

ABSTRACT

Technological developments produce several means that can support human work such as smartphones. Smartphones are versatile, portable, and can be accessed around the clock, which is the main reason consumers buy this item. With the COVID-19 pandemic causing a global recession and the majority of people in Indonesia experiencing changes in activities due to social restrictions, namely work from office to work from home and online learning, people are required to have supporting facilities, namely Smartphones. In addition, consumers today are also considered not to be impressed with the latest innovations and models. Camera features and connection quality are now not enough to attract consumers to spend money to buy new smartphones. Therefore, consumers will be more selective in choosing a brand, forcing companies to rethink effective strategies to win market share. This study evaluates the role of the Marketing 4.0 component in maximizing customer satisfaction and influencing repurchase intentions with these four components, namely: Brand Identity, Brand Image, Brand Integrity, and Brand Interaction to support a company's marketing.

The population in this study were smartphone users in the city of Semarang who knew and had bought a smartphone and knew of the attributes of marketing 4.0. The number of samples used is 100 respondents and selected by purposive sampling. The data obtained from the questionnaire data were then analyzed using structural equation modeling or SEM.

The results of this study indicate that the marketing dimension 4.0 on Smartphones has a positive effect on customer satisfaction. Furthermore, customer satisfaction has a positive effect on repurchase intentions and customer satisfaction is able to provide a significant influence in mediating marketing 4.0 on repurchase intentions.

Keywords: Marketing 4.0, Customer Satisfaction, Repurchase Intention