

ABSTRAK

Penelitian ini merupakan studi empiris dengan judul “Analisis Pengaruh Postingan Merek terhadap Minat Beli Ulang melalui Keterikatan Konsumen sebagai Variabel Mediasi Studi pada Konsumen Erigo Apparel”. Penelitian ini bertujuan untuk menganalisis pengaruh variabel postingan merek terhadap minat beli ulang konsumen dengan *utility experiential value*, *entertainment experiential value*, dan keterikatan konsumen sebagai variabel mediasi. Populasi dalam penelitian ini adalah seluruh konsumen *Brand Erigo* di wilayah Indonesia. Jumlah sampel yang diambil sebanyak 170 responden dengan menggunakan metode *purposive sampling* yang digunakan dalam penentuan responden berdasarkan kriteria yang ditetapkan seperti (1) Konsumen yang berusia 15-40 tahun, (2) Pernah membeli produk Erigo Apparel, (3) Menggunakan sosial media dan mem-follow instagram @erigostore. Data yang terkumpul dianalisis dengan menggunakan analisis *Structural Equation Modelling/SEM* melalui *software* AMOS versi 23. Berdasarkan hasil analisis data menunjukkan bahwa: (1) postingan merek berpengaruh positif terhadap *utility experiential value*, (2) postingan merek berpengaruh positif terhadap *entertainment experiential value*, (3) *utility experiential value* tidak berpengaruh positif terhadap keterikatan konsumen, (4) *entertainment experiential value* berpengaruh positif terhadap keterikatan konsumen, (5) keterikatan konsumen berpengaruh positif terhadap minat beli ulang, dan (6) postingan merek berpengaruh terhadap keterikatan konsumen. Implikasi dari kesimpulan di atas yaitu sebagai upaya meningkatkan minat beli ulang para konsumennya, pihak manajemen *Brand Erigo* sebaiknya memperhatikan kebijakan dan evaluasi strategi pemasaran yang telah diterapkan. *Brand Erigo* diharapkan terus berinovasi dalam hal perumusan strategi pemasaran yang lebih relevan, viral, dan *up to date* agar sesuai target pasarnya yaitu generasi milenial. Penciptaan postingan yang berisi konten inovatif, informatif, dan edukatif akan memberikan *added value* bagi konsumen berupa pengalaman yang menyenangkan dan berkesan daripada merek-merek lainnya. Interaktivitas yang baik antara perusahaan dengan konsumen akan menciptakan nilai pengalaman setelah melihat postingan dari Erigo, hal tersebut sekaligus menjadi upaya penciptaan hubungan yang baik dengan para pelanggan. Selain itu, *Brand Erigo* diharapkan untuk terus meningkatkan kualitas pengelolaan sosial media instagram @erigostore secara profesional dengan mulai dari secara rutin melakukan observasi konten-konten terkini, pengoptimalan fitur-fitur yang tersedia pada sosial media tersebut, pemberian fasilitas *training & development* untuk bagian terkait, penggunaan jasa *content creator*, dan juga secara rutin menganalisis dan mengevaluasi *insight* sosial media tersebut.

Kata kunci : Postingan Merek, *Utility Experiential Value*, *Entertainment Experiential Value*, Keterikatan Konsumen, Minat Beli Ulang.

ABSTRACT

This research is an empirical study with the title "Analysis of the Effect of Brand Posting on Repurchase Intentions through Consumer Engagement as a Mediation Variable Study on Erigo Apparel Consumers". This study aims to analyze the effect of brand posting variables on consumer repurchase intention with utility experiential value, entertainment experiential value, and consumer engagement as mediating variables. The population in this study were all consumers of Brand Erigo in Indonesia. The number of samples taken was 170 respondents using the purposive sampling method used in determining respondents based on established criteria such as (1) Consumers aged 15-40 years, (2) Ever bought Erigo Apparel products, (3) Using social media and using -Follow Instagram @erigostore. The collected data were analyzed using Structural Equation Modeling/SEM analysis through AMOS software version 23. Based on the results of the data analysis, it was shown that: (1) brand posting has a positive effect on utility experiential value, (2) brand posting has a positive effect on entertainment experiential value, (3) utility experiential value has no positive effect on consumer engagement, (4) entertainment experiential value has a positive effect on consumer engagement, (5) consumer engagement has a positive effect on repurchase intention, and (6) brand posting has an effect on consumer engagement. The implication of the conclusions above is that as an effort to increase consumer repurchase interest, the management of Brand Erigo should pay attention to the policies and evaluate the marketing strategies that have been implemented. The Erigo brand is expected to continue to innovate in terms of formulating marketing strategies that are more relevant, viral and up to date so that they suit their target market, namely the millennial generation. Creating posts that contain innovative, informative and educative content will provide added value to consumers in the form of a fun and memorable experience compared to other brands. Good interactivity between companies and consumers will create experience value after seeing posts from Erigo, this is also an effort to create good relationships with customers. In addition, Brand Erigo is expected to continue to improve the quality of Instagram @erigostore social media management in a professional manner by starting from routinely observing the latest content, optimizing the features available on social media, providing training & development facilities for related sections, use of content creator services, as well as routinely analyze and evaluate social media insights.

Keywords: Brand Posting, Utility Experiential Value, Entertainment Experiential Value, Consumer Engagement, Repurchase Intention.