

ABSTRACT

Today's technological developments have had a big impact on activities in a business, especially in terms of competition. One of the things that can be seen is the development of social media which has now become a daily necessity, therefore many businesses have started using social media as a marketing tool.

The purpose of this study was to analyze and test whether how much influence Social Media Content has on Repurchase Intention Rooftop Coffee Bandung. In addition, testing the effect of E-WOM and Interactivity as mediating variables between Social Media Content on Repurchase Intention Rooftop Coffee Bandung.

The survey method was used in this study. Data collection was carried out using a questionnaire instrument. The target population of the study were consumers who had purchased Rooftop Coffee Bandung products. The sample size was determined to be 150 samples. Partial least Square-Structural Equation Modeling approach with WarpPLS 7.0 program was used for data analysis.

The survey results of 150 respondents explain that social media content has a significant effect on repurchase intention either directly or indirectly through e-wom and interactivity. This means that marketing activities through the installation of content on social media affect the repurchase intention of Rooftop Coffee Bandung consumers.

Keyword: Social Media Content, E-WOM, Interactivity, Repurchase Intention