

## RINGKASAN

Penelitian ini merupakan penelitian survei pada konsumen perusahaan konstruksi khusus dalam hal ini perusahaan manufaktur yang ada di Indonesia. Penelitian ini mengambil judul: “Faktor Faktor yang Mempengaruhi *Repurchase Intention* dengan *Customer Engagement* sebagai Variabel Intervening Pada Perusahaan Kontruksi Khusus”.

Tujuan penelitian ini adalah untuk mengetahui pengaruh *customer satisfaction*, *social CRM*, *customer perceived value*, terhadap *repurchase intention* pada perusahaan kontruksi khusus.

Populasi dalam penelitian ini adalah perusahaan manufaktur yang ada di Indonesia. Jumlah responden yang diambil dalam penelitian ini adalah 100 responden. *Simple random sampling* digunakan dalam penentuan responden.

Hasil penelitian dan analisis data dengan menggunakan PLS-SEM menunjukkan bahwa: (1) *customer satisfaction* berpengaruh signifikan terhadap *repurchase intention*, (2) *customer satisfaction* berpengaruh signifikan terhadap *customer engagement*, (3) *customer satisfaction* berpengaruh signifikan terhadap *repurchase intention* melalui *customer engagement*, (4) *social CRM* tidak berpengaruh signifikan terhadap *repurchase intention*, (5) *social CRM* berpengaruh signifikan terhadap *customer engagement*, (6) *social CRM* berpengaruh signifikan terhadap *repurchase intention* melalui *customer engagement* (7) *customer perceived value* tidak berpengaruh signifikan terhadap *repurchase intention*, (8) *customer perceived value* berpengaruh signifikan terhadap *customer engagement*, (9) *customer perceived value* berpengaruh signifikan terhadap *repurchase intention* melalui *customer engagement* (10) *customer engagement* berpengaruh signifikan terhadap *repurchase intention*.

Implikasi dari penelitian ini yaitu tingkat kepuasan konsumen yang tinggi menghasilkan pembelian berulang di masa depan. Untuk berkembang di pasar, bisnis harus dapat memenuhi setiap kebutuhan pelanggan. Pelanggan yang puas akan menghasilkan peningkatan volume penjualan. *Social CRM* dan *customer perceived value* adalah dua hal yang harus dipertimbangkan sebagai bagian penting dari strategi perusahaan yang melibatkan semua tingkat karyawan dalam organisasi. Hal ini dapat dicapai melalui *customer engagement*, berbagi umpan balik dan memelihara percakapan kolaboratif dengan pelanggan. Dengan strategi *customer engagement*, semakin banyak pula cara inovatif yang dilakukan bisnis untuk menarik dan mempertahankan pelanggan dan juga meningkatkan *repurchase intention*.

*Kata Kunci* : *Customer Satisfaction*, *Social CRM*, *Customer Perceived Value*, *Customer Engagement*, *Repurchase Intention*.

## **SUMMARY**

*This research is a survey research on consumers of construction companies specifically in this case manufacturing companies in Indonesia. This research takes the title: "Factors Influencing Repurchase Intention with Customer Engagement as Intervening Variables in Special Construction Companies".*

*The purpose of this study was to determine the effect of customer satisfaction, social CRM, customer perceived value, on repurchase intention in special construction companies.*

*The population in this study are manufacturing companies in Indonesia. The number of respondents taken in this study were 100 respondents. Simple random sampling was used in determining the respondents.*

*The results of research and data analysis using PLS-SEM show that: (1) customer satisfaction has a significant effect on repurchase intention, (2) customer satisfaction has a significant effect on customer engagement, (3) customer satisfaction has a significant effect on repurchase intention through customer engagement, (4) social CRM has no significant effect on repurchase intention, (5) social CRM has a significant effect on customer engagement, (6) social CRM has a significant effect on repurchase intention through customer engagement (7) customer perceived value has no significant effect on repurchase intention, (8) customer perceived value has a significant effect on customer engagement, (9) customer perceived value has a significant effect on repurchase intention through customer engagement (10) customer engagement has a significant effect on repurchase intention.*

*The implication of this research is that a high level of consumer satisfaction results in repeat purchases in the future. To thrive in the market, a business must be able to meet every customer need. Satisfied customers will result in increased sales volume. Social CRM and customer perceived value are two things that must be considered as an important part of a company's strategy that involves all levels of employees in the organization. This can be achieved through customer engagement, sharing feedback and maintaining collaborative conversations with customers. With a customer engagement strategy, there are more and more innovative ways that businesses are doing to attract and retain customers and also increase repurchase intention.*

*Keywords: Customer Satisfaction, Social CRM, Customer Perceived Value, Customer Engagement, Repurchase Intention.*