ABSTRACT

In 2024, more than 221 million Indonesians use the internet, making Indonesia one of the largest internet markets in the world. Telkomsel, a leading telecommunications service provider, competes with other companies in the same industry. Various companies strive to leverage a variety of applications designed to communicate and interact with consumers, aiming to strengthen the consumer-company relationship and keep the company popular in the market. The purpose of this research is to address this phenomenon by examining how Customer engagement affects Repurchase intention, with Value equity, Brand equity, and Relationship equity as mediating variables, focusing on MyTelkomsel app users in Semarang City.

In this study, the population consists of MyTelkomsel app users in Semarang City, with a sample size of 100 individuals who meet the criteria and have used the app at least once. This research employs a quantitative approach, utilizing Structural Equation Model (SEM) analysis with the Partial Least Square (PLS) method, processed using SmartPLS 4.1.0.4 software. The analysis involves testing the validity and reliability of the measurement instruments, as well as hypothesis testing through bootstrapping procedures.

The results of this study indicate that relationship equity significantly influences repurchase intention, meaning that relationship equity successfully mediates the relationship between customer engagement and repurchase intention. On the other hand, value equity and brand equity do not significantly influence repurchase intention.

Keywords : *Customer engagement, Value equity, Brand equity, Relationship equity, Repurchase intention*