

ABSTRACT

This research aims to determine the influence of social media marketing and electronic word of mouth on brand image, brand trust, and repurchase intention. The study was conducted on cosmetic product consumers on Shopee using a quantitative approach. Sampling was done through purposive sampling with 150 respondents. Data analysis was performed using the SEM (Structural Equation Modeling) method via AMOS software. The results indicate that social media marketing and electronic word of mouth positively and significantly influence brand trust, brand image, and repurchase intention. This finding confirms that the more effective social media marketing activities are and the more positive the electronic word of mouth provided by consumers, the more the brand image and consumer trust will increase, as will the intention to make repeat purchases. A good brand image and consumer trust in the brand are crucial aspects in increasing repurchase intention. This research provides important implications for companies or brands in improving the effectiveness of their social media marketing and ensuring the creation of positive EWOM, as well as the importance of building brand image and consumer trust to foster repurchase intention.

Keywords: Social Media Marketing, Electronic Word of Mouth, Brand Image, Brand Trust, Repurchase Intention.

