

ABSTRACT

This research aims to analyze the effect of social media marketing on repurchase intention, with brand trust as a mediating variable, among Kopi Lain Hati customers in Semarang. The background for this study is the important role of social media as a marketing tool in the digital age, which also brings new challenges related to consumer trust in brands. This study uses a quantitative approach with a survey method. Data was collected through a structured questionnaire distributed to Kopi Lain Hati customers in Semarang, aged 18-45, who had made at least one repurchase. Data analysis was performed using the Partial Least Squares (PLS) method.

The results show that social media marketing has a positive and significant effect on repurchase intention. In addition, social media marketing also has a positive and significant effect on brand trust. Finally, brand trust has a positive and significant effect on repurchase intention. The conclusion of this study is that the better the social media marketing carried out by Kopi Lain Hati, the more it will increase repurchase intention and customer trust. A high increase in brand trust will also increase customer loyalty and repurchase intention toward the product or brand used.

Keywords: *Social Media Marketing, Repurchase Intention, Brand Trust, Mediating Variable.*