

## **ABSTRACT**

*This study aims to examine the influence of perceived quality, perceived uniqueness, and source credibility on repurchase intention, mediated by opinion leadership, intention to recommend, and behavioral engagement among Instagram users. The background of this research lies in the increasing role of social media, particularly Instagram, in shaping repurchase decisions through content shared by opinion leaders or influencers.*

*The study employs a quantitative approach using a survey method involving 200 Generation Z respondents (born between 1997–2012) who actively use Instagram, follow opinion leader accounts, and have made purchases based on their recommendations. Data analysis was conducted using Structural Equation Modeling (SEM) with AMOS. The results indicate that perceived quality, perceived uniqueness, and source credibility significantly influence repurchase intention indirectly through opinion leadership, intention to recommend, and behavioral engagement. These findings highlight the crucial role of opinion leaders and quality interaction in building consumer loyalty in the context of social media.*

*This research contributes to the theoretical understanding of digital consumer behavior and offers practical insights for businesses in designing more effective social media marketing strategies.*

**Keywords:** *perceived quality, perceived uniqueness, source credibility, repurchase intention, opinion leadership, intention to recommend, behavioral engagement, Instagram*

