

**THE INFLUENCE OF SOCIAL MEDIA MARKETING  
ACTIVITY ON INTENTION TO REPURCHASE**

**(Case of Instagram Marketing of Salad.Nyo)**

**YEAR 2022-2023**

**Thesis**

**Presented as Partial Fulfillment of Requirements for the Degree  
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Yogyakarta**



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**(Case of Instagram Marketing of Salad.Nyo)**  
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## **AUTHENTICITY ACKNOWLEDGEMENT**

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Yogyakarta, 6 Juni 2023



Antonius Bagus Kurnia Adhi

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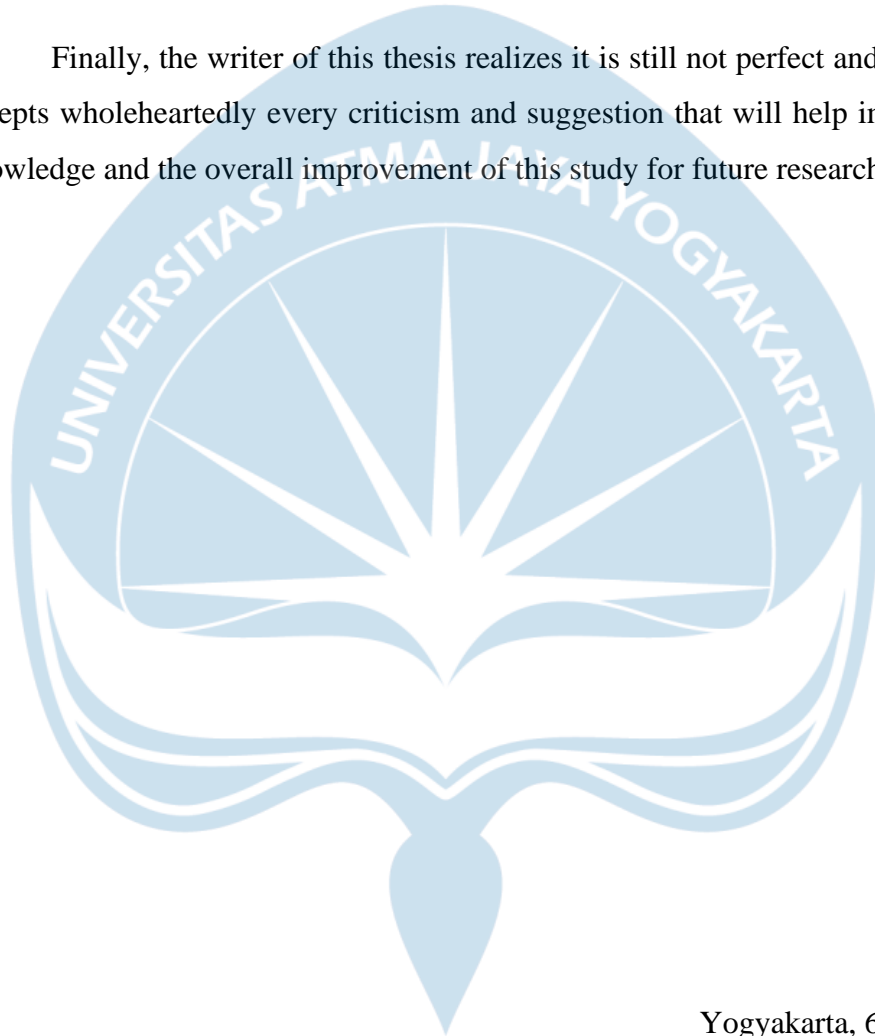
### **THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITY ON INTENTION TO REPURCHASE (Case of Instagram Marketing of Salad.Nyo)**

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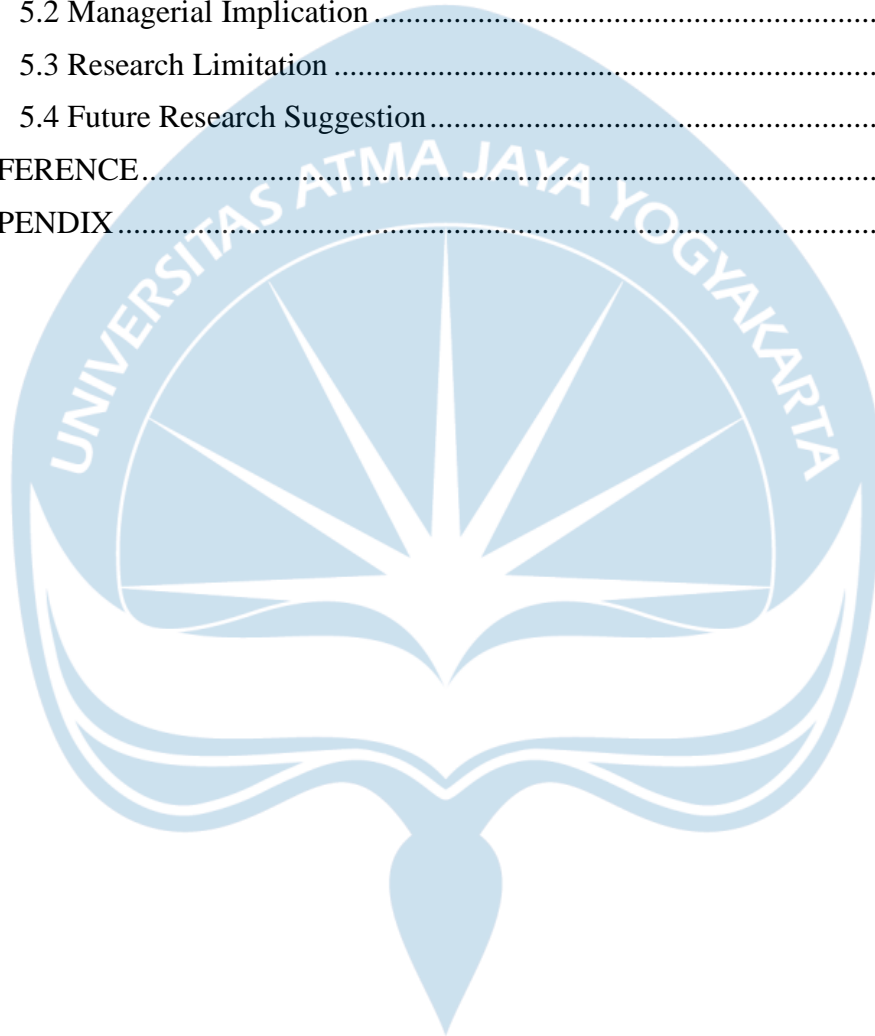
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Antonius Bagus Kurnia Adhi

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# **THE INFLUENCE OF SOCIAL MEDIA MARKETING ACTIVITY ON INTENTION TO REPURCHASE**

**(Case of Salad.Nyo)**

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## **Abstract**

This research was conducted with the aim of analyzing and assessing the influence of Salad.Nyo's Instagram marketing activities on brand awareness, brand image and repurchase intention. Data from this study were collected through questionnaires distributed using Google Forms online. Model testing in this study uses partial least square path modeling (PLS-SEM), with applications SmartPLS 4.0.8.9 software. The purposive sampling technique was used to determine the sample. The information was gathered through online questionnaires distributed to 157 respondents who met the criteria which had seen the Salad.Nyo Instagram account and purchased Salad.Nyo Product. Results obtained from this research show that entertainment, and word of mouth carried out on Instagram have had a positive and significant impact on brand awareness of the Salad.Nyo brand. as entertainment, customization, interaction, and word of mouth have had a positive and significant impact on brand image. Brand awareness and brand image had a positive and significant impact on repurchase intention.

**Keywords: entertainment, customization, interaction, trendiness, word of mouth, brand awareness, brand image, repurchase intention**