

ABSTRACT

This study aims to investigate the influence of social media marketing and influencer marketing on repurchase intention of Bonvie products in Semarang, with brand image and brand trust as mediating variables. Although many studies discuss social media marketing and influencer marketing separately, research that integrates these two elements in the context of repurchase intention remains limited. This study uses a sample of 150 respondents who are Bonvie product consumers and have made at least one purchase in the past year. Data were collected through questionnaires distributed directly and analyzed using Structural Equation Modeling (SEM) with the help of AMOS version 30 software. The results show that social media marketing has a positive effect on brand image and brand trust, which in turn increases repurchase intention. Furthermore, influencer marketing also plays a significant role in enhancing brand trust and brand image, which influences consumers' decisions to repurchase Bonvie products. The implications of these findings highlight the importance of utilizing social media and influencer marketing strategies to build a strong brand image and increase customer loyalty through brand trust.

Keywords: *Social Media Marketing, Influencer Marketing, Brand Management, Repurchase Intention, Beauty Products, Hair Care Products*