

ABSTRAK

Tesis ini berjudul “Peran Brand Trust sebagai Mediator dalam Pengaruh Influencer Marketing dan Brand Image terhadap Repurchase Intention pada Konsumen Fashion Muslim Rabbani.” Penelitian ini bertujuan untuk menganalisis pengaruh influencer marketing dan brand image terhadap repurchase intention, serta peran brand trust sebagai variabel mediasi. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan teknik survei terhadap 100 responden yang merupakan konsumen Rabbani yang telah melakukan pembelian minimal dua kali dan mengikuti akun media sosial Rabbani. Analisis data dilakukan menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan bantuan perangkat lunak SmartPLS 4. Hasil penelitian menunjukkan bahwa influencer marketing tidak berpengaruh signifikan terhadap brand trust maupun repurchase intention. Hal ini mengindikasikan bahwa strategi pemasaran melalui influencer yang digunakan Rabbani belum mampu menciptakan kepercayaan merek atau mendorong niat pembelian ulang secara langsung. Sebaliknya, brand image berpengaruh signifikan terhadap brand trust dan repurchase intention, menunjukkan bahwa citra merek yang positif, reputasi yang baik, dan kualitas produk mampu membangun kepercayaan serta meningkatkan niat pembelian ulang konsumen. Selain itu, brand trust terbukti berpengaruh signifikan terhadap repurchase intention dan memediasi hubungan antara brand image dan repurchase intention, namun tidak memediasi hubungan antara influencer marketing dan repurchase intention.

Dengan demikian, dapat disimpulkan bahwa upaya peningkatan citra merek dan kepercayaan konsumen menjadi faktor utama yang memengaruhi keputusan pembelian ulang konsumen Rabbani, sementara strategi influencer marketing perlu dievaluasi agar lebih efektif dalam membangun hubungan kepercayaan dengan konsumen.

Kata kunci: Influencer Marketing, Brand Image, Brand Trust, Repurchase Intention, Rabbani

ABSTRACT

This thesis, entitled “The Role of Brand Trust as a Mediator in the Influence of Influencer Marketing and Brand Image on Repurchase Intention among Rabbani Muslim Fashion Consumers,” aims to analyze the effects of influencer marketing and brand image on repurchase intention, as well as to examine the mediating role of brand trust. This study employs a quantitative approach using a survey method involving 100 respondents who are Rabbani consumers that have made at least two purchases and actively follow Rabbani’s social media accounts. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. The results reveal that influencer marketing has no significant effect on either brand trust or repurchase intention. This indicates that Rabbani’s influencer marketing strategy has not been effective in building brand trust or directly stimulating repeat purchases. Conversely, brand image significantly affects both brand trust and repurchase intention, implying that a positive brand image, good reputation, and product quality successfully enhance consumer trust and encourage repurchase behavior. Furthermore, brand trust has a significant effect on repurchase intention and acts as a mediating variable between brand image and repurchase intention, but does not mediate the relationship between influencer marketing and repurchase intention. In conclusion, strengthening brand image and consumer trust are the key factors influencing Rabbani consumers repurchase decisions, while influencer marketing strategies should be improved to become more effective in fostering consumer trust and long-term loyalty.

Keywords: Influencer Marketing, Brand Image, Brand Trust, Repurchase Intention, Rabbani