

List of Table

Table 2.1 Previous Research	21
Table 3.1 Research Characteristics	32
Table 3.2 Variable Indicator Measurement.....	34
Table 3.3 Likert Design Scale Table.....	41
Table 4.1 Distribution of Research Questionnaires.....	44
Table 4.2 Respondent Response On Variables Social Media Marketing.....	47
Table 4.3 Respondent Response on Variable Consumer Engagement.....	48
Table 4.4 Respondent Response on Variable Repurchase Intention.....	49
Table 4.5 result of Convergent Validity.....	52
Table 4.6 Result Of Discriminant Validity (Cross Loading Factor).....	53
Table 4.7 Result of Reliability Test.....	54
Table 4.8 R-Square Value	56
Table 4.9 Path Coefficient.....	57