

ABSTRACT

The tourism or hospitality industry in Indonesia has a lot of potential, given that Indonesia has a lot of natural beauty, cultural diversity, and distinctiveness, among other things. Tiktok is a video-sharing social networking service and Tiktok has become the most popular app in several countries especially in Indonesia. Many people create content at Tiktok about tourism and hospitality and got a lot of engagement. Nowadays, camping is one of the choices for many people who want to refresh themselves from daily life. Pineus Tilu Riverside Campground is one example of hospitality industries that attract many customers.

The purpose of this study is to determine the factors of Brand Equity dimensions (brand associations, brand trust, customer perceived value, and brand loyalty) and E-WOM dimensions (intensity, positive valance, negative valance, and content) of Pineus Tilu that contributed to influencing the repurchase intention on Pineus Tilu.

The research is using quantitative method with descriptive-causal purposes, where the survey questionnaire is distributed to Pineus Tilu customer that have been book or purchase at Pineus Tilu. The data was taken from 355 respondents through google form. The data analysis technique used is descriptive analysis and SEM-PLS analysis using the SmartPLS 3.0 application.

Based on the result of the descriptive analysis of Band equity and E-WOM dimensions, Brand association, Brand Trust, Customer Perceived Quality, and Brand Loyalty is categorized as very high. From E-WOM dimensions namely Positive Valance and Negative Valance is categorized as “Very High”, Intensity and Content is categorized as “High”. The results from the SEM-PLS analysis shows that Brand Association, Brand Loyalty, Positive Valance, and Content have a positive significant influence on repurchase intention, While Brand trust, Customer Perceived Quality, Intensity, and Negative Valance has no significant influence on repurchase intention.

The suggestion for Pineus Tilu is increase their Brand Association by keep and maintain their characteristics by keeping the originality of Pineus Tilu. Pineus Tilu should increase their Brand Loyalty by provide a new product and innovation for example by adding more facilities and variant of their product that can make people interested with Pineus Tilu. Pineus Tilu should increase their Content by provide more content about the information of their product that can easliy to understand. Pineus Tilu should increase their Positive Valance by improve and maintain their quality of srevices and quality of their product so the customer will be satisfied with Pineus Tilu.

Keywords: Brand Equity, E-WOM, Repurchase Intention