

### INFLUENCE PERCEIVED VALUE AND SOCIAL MEDIA MARKETING TOWARDS REPURCHASE INTENTION WITH SATISFACTION AS AN INTERVENING VARIABLE

(AT PLAYDATE FASHION STORE KEMANG JAKARTA)

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Article Info	Abstract
Accepted February, 2025 Revised March, 2025 Published March, 2025	<p><i>This study aims to examine the variables that influence customer value, marketing in social media, customer satisfaction in orders to create repeat purchases at Playdate Kemang. The type of research used is quantitative with an explanatory approach. Primary data in this study utilizes questionnaire data distributed via gform. The population in this study were female workers in the manufacturing sector in Pasuruan and a sample of 90 respondents. By using probability sampling technique and using Malhotra's formula. The data was analyzed and tested using the SPLS 4 application Based on the results of the study showed that: (1). The variable perceived value has a significant effect on repurchase intention at Playdate Kemang. (2). Social media marketing variables have a significant effect on repurchase intention at Playdate Kemang. (3). The satisfaction variable has a significant effect on repurchase intention at Playdate Kemang. (4). The perceived value variable has a significant effect on satisfaction at Playdate Kemang. (5). Social media marketing variables have a significant effect on satisfaction at Playdate Kemang. (6). The satisfaction variable mediates perceived value on satisfaction at Playdate Kemang. (7). The satisfaction variable mediates social media marketing on satisfaction at Playdate Kemang.</i></p>
<p><b>Keywords:</b></p> <p><i>perceived value, social media marketing, satisfaction and repurchase intention</i></p>	

### INTRODUCTION

The fashion business is currently growing because the high demand for fashion has created more new and old competitors and the development of ideas and techniques used in the fashion world. Fashion has a very large market share because the whole world needs clothing. Fashion is one of the three largest creative industry groups contributing to Gross Domestic Product (GDP) and contributing to the national economy by 18.01 percent (Munaf, 2018). This is proven based on data from the Central Statistics Agency "GDP Growth Rate Series 2010 (Percent) 2023" (Central Statistics Agency, 2023).

**Table 1.1**  
**GDP Growth Rate Series 2010 (Percent)**

Industrial GDP (2010 Series)	[2010 Series] GDP Growth Rate 2010 Series (Percent)				
	Cumulative Growth Rate (c-to-c)				
	2023				
	Quarterly I	Quarterly II	Quarterly III	Quarterly IV	Annual
Textile and Apparel Industry	0.07	0.89	1.5	1.98	1.98

Source: Data Processed by Researchers, 2024

Based on the data above related to the growth of the textile and apparel industry in 2023, it shows positive growth. An interview conducted by the Ministry of Trade with the Minister of Trade Zulkifli Hasan is optimistic that the domestic fashion industry can enter the global fashion scene. The government is very serious about building a national fashion ecosystem and industry by strengthening collaboration with various parties and stakeholders. The government continues to be committed to supporting various efforts to place Indonesian fashion in the center of the global fashion stage (Kemendag.go.id).

One of the strategies that influences sales in the fashion sector is perceived value (Dangelico, 2022). *Perceived value* used because it is a key characteristic identified in these brands. Perceived value according to (Kotler & Keller, 2022) is the difference between the consumer's evaluation perspective on all benefits and all costs of perceived offerings and alternatives.

The statement of perceived value will affect repurchase intention. Explained in a study conducted by Tan and Brahmana (2019) stated that perceived value has a positive and significant effect on repurchase intention. Meanwhile, Sukma & Riptiono (2022) studied and found that perceived value did not have a significant effect on repurchase intention for ShopeePAY users in Kebumen.

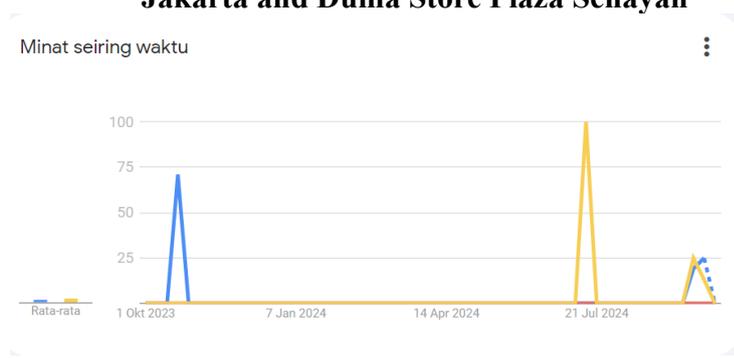
*Perceived value* strong will increase brand appeal balanced with appropriate social media marketing (Khan, 2022). Taylor (2021) states that social media is a media platform that focuses on the existence of users who facilitate them in their activities and collaborations, therefore social media can be seen as a medium (facilitator) that strengthens relationships between users as well as a social bond.

*Social media marketing* can significantly improve customer satisfaction through better interactions, relevant content, and community development. Brands that utilize social media effectively tend to have more satisfied and loyal customers (Ristiana, 2022). Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance or results of a product that is thought to be against the expected performance or results. If performance is below expectations, then the customer is dissatisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy (Kotler and Keller, 2021). According to Sahabuddin (2019) satisfaction is the difference between expectations and performance. Customer satisfaction is always based on efforts to eliminate or narrow the gap between expectations and performance. While Bernarto et al (2019) showed that satisfaction does not have a positive effect on repurchase intention.

With the collaboration of the research variables above and also several research gaps, here the researcher uses the ECT theory, namely satisfaction as post-adoption satisfaction is a function of expectations, performance and confirmed by beliefs (Liu, 2020).

In this study, Playdate fashion retail was used as the object of research. Based on data obtained from Google Trends 2024, September 2023 - September 2024, Playdate Kemang Jakarta has a high visitor intensity in the last month compared to Toko House Ninette Jakarta and Duma Store Plaza Senayan.

**Figure 1 Percentage Comparison of Interest Between Playdate Kemang, House Ninette Jakarta and Duma Store Plaza Senayan**



Source: Google Trend, accessed September 20, 2024.  
(Blue: Playdate Kemang, Yellow: Duma Store, Red: House Ninette)

Fashion retail store Playdate Kemang utilizes social media as a marketing tool. Playdate uploads content in the form of visual media, both interesting photos and videos, through social media platforms such as Instagram (@playdate.web) and Tiktok (@playdate.web). In addition

to being active in using social media, Playdate also utilizes visuals from Gen Z youth fashion trends. Showing models that match their fashion type.

Based on the previous description of the phenomena, theories, and *gap research* researchers are interested in conducting research with the title "The Influence of Perceived Value and Social Media Marketing on Repurchase Intention with Satisfaction as an Intervening Variable (At Playdate Fashion Store Kemang Jakarta)".

### Perceived Value

*Perceived value* used because it is a key characteristic identified in these brands. Perceived value according to (Kotler & Keller, 2022) is the difference between the consumer's evaluation perspective on all benefits and all costs of perceived offerings and alternatives.

### Social Media Marketing

Haage, A (2020) defines the word social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media for sharing with anyone without any individual specificity.

### Satisfaction

Satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance or results of a product that is thought to be against the expected performance or results. If the performance is below expectations, the customer is dissatisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, the customer is very satisfied or happy (Kotler and Keller, 2021). According to Sahabuddin (2019) satisfaction is the difference between expectations and performance. Customer satisfaction is always based on efforts to eliminate or narrow the gap between expectations and performance.

### Repurchase Intention

According to Thamrin and Francis (2016), repurchase interest is a form of activity with purchase interest based on a person's experience of their past purchasing experience. Meanwhile, according to Kotler & Keller (2022), purchase interest is a form of behavior carried out by consumers by having the urge to decide to buy a product based on previous experiences in choosing, consuming, and using the product.

### State of the art

Table 1.2

No	Author	Research Focus	Results
1	Suharto et al (2022)	Will marketing through social media have an impact on customer satisfaction in e-commerce?	The results of this study indicate that social media marketing has a significant impact on consumer satisfaction in e-commerce and consumer loyalty. Likewise, consumer satisfaction has a

			significant impact on consumer loyalty in e-commerce.
2.	Samudro et al (2020)	The influence of quality value and customer value on customer satisfaction.	This study proves that perceived value has a positive and significant effect on customer satisfaction.
3.	The Last Supper (2020)	The influence of perceived value on online repeat purchase interest in the Shopee marketplace in Kebumen.	The results of this study concluded that perceived usefulness, perceived value, and customer satisfaction have a positive and significant effect on online repurchase intention on the Shopee marketplace in Kebumen District.
4.	Tufati et al (2021)	The impact of customer satisfaction on repeat purchase interest among Bloomythings customers	The results of this study indicate that customer satisfaction has a positive and significant effect on repurchase intentions.
5.	Shafiq & Arshad (2022)		Positive and significant relationships between social media marketing variables, corporate social responsibility, electronic information, consumer brand involvement, and repurchase intention after viewing demographic displays.
6.	Tan & Brahmin (2019)	Seeing the influence of customer value on repurchase interest through customer satisfaction on the Shopee application.	The results of this study show that perceived value has a positive effect on customer satisfaction through repurchase intention.

### RESEARCH METHODS

This study uses quantitative research. This type of research is quantitative, namely using data in the form of numbers or qualitative data that is numeric (Supriyanto & Maharani, 2013). Based on its purpose, this research is included in explanatory research, the purpose is to answer or explain the problems being faced. In detail, Supriyanto & Maharani (2013) are to compile problems, determine alternative actions, develop hypotheses, determine research variables, get a clear picture of the problem, and determine priorities for further research. The quantitative approach and type of explanatory research are used by researchers because they are in accordance with the researcher's objectives.

The population of Playdate Kemang is all customers who have ever attended and at least purchased the product. The number of Playdate population or consumers cannot be known for certain. The sampling technique used in this study is the non-probability sampling technique. Non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population or sample. While the data collection technique in this study uses the purposive sampling technique, namely the data collection technique by considering, measuring, and certain criteria that have been determined before the research process is carried out.

### Research Hypothesis

Miao et al (2021) This research study investigates the factors influencing e-customer satisfaction, e-trust, perceived value and consumer repurchase intention in the context of B2C e-commerce segment. The results of this study show that the variables e-customer satisfaction, e-trust and perceived value have a significant effect on customer's repurchase intention.

H1: It is suspected that perceived value has a positive and significant effect on repurchase intention.

Shafiq & Arshad (2022) hypothesis testing with CFA and SEM showed that there is a positive and significant relationship between the variables of social media marketing, corporate social responsibility, electronic information, consumer brand engagement, and repurchase intention after viewing demographic displays.

H2: It is suspected that social media marketing has a positive and significant effect on repurchase intention.

Ananda et al (2021) explained in their results that satisfaction has a positive and significant effect on repurchase intention. The role of perceived value as a mediator can be a link between store image and repurchase intention. Without high perceived value, store image will not be able to increase repurchase intention.

H3: It is suspected that satisfaction has a positive and significant effect on repurchase intention.

Ciputra & Prasetya (2020) studied the influence of e-service, perceived value on customer satisfaction, trust and customer behavioral intention at the online store blibli.com.

This study resulted in a positive and significant impact between perceived value and satisfaction.

H4: It is suspected that perceived value has a positive and significant effect on satisfaction.

Jaya et al (2022) studied “The Influence of Social Media Marketing on Customer Satisfaction at The Wrappers, Medan”. The purpose of this study was to determine whether there is an influence of social media marketing on customer satisfaction at The Wrappers, Medan. This study proves that there is a strong positive and significant role of social media on customer satisfaction. If social media marketing increases, then customer satisfaction will also increase.

H5: It is suspected that social media marketing has a positive and significant effect on satisfaction.

Sukma & Riptiono (2022) conducted a study with the results obtained that customer satisfaction can mediate between perceived value and repurchase intention. This means that when consumers feel satisfied because of the value they feel, namely payments are more effective and efficient when using the Shopee Pay payment method, it will foster an intention to make repeat purchases using the same type of payment method.

H6: It is suspected that perceived value affects repurchase intention through satisfaction.

Fatimah (2023) "The effect of perceived ease of use, perceived usefulness, and social media marketing on repurchase intention of Indonesian Tokopedia consumers through customer satisfaction" states that social media marketing on repurchase intention with satisfaction mediation has a positive and significant effect. Therefore, it is important for e-commerce to implement various strategies to attract customers to make repeat purchases and maintain their existence.

H7: Social media marketing on repurchase intention through satisfaction.

## RESULTS AND DISCUSSION

The results and discussions obtained by researchers after distributing the questionnaire via the questionnaire sheet, namely as follows:

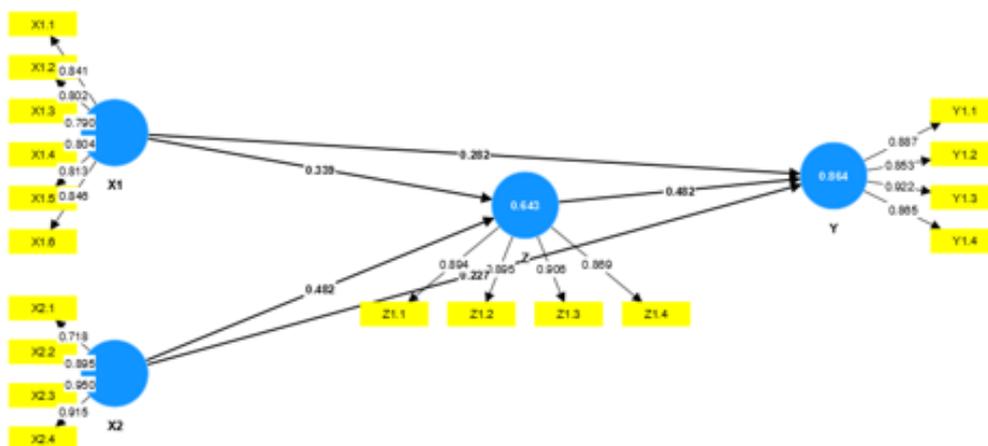
### Structural Model Testing

The results and discussions obtained by researchers after distributing the questionnaire via questionnaire sheets are as follows:

#### Partial Least Square (PLS) Model Scheme

The PLS model that has been suggested by research on the influence of perceived value and social media marketing on repurchase intention with satisfaction as a mediator at the Playdate Kemang store is as follows:

**Figure 2**  
*Graphical Output*



### Structural Model Testing

This testing includes: limitation assumptions, structural model testing, and hypothesis testing.

### Evaluation of Measurement Model (Outer Model)

#### Measurement Model Test (Outer Model)

There are three tests to assess outer loading in SmartPLS, namely convergent validity, average variance extracted (ave), discriminant validity, and composite reliability.

#### a. Convergent Validity

Convergence test can be done by looking at the outer loading score of each statement item. A statement item can be said to be valid if it has an outer loading score  $> 0.7$ . The following are the outer loading scores of each statement item in this study:

**Table 2**  
*Convergent Validity*

	<i>Perceived Value</i>	<i>Social Media Marketing</i>	<i>Satisfaction</i>	<i>Repurchase Intention</i>
X1.1a	0.841			
X1.1b	0.802			
X1.2a	0.790			
X1.2b	0.804			
X1.3a	0.813			

X1.3b	0.846			
X2.1a		0.718		
X2.1b		0.895		
X2.2a		0.950		
X2.2b		0.915		
Z1.1a			0.894	
Z1.1b			0.895	
Z1.2a			0.906	
Z1.2b			0.869	
Y1.1a				0.887
Y1.1b				0.853
Y1.2a				0.922
Y1.2b				0.865

Source: Primary data processed by Researchers (2024)

Referring to the data in table 2, the results show that all variables produce values  $> 0.7$ . Thus, these variables are declared valid. Therefore, additional studies are needed.

The average variance extracted (AVE) value is used to evaluate the convergent validity of the measurement instrument. To ensure convergent validity using AVE, each AVE value for a variable must be greater than 0.5. The results of the convergent validity test based on the AVE value can be seen in table 2, as follows:

**Table 3**  
*Average Variance Extraced*

<b>Variables</b>	<b>Average Variance Extraced</b>	<b>Information</b>
X1	0.666	Valid
X2	0.764	Valid
Y	0.778	Valid
Z	0.794	Valid

Source: Primary data processed by Researchers (2024)

Table 3 shows that the AVE value of all model variables is greater than 0.5, indicating that the convergent validity conditions have been met. Indicating that all these variables have been successfully tested for convergent validity.

### b. Discriminant Validity

If the cross loadings value for each indicator is greater than the value of other variables, this means that the variable is said to be valid based on discriminant validity. The table below displays the cross loadings value for each indicator, including:

**Table 4**  
**Discriminant validity value**  
*Cross Loading*

	<i>Perceived Value</i>	<i>Social Media Marketing</i>	<i>Repurchase Intention</i>	<i>Satisfaction</i>
X1.1a	0.841	0.948	0.827	0.736
X1.1b	0.802	0.662	0.714	0.568
X1.2a	0.790	0.580	0.557	0.502
X1.2b	0.804	0.576	0.594	0.498
X1.3a	0.813	0.891	0.781	0.767
X1.3b	0.846	0.668	0.677	0.645
X2.1a	0.618	0.718	0.579	0.583
X2.1b	0.820	0.895	0.816	0.801
X2.2a	0.853	0.950	0.815	0.700
X2.2b	0.855	0.915	0.780	0.655
Z1.1a	0.630	0.650	0.751	0.894
Z1.1b	0.731	0.717	0.781	0.895
Z1.2a	0.637	0.649	0.755	0.906
Z1.2b	0.753	0.781	0.841	0.869
Y1.1a	0.765	0.768	0.887	0.797
Y1.1b	0.707	0.697	0.893	0.657
Y1.2a	0.773	0.784	0.922	0.829
Y1.2b	0.792	0.791	0.865	0.809

Source: Primary data processed by Researchers (2024)

Referring to table 4, the results of the largest cross loading value for each indicator of each variable are obtained. This tends to be considered that each indicator in the variable is declared valid.

### c. Composite Reliability

The next test is the composite reliability test which is used to measure variable consistency, presented in table 5 as follows:

**Table 5**

*Composite Reliability*

<b>Variables</b>	<b>Composite Reliability</b>	<b>Information</b>
<i>Perceived Value (X1)</i>	0.910	Reliable
<i>Social Media Marketing(X2)</i>	0.911	Reliable
<i>Satisfaction(Z)</i>	0.908	Reliable
<i>Repurchase Intention(Y)</i>	0.916	Reliable

Source: Primary data processed by Researchers (2024)

Referring to the data in table 5. It is known that the perceived value variable (X1) is 0.910, the value of the social media marketing variable (X2) is 0.911, the value of the satisfaction variable (Z) is 0.908, and the value of the repurchase intention variable (Y) is 0.916. Based on this information, it is known that the value of each variable is  $>0.6$ . Thus, all of these research variables are considered reliable.

**Structural Model Test (inner model)**

After conducting the test on the outer model, the next stage is to conduct a test on the inner model which aims to determine the correlation between constructs, significant values, and R-square. The model feasibility test can be done by looking at the R-square value of the free latent variable against the dependent variable.

**a. R-square**

The structural model can be measured using R-square to see the relationship between dependent and independent variables. The R-square value can be presented in table 6:

**Table 6**

*R Square*

	<b>R Square</b>	<b>R Square Adjusted</b>
<i>Satisfaction</i>	0.643	0.636
<i>Repurchase Intention</i>	0.864	0.860

Source: Primary data processed by Researchers (2024)

The influence of perceived value and social media marketing on the repurchase intention variable is 0.864, as seen in table 4. Based on the R Square value of 0.864, the variation of perceived value and social media marketing can be 86.4% and 13.6% are other variables that contribute to the repurchase intention variable.

### Hypothesis Testing

The research variables are explained by testing the structural relationship model. The primary model testing is assisted by the t-test. The image output, the values in the output patch coefficients, and the indirect effects serve as the basis for direct hypothesis testing. The explanation of the hypothesis testing is shown in the figure below:

Hypothesis testing is conducted to answer the hypothesis or assumption that has emerged before this study. In which hypothesis testing is carried out by using the bootstrapping command on the SmartPLS application with the Rules of Thumb used, namely using a significance level of P-value 0.05 (5%).

### Direct Effect (Direct Impact)

*Direct Effect* This itself is used to find out the results of the research hypothesis on the influence of perceived value, social media marketing, satisfaction and repurchase intention. The following are the results of the P-value direct effect shown in table 7:

**Table 7**  
**Direct Effect**

<b>Variable Relationship</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics (O/STDEV)</b>	<b>P Value</b>
<i>Perceived Value -&gt; Satisfaction</i>	0.339	0.343	0.146	2.323	0.020
<i>Social Media Marketing-&gt; Satisfaction</i>	0.482	0.481	0.154	3.119	0.002
<i>Satisfaction -&gt; Repurchase Intention</i>	0.482	0.482	0.075	6,427	0.000
<i>Perceived Value-&gt; Repurchase Intention</i>	0.164	0.164	0.074	2,200	0.028

<i>Social Media Marketing-&gt; Repurchase Intention</i>	0.232	0.233		0.087	2,667	0.008
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Source: Primary data processed by Researchers (2024)

Referring to the results of hypothesis testing using Smart PLS version 4, it is known that:

### **H1: Perceived Value (X1) has an effect on Repurchase Intention (Y)**

The results of the hypothesis testing of perceived value on repurchase intention have a p-value of 0.028, which means that perceived value has a significant effect on repurchase intention. On the other hand, the original sample value is marked with 0.164 and a statistic of 2.200. So the hypothesis in this study the relationship between perceived value and repurchase intention is accepted. The hypothesis is accepted.

### **H2: Social Media Marketing (X2) has an effect on Repurchase Intention (Y)**

The results of the social media marketing hypothesis test on repurchase intention have a p-value of 0.008, which means that social media marketing has a significant effect on repurchase intention. On the other hand, the original sample value is marked with 0.232 and a statistic of 2.667. So the hypothesis in this study the relationship between social media marketing and repurchase intention is accepted. The hypothesis is accepted.

### **H3: Satisfaction (Z) has an effect on Repurchase Intention (Y)**

The results of the satisfaction hypothesis test on repurchase intention have a p-value of 0.000, which means that satisfaction has a significant effect on repurchase intention. On the other hand, the original sample value is marked with 0.482 and statistics 6.427. So the hypothesis in this study the relationship between satisfaction and repurchase intention is accepted. The hypothesis is accepted.

### **H4: Perceived Value (X1) has an effect on Satisfaction (Z)**

The results of the hypothesis testing of perceived value on satisfaction have a p-value of 0.020, which means that perceived value has a significant effect on satisfaction. On the other hand, the original sample value is marked with 0.339 and statistics 2.323. So the hypothesis in this study the relationship between perceived value and satisfaction can be accepted. The hypothesis is accepted.

### **H5: Social Media Marketing (X2) has an effect on Satisfaction (Z)**

The results of the social media marketing hypothesis test on satisfaction have a p-value of 0.020, which means that social media marketing has a significant effect on satisfaction. On the other hand, the original sample value is marked with 0.482 and statistics 3.119. So the

hypothesis in this study the relationship between social media marketing and satisfaction is accepted. The hypothesis is accepted.

### **Indirect Effect (Indirect Influence)**

*Indirect Effect* used to analyze the results of the research hypothesis on the influence of leadership style on job satisfaction through work motivation as a mediating variable. The following are the results of the P-value indirect effect displayed in table 8:

**Table 8**

### *Indirect Effect*

<b>Variable Relationship</b>	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics (O/STDEV)</b>	<b>P Value</b>
<i>Perceived Value -&gt; Satisfaction -&gt; Repurchase Intention</i>	0.164	0.164	0.074	2,200	0.028
<i>Social Media Marketing-&gt; Satisfaction -&gt; Repurchase Intention</i>	0.232	0.233	0.087	2,667	0.008

### **H6: Satisfaction (Z) mediates Perceived Value (X1) on Repurchase Intention (Y)**

The results of the hypothesis testing of perceived value on repurchase intention through satisfaction have a p-value of 0.028, which means that perceived value on repurchase intention through satisfaction has a significant effect. On the other hand, the original sample value is marked with 0.164 and a statistic of 2.200. So the hypothesis in this study the relationship

between perceived value and repurchase intention through satisfaction is accepted. The hypothesis is accepted.

#### **H7: Satisfaction (Z) mediates Social Media Marketing (X1) towards Repurchase Intention (Y)**

The results of the social media marketing hypothesis test on repurchase intention through satisfaction have a p-value of 0.008, which means that social media marketing on repurchase intention through satisfaction has a significant effect. On the other hand, the original sample value is marked with 0.232 and a statistic of 2.667. So the hypothesis in this study the relationship between social media marketing and repurchase intention through satisfaction is accepted. The hypothesis is accepted.

### **CONCLUSION AND SUGGESTIONS**

#### **Conclusion**

Based on the research and data analysis that has been conducted, the following conclusions can be drawn:

1. *Perceived value*(X1) has an effect on Repurchase intention (Y). This shows that frequently looking at references before making a purchasing decision will affect repurchase intention.
2. *Social media marketing*(X2) has an effect on Repurchase intention (Y). This shows that if consumers often look at references before making a purchasing decision, it affects repurchase intention.
3. *Satisfaction*(Z) has an effect on Repurchase intention (Y). This shows that if the company provides corrective action when customers provide feedback, it will affect repurchase intention.
4. *Perceived value*(X1) has an effect on Satisfaction (Y). This shows that the ability of a product or service to provide cost efficiency and economic benefits affects satisfaction.
5. *Social media marketing*(X2) has an effect on Satisfaction (Z). This shows that if the quality of the company's products is consistent, then consumers have confidence every time they buy it economically which affects satisfaction.
6. *Satisfaction*(Z) is able to act as a mediating variable between Perceived value (X1) and Repurchase intention (Y). This shows that the more often the company provides improvement actions on products or services at Playdate Kemang Jakarta and customers will provide feedback, it will affect repurchase intention.
7. *Satisfaction*(Z) is able to act as a mediating variable between Social media marketing (X2) and Repurchase intention (Y). This shows that if consumers often see references on social media before making a purchasing decision, it will affect repurchase intention.

### Suggestion

This study can be used as a consideration in increasing customer repurchase intention by increasing social media marketing and satisfaction. The importance of managing social media and organizing and improving employee performance in meeting customer satisfaction. And further researchers can use additional or substitute variables such as service quality, brand trust and perceived usefulness to conduct in-depth research on the influence of perceived value, social media marketing, satisfaction and repurchase intention. This is because researchers have a number of limitations. As a result, it is hoped that there will still be research in the future that examines the field of marketing.

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