi's product, especially for the generation Z who is active on social media to seek information or even purchase something. Levi's also needs to create attractive content on social media to make the customer keep interested in the brand and product as well as consistent with reaching the potential customer.

#### 4.9. Limitation

This study is far from perfect, and there are several limitations that the researcher experienced, such as:

1. The primary data gathering was conducted by only using questionnaires, so there are possibilities of limited data and subjectivity. Moreover, the interview method is able to add to make the research result more complete and objective.s
2. This study only investigated three variables which are social media marketing, brand image, and repurchase intention. For that, it is necessary to explore the linkages of other variables that can also affect repurchase intention.
3. The questionnaire of this study is not anticipate for multiple submission, for that the prevention is matter.



## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1. Conclusions

In conclusion, the purpose of this study is to analyze the effect of social media marketing on repurchase intention on Levi's through brand image as the mediating variable. Based on the study that has been done to 150 respondents, four main findings are concluded:

1. It is known that social media marketing has a significant positive influence on repurchase intention. It can be interpreted that Levi's social media is able to attract the customer to purchase. Thus, social media becomes a significant marketing activity for Levi's to promote and sell its product.
2. It is known that social media marketing has a significant positive influence on brand image. Therefore, it can be interpreted that better social media marketing that Levi's provide will increase Levi's brand image.
3. It is known that brand image has a significant positive influence on repurchase intention. It can be interpreted that with the Levi's well-known and a good brand image, it can increase the repurchase intention of Levi's product.
4. It is known that the effect of social media marketing towards repurchase intention through brand image as a mediating variable is not significant. It can be interpreted that social media marketing is not successful in raising brand image to make the customer make a repurchase intention.

## 5.2. Suggestions

Based on the result of this study, there are several suggestions that are expected to benefit some parties. The suggestions are as follows:

### 1. For Levi's company:

A. Levi's has to maintain and increase the use of its social media marketing activities. Because it has a significant influence on the repurchase intention of Levi's product. Based on what this study found, Levi's need to improve on responding the customer question fast and properly. It can be seen on Levi's Instagram where there is a customer who asks in the comment section, but rarely get a response from Levi's.

B. The quality of Levi's product and service already meet the customer expectation. However, there is a lack of customer review about their experience on Levi's product. To handle this deficiency, Levi's can make a bonus or discount on their next purchase if their customer writes a review or shares experience on their purchase experience on social media or e-commerce.

C. Levi's has many competitors in the denim fashion industry. Due to that, there are many options for the customer to choose what brand is perfect to suit their needs. Levi's has to make a competitive advantage on their product to make their brand ahead compare with another brand.

### 2. For the next researcher:

A. Considering that the mediating variable in this study is not significantly influencing the effect of social media marketing on repurchase intention, it is expected the future studies input other variable aspects such as price,

word of mouth, and customer trust. Future research is expected to be able to expand the type and increase the number of samples used to obtain comprehensive results. Not only that, the researcher can further improve limitations in the study.

- B. Use moderation variable analysis as the option to analyze the variables
- C. To prevent multiple submission use one email for one respondent to fill the questionnaire
- D. Maximize the sample size to make stronger valid data.



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## APPENDIX

## KUESIONER PENELITIAN

**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.)**

Responden yang terhormat,

Nama saya Kana Octafikri Marphy, mahasiswa S1 jurusan manajemen konsentrasi pemasaran Fakultas Ekonomi dan Bisnis Universitas Brawijaya. Saat ini saya sedang melakukan penelitian untuk tugas akhir (skripsi) dengan judul **“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.)”**

Penelitian ini merupakan salah satu syarat kelulusan pada jenjang yang sedang saya tempuh. Berkaitan dengan hal tersebut, saya mohon kesediaan Saudara/Saudari untuk meluangkan waktu melengkapinya kuesioner ini, sehingga dapat membantu melengkapi data yang saya perlukan

Kuesioner ini ditujukan untuk responden masyarakat Malang berusia minimal 17 tahun. Responden pada penelitian ini terbatas pada responden yang memiliki akun social media (Instagram, Twitter, Facebook, Youtube) dan pernah membuka social media Levi's atau mengikuti. Atas bantuan dan kerjasamanya Saudara/Saudari, saya ucapkan terima kasih.

Hormat saya,

Kana Octafikri Marphy

### Identitas Responden

Nama lengkap :

Pernah membuka/mengikuti social media Levi's? :

- a. Ya
- e. Tidak (Berhenti disini)

Jenis Kelamin :

- a. Pria
- b. wanita

Usia :

- a. 17-20
- b.21-23
- c. 24-26

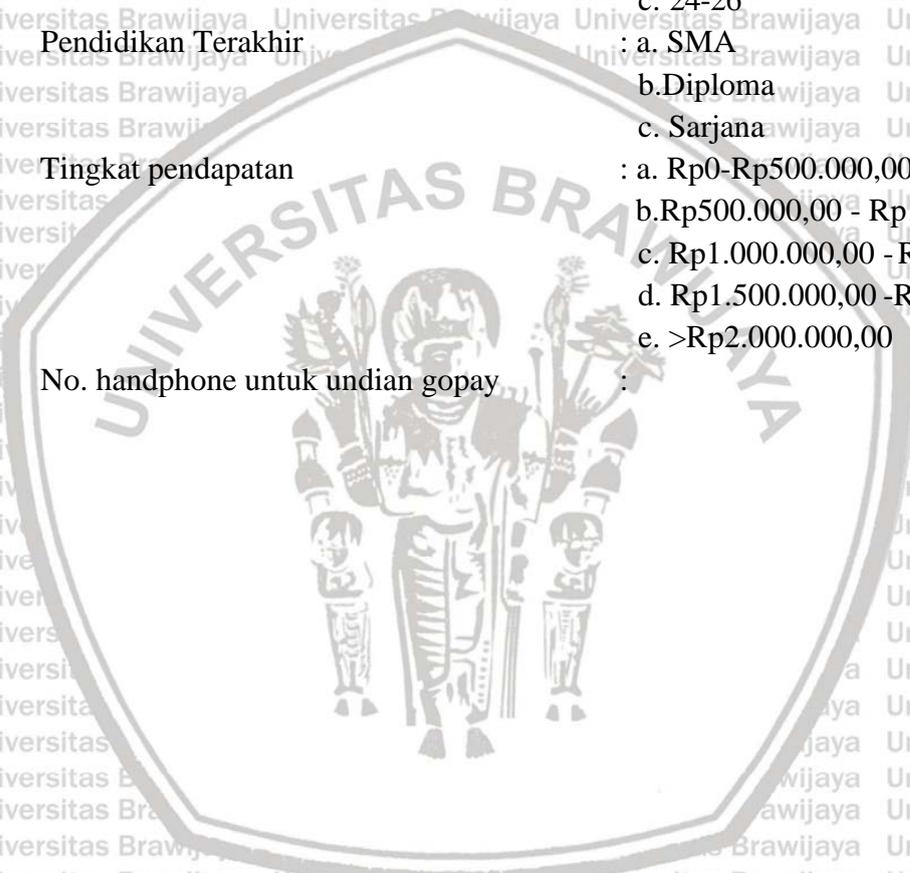
Pendidikan Terakhir :

- a. SMA
- b.Diploma
- c. Sarjana

Tingkat pendapatan :

- a. Rp0-Rp500.000,00
- b.Rp500.000,00 - Rp1.000.000,00
- c. Rp1.000.000,00 - Rp1.500.000,00
- d. Rp1.500.000,00 -Rp2.000.000,00
- e. >Rp2.000.000,00

No. handphone untuk undian gopay :



**Keterangan:**

1 = Sangat tidak setuju

2 = Tidak setuju

3 = Cukup setuju

4 = Setuju

5 = Sangat setuju

**Social Media Marketing**

No	Pertanyaan	Skala Penilaian				
		1	2	3	4	5
1	Levi's memberikan informasi yang jelas di social medianya					
2	Konten pada sosial media Levi's menarik					
3	Pesan yang diberikan Levi's dapat menarik pelanggan					
4	Sosial media Levi's merespon pertanyaan pelanggan dengan baik					
5	Saya dapat mengerti pesan yang disampaikan Levi's					

6	Saya akan bertanya lebih jauh ke social media					
---	---	--	--	--	--	--

	Levi's untuk mengetahui promo, informasi produk, dan lain-lain					
--	--	--	--	--	--	--

Brand Image

No	Pertanyaan	Skala Penilaian				
		1	2	3	4	5
1	Kualitas pelayanan dan produk Levi's sesuai dengan ekspektasi saya					
2	Harga Levi's sebanding dengan kualitas nya					
3	Saya merasa puas dengan produk dan pelayanan Levi's					
4	Saya mempunyai pengalaman baik dengan servis dan produk Levi's					
5	Saya punya ketertarikan sendiri terhadap Levi's					

6	Saya membagikan pengalaman saya dengan Levi's kepada orang lain						
---	---	--	--	--	--	--	--



Repurchase Intention

No	Pertanyaan	Skala Penilaian				
		1	2	3	4	5
1	Saya menjadi tertarik pada denim setelah melihat sosial media Levi's					
2	Saya tidak mencari banyak informasi lagi setelah pembelian pertama di Levi's					
3	Saya lebih memilih untuk membeli Levi's disbanding merek lain					
4	Saya memiliki presepsi yang baik terhadap kualitas produk Levi's					
5	Saya menjadikan Levi's sebagai refrensi pembelian pakaian fashion					
6	Saya mempunyai keinginan lagi untuk membeli Levi's setelah					

	mellihat sosial media nya				
7	Brand image yang baik dari Levi's menjadi alasan untuk membeli produk nya				



## Appendix 2: Data tabulation

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	SMM1	SMM2	SMM3	SMM4	SMM5	SMM6	SMM7	SMM8	B11	B12	B13	B14	B15	B16	PI1	PI2	PI3	PI4	PI5	PI6	PI7
2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
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33	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
67	5	5	5	5	3	5	1	4	4	5	5	5	5	2	5	5	3	5	5	5	5
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89	2	4	4	3	2	4	2	1	1	5	4	5	4	5	4	2	3	4	4	3	2
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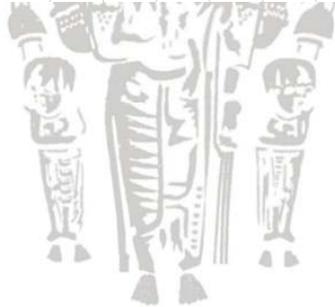
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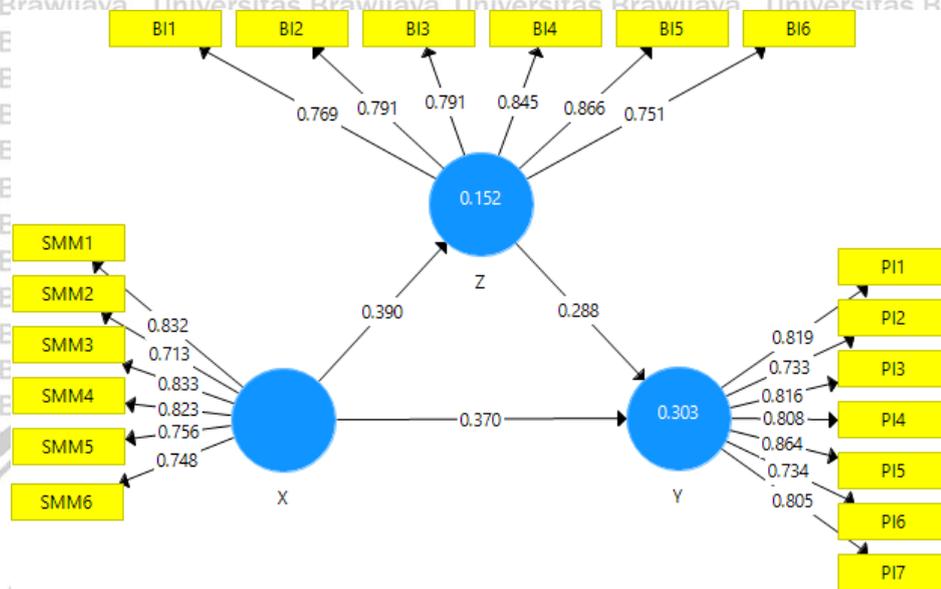
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### Appendix 3: Smart-PLS Result 1 Outer Model



### Appendix 4: Outer Loadings 1

Outer Loadings

Matrix	X	Y	Z
BI1			0.769
BI2			0.791
BI3			0.791
BI4			0.845
BI5			0.866
BI6			0.751
PI1		0.819	
PI2		0.733	
PI3		0.816	
PI4		0.808	
PI5		0.864	
PI6		0.734	
PI7		0.805	
SMM1	0.832		
SMM2	0.713		
SMM3	0.833		
SMM4	0.823		
SMM5	0.756		
SMM6	0.748		

## Appendix 5: Cross Loading

### Discriminant Validity

	X	Y	Z
BI1	0.252	0.238	0.769
BI2	0.268	0.289	0.791
BI3	0.288	0.268	0.791
BI4	0.278	0.285	0.845
BI5	0.337	0.424	0.866
BI6	0.395	0.468	0.751
PI1	0.443	0.819	0.299
PI2	0.363	0.733	0.242
PI3	0.405	0.816	0.403
PI4	0.315	0.808	0.482
PI5	0.456	0.864	0.368
PI6	0.343	0.734	0.160
PI7	0.361	0.805	0.391
SMM1	0.832	0.430	0.325
SMM2	0.713	0.361	0.290
SMM3	0.833	0.383	0.291
SMM4	0.823	0.377	0.367
SMM5	0.756	0.324	0.317
SMM6	0.748	0.393	0.243

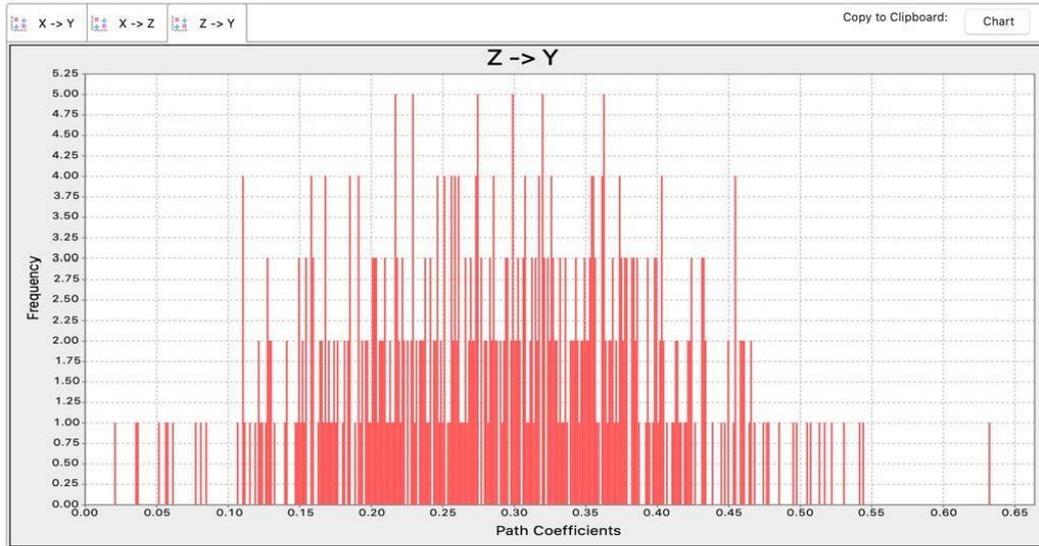
	Social Media Marketing	Brand Image	Repurchase Intention
SMM1	0.832	0.325	0.430
SMM2	0.713	0.290	0.361
SMM3	0.833	0.291	0.383
SMM4	0.823	0.367	0.377
SMM5	0.756	0.317	0.324
SMM8	0.748	0.243	0.393
BI1	0.252	0.769	0.238
BI2	0.268	0.791	0.289
BI3	0.288	0.791	0.268
BI4	0.278	0.845	0.285
BI5	0.337	0.866	0.424
BI6	0.395	0.751	0.468
PI1	0.443	0.299	0.819
PI2	0.363	0.242	0.733
PI3	0.405	0.403	0.816
PI4	0.315	0.482	0.808
PI5	0.456	0.368	0.864
PI6	0.343	0.160	0.734
PI7	0.361	0.391	0.805

## Appendix 6: Path Coefficients

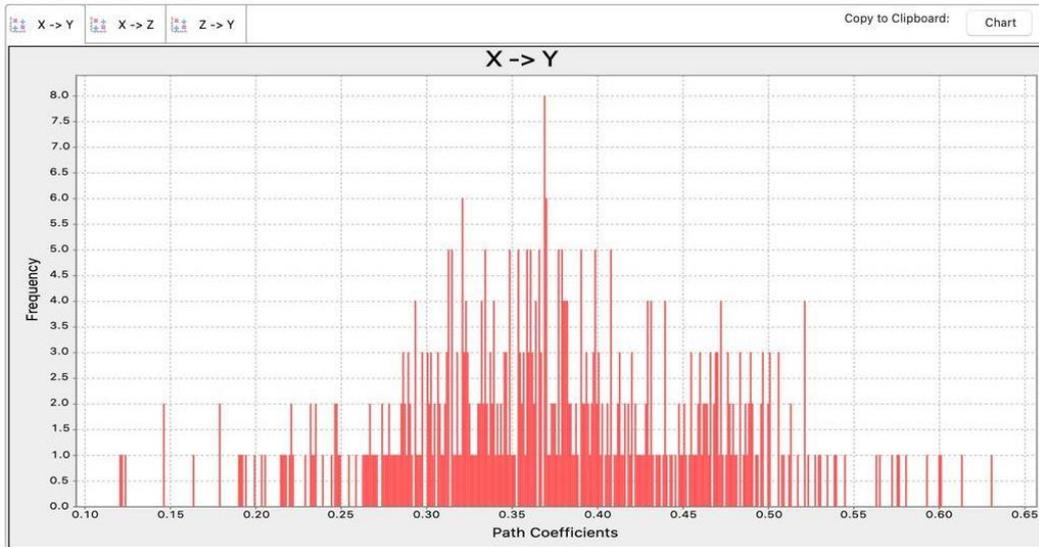
### Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
X -> Y	0.370	0.375	0.087	4.259	0.000
X -> Z	0.390	0.401	0.057	6.870	0.000
Z -> Y	0.288	0.292	0.101	2.853	0.005

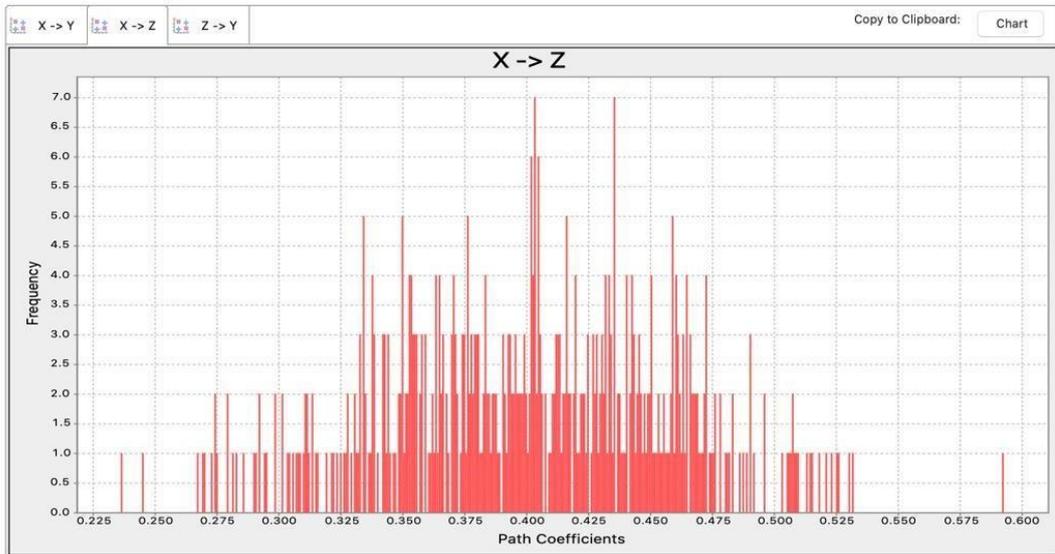
### Path Coefficients Histogram



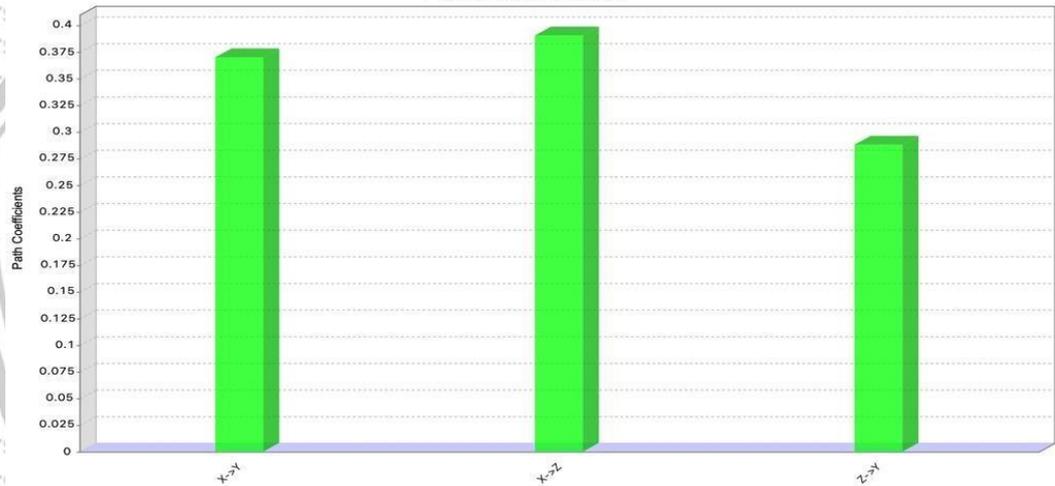
### Path Coefficients Histogram



Path Coefficients Histogram



Path Coefficients



Appendix 7: R-Square

R Square

	Matrix	R Square	R Square Adjusted
Y		0.303	0.293
Z		0.152	0.147