

ABSTRACT

One of the well-known shoe brands in Indonesia, especially in Semarang, is Foot Locker, Inc. The brand is known as a pioneer in promoting sneakers and youth culture around the world. Its mission is to empower and inspire young people by fostering a passion for self-expression and providing unique experiences in the sneaker-loving community. This outlet offers a variety of limited edition shoes from international brands such as Nike, Adidas and New Balance, which are difficult to find anywhere else. Apart from that, Foot Locker Semarang also provides sports clothing and accessories for men, women and children, with the hope of becoming a community center for sneakers and sports fans in Semarang.

This research aims to overcome the gap between brand awareness, social media marketing, perceived quality, and brand association on repurchase intention at Foot Locker Semarang. The research model was developed based on theory and previous studies. Data collection was carried out through an online questionnaire consisting of open and closed questions, with a total of 100 respondents. The data obtained was then analyzed quantitatively and structurally using the SEM (Structural Equation Modeling) method through the AMOS 24 program.

The research results prove that brand awareness influences perceived quality and brand association. Apart from that, social media marketing has been proven to influence perceived quality and repurchase intention. Perceived quality and brand association also have a significant influence on repurchase intention, indicating that these factors play an important role in Foot Locker Semarang consumers' repurchase decisions.

The managerial implications of this research indicate that Foot Locker Semarang needs to optimize social media such as Instagram, TikTok, X, and YouTube to strengthen relationships with consumers. The content produced must be creative, relevant and interactive to attract the attention of the target market segment. In addition, utilizing features such as live broadcasts, collaboration with influencers, and interactive campaigns can increase consumer engagement and strengthen their intention to make repeat purchases.

Keywords: *Brand Awareness, Social Media Marketing, Perceived Quality, Brand Association, Repurchase Intention.*