

## INFLUENCE SOCIAL MEDIA MARKETING AND MARKETING MIX OF REPURCHASE DECISION MEDIATED BY REPURCHASE INTENTION

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KEYWORDS	ABSTRACT
Social Media Marketing, Marketing Mix, Repurchase Decision, Repurchase Intention	The purpose of this study was to determine the effect of social media marketing and marketing mix on repurchase decisions mediated by repurchase intention among consumers of Paramount Land Gading Serpong Tangerang. This is a type of quantitative research with the research population being consumers who have purchased and owned property at PT Paramount Land. The sampling technique in this research is non-probability sampling with purposive sampling. The sample used for respondents in this study amounted to 173 respondents. Based on Hair et al that the minimum sample size is 5-10 times the number of indicators and the author uses 5 times the indicator. The data analysis technique used descriptive analysis of Partial Least Square Structural Equation Modeling (PLS-SEM) to measure the relationship between variables with the help of Smart PLS software. The research results indicate that social media marketing has a significant positive influence on repurchase decision, marketing mix has a significant positive influence on repurchase decision, social media marketing has a significant positive influence on repurchase intention, marketing mix has a significant positive influence on repurchase intention, repurchase decision has a significant positive influence on repurchase intention, social media marketing has a significant positive influence on repurchase decision mediated by repurchase intention, marketing mix has a significant positive influence on repurchase decision mediated by repurchase intention

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### 1. Introduction

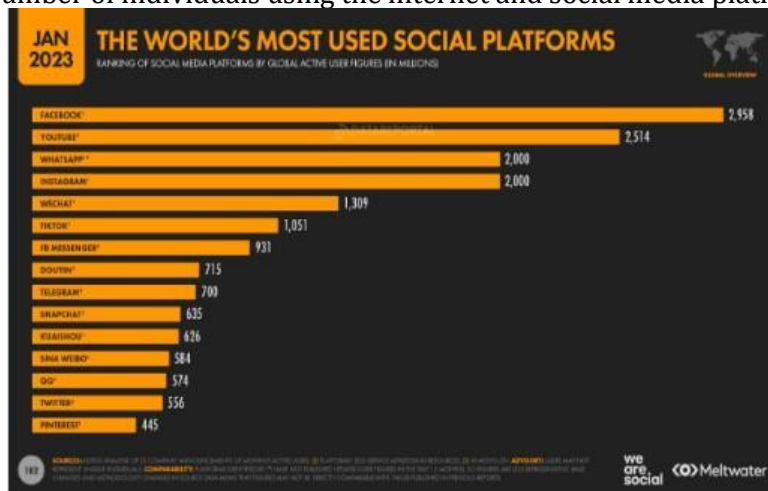
One of the most fundamental basic human needs is shelter other than clothing and food. Property prices tend to rise over time, so it can be a source of wealth for the owner. Property can also be a symbol of social status (Mukono, 2000) (Azwar, 1996), such as strategic location, charming and durable architectural design, and pleasant environmental atmosphere. Home is one property that is most needed by humans. Many people today work from home, so home is also a

place to work. Having a house can make us proud and keep us away from all problems that may arise. As we all know, home is a place where we plan for the future with family, the main function of home is a place where we rest and shelter.

With the development of the times, home ownership is no longer just a place to live, but is considered a long-term investment. Especially for those in the upper middle class, owning a house or property is an indicator of well-being. Investing in real estate is a promising business option with a predictable return on investment. This is mainly because the property business meets the basic needs of the community and the demand for real estate products continues to increase. In addition, there are promising profit opportunities in the form of land price increases after property development is completed. The need for houses in Indonesia continues to increase every year as shown below according to Rumah.com sources where the national property price index in the first quarter of 2023 is at 122.4 or an increase of 1.7% (QoQ). This price index also recorded an annual increase of 7.1%. This increase is higher than the fourth quarter of 2022, namely 1% (QoQ) and 5.8% (YoY).

The year 2021 presents many opportunities for growth in the real estate industry, thanks to several favorable conditions. This includes the provision of Covid-19 vaccinations, as well as a significant increase in infrastructure development by 47%. In addition, lower mortgage rates and expansion of property loans are expected to provide a boost to the market, along with an increase in budget allocation for FLPP (Housing Finance Liquidity Facility), which will provide affordable homes for low-income people (MBR). During the Covid-19 pandemic, the property sector is expected to develop new approaches in preparation for changing habits, both normal and new (Pandiangan & Martini, 2021).

Rapid developments in technology, information, and communication have resulted in an increase in the number of individuals using the internet and social media platforms.



**Figure 1 Global Social Media Users**

Source : wearesocial.com

One way developers are doing is through social media marketing. The use of promotional strategies through the internet, especially on social networking platforms, can increase sales widely without having to incur high marketing costs. The Internet also operates 24 hours a day. Today, the age of social media has changed the way many companies communicate slowly but surely. With the growing popularity of social media such as Instagram, Facebook, Twitter, Youtube, and other property platforms, companies are required to update their communication approach. Therefore, social media users in Indonesia are increasing. Social media platforms make it easy for companies

that want to do promotions. For example, FB ads, Instagram ads, TikTok, Whatsapp Business, Line Business, and Google Ads all have special functions to market products, and advertising costs can be adjusted according to needs and abilities. Although social media promotion and advertising play an important role in property sales today, consumers also take into account other aspects, including the 7 elements in the marketing mix: product, price, promotion, distribution, personnel, process, and physical evidence when they consider buying a home or property.

In the context of economic theory, it is stated that in a competitive market, the price of a good or service plays an important role. This finding is in line with research conducted by Yuvira et al. in 2021, which concluded that price has a significant influence on consumers' decision to make a repurchase decision. The more suitable the price set with the benefits provided, the more likely the consumer will decide to buy back the product or service. In addition to price, in purchasing property, the location factor offered by the developer is also an important consideration. This location determination greatly impacts business continuity, because it can affect consumer repurchase decisions.

A supportive and easily accessible location will be more in demand by consumers because it will facilitate their activities.

According to research conducted by Upadana and Pramudana in 2020, it was found that through social media marketing has a positive impact on consumers' decisions to make repurchase decisions, especially for consumers who have made previous purchases. The more effective social media marketing, the better the purchase decisions taken by consumers. This repurchase decision includes consumer consideration of what they will buy, whether they will make the purchase, when they will do it, where they will do it, and how they will pay (Sumarwan, 2011). In addition, this repurchase decision is also related to the previous purchase experience. Repurchase intention reflects the consumer's interest in a particular product or service, in this context the property offered, can be a potential indication of the decision to make a repurchase in the future.

PT. Paramount Land is a company engaged in property and real estate developers in the independent city area of Gading Serpong, Tangerang. Where every year launches the latest products, both residential and commercial. There is also marketing done by means of social media marketing which is applied to all direct sales and property networks.

**Table 1 Percentage of Information Sources**

Year	Social Media	Reference	Repeat Order	Walkin/Callin
2019	43%	16%	37%	4%
2020	47%	13%	35%	5%
2021	53%	5%	45%	7%
2022	50%	11%	35%	4%

Sumber: Document Paramount Land

From social media marketing and marketing mix elements, the Gading Serpong area is growing more and more so that consumers who have already bought, have a repurchase intention and finally make a repurchase decision or refer to relatives to buy property in Gading Serpong and add personal assets used for business or business. From table 1 above, seen 5 years back, the source of information on property buyers in Paramount Land is from social media.

The lack of interesting and relevant content on social media does not meet the needs or intentions of consumers and too often exposed to the same content on Paramount land's social media marketing makes the content does not provide added value, so consumers may not feel compelled to interact further or cause repurchase intention. In the property industry, competition is often very fierce, there are many players in the market who offer similar properties, this can hinder repurchase intention because consumers have many choices, Price as one element of Marketing mix is an important factor in repurchase decisions. If consumers feel that the property

price offered by Paramount Land does not match the value received, consumers may be reluctant to buy back products in Paramount Land. Companies must build strong engagement with their followers on social media, so that consumers feel emotionally connected to the company and are likely to make repurchase decisions.

Based on a number of problems and relationships that have been described earlier, this study will be conducted with the hope of analyzing things that can affect repurchase decisions and will be carried out with the title: "The Effect of Social Media Marketing and Marketing Mix on Repurchase Decisions Mediated by Repurchase Intention (empirical study: consumers in Paramount Land Gading Serpong)."

## 2. Materials and Methods

Research design is a design that is made in such a way as to process data collection, data measurement, and data analysis so as to produce conclusions against hypotheses that have been made previously (Sekaran & Bougie, 2017). This type of research will use a hypothesis testing model in order to focus on accurate and testable statements.

This research uses quantitative methods, where this method is related to data in the form of numbers or numbers that can be compiled, processed, and analyzed through mathematical or statistical calculations (Sekaran & Bougie, 2016). In its analysis, this method often uses various types of measurement scales such as ordinal, nominal, and numerical scales (Wijaya & Sutawidjaya, 2015).

This type of research falls into the category of associative research or relationship research. The main objective of this study is to understand the relationship between two or more variables (Sugiyono, 2019). This study also applies a cause-and-effect relationship, where there is an independent variable that has an influence on the dependent variable. The independent variable acts as a cause, while the dependent variable is a result that is influenced by the independent variable (Sugiyono, 2017)

This research uses a positivistic approach, this approach aims to find objective truth, therefore, the measurements used must be objective. The positivistic approach also applies scientific testing of theories with a focus on researching cause-and-effect relationships. In the context of this study, the measurement and analysis of the relationship between the independent variable and the dependent variable with the mediator is carried out in an objective and scientific way, in accordance with the positivistic principle.

## 3. Result and Discussion

### Testing Research Assumptions

The analysis technique used in this study is Partial Least Square (PLS). Hair et al. (2019) explained that this Structural Measurement Model test was used to measure the extent to which exogenous variables affect endogenous variables in research. There are several tests in the Structural Measurement Model including:

#### Goodness of Fit Testing

Goodness of Fit testing is used to see the fit of a model that has been formed. If the value of the Normed Fit Index is between 0 and 1, the model formed is stated as a model fit criterion. (Hair et al, 2019).

**Table 2 Goodness of Fit Test Results**

SATURATED MODEL	
NFI	0.761

Source : Data Processing (2023)

From the table above, it can be seen that the value of Normed Fit Index = 0.761 which means that the value of Normed Fit Index is between 0 and 1, so it can be concluded that the data used has met the requirements of Goodness of Fit.

#### **Coefficient of Determination Test**

The Coefficient of Determination test is used to see the amount of contribution of several independent variables to the dependent variable. The greater the value of the coefficient of determination or R Square, the more accurate the research carried out. (Hair, Black, Babin, & Anderson, 2019).

**Table 3 Coefficient of Determination Test Results**

	<i>R SQUARE</i>	<i>R-SQUARE ADJUSTED</i>
RD	0.846	0.843
RI	0.737	0.734

Source : Data Processing ( 2023 )

From the table above, it can be seen that the value of R Square against the variable Purchase Decision = 0.846 which means it is included in the strong category. So it can be concluded that social media marketing and marketing mix have a big impact on repurchase decisions. While the value of R Square against the variable repurchase intention = 0.737 which means it is included in the strong category. So it can be concluded that social media marketing, marketing mix and repurchase decisions have a big impact on repurchase.

#### **Q Square**

Q Square is used to see the ability of the independent variable to describe the dependent variable. The Q Square predictive relevance test requirement is the Q Square value > 0. (Hair et al, 2019).

**Table 4 Q Square Test Results**

RD	0.788
RI	0.731

From the table above, it can be seen that the value of Q Square against the variables Repurchase Decision and Repurchase Intention > 0 which means that all models formed have met the requirements of Q Square.

#### **Effect Size**

Effect Size testing is used to see the goodness of the model formed. Effect size or F2 value of 0.02 is considered small, 0.15 is considered medium and 0.35 is considered large. Meanwhile, if it is below 0.02, it can be ignored or considered to have no effect. (Hair et al, 2019).

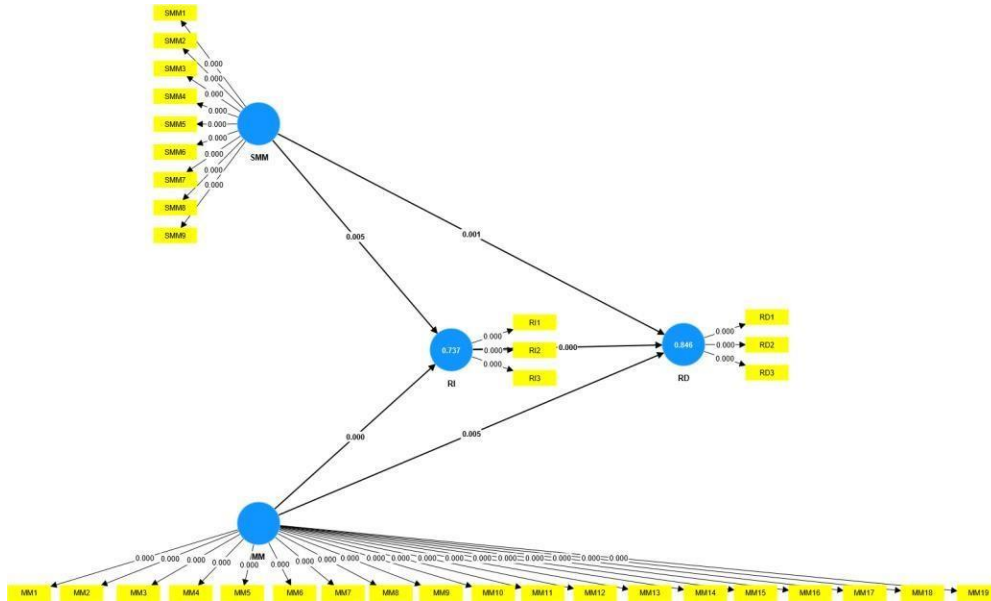
**Table 5 Effect Size Test Results**

	SMM	MM	RD	RI
SMM			0.093	0.082
MM			0.116	0.402
RI			0.335	

Based on the table above, it can be concluded that social media marketing and marketing mix each have an effect size value of 0.093 and 0.116, both of which have a large and medium influence on repurchase decisions. Based on the table above, it can also be concluded that social media marketing and marketing mix each have an effect size value of 0.082 and 0.402, both of which have an influence on repurchase intention. While repurchase intention has an effect size of 0.335 which means it has a major influence on repurchase decisions.

#### **Testing of Path Coefficient Values**

Testing the value of the path coefficient using the PLS algorithm is used to determine the value of the coefficient of each variable in directly influencing other variables.



**Figure 2 Model Bootstrapping**

The stages of testing the structural model (hypothesis test) are carried out with the following steps:

**Table 6 Test Results of Path Coefficient Value**

KONSTRUC	PATH COEFFICIENTS
<i>SMM -&gt; RD</i>	0.234
<i>MM -&gt; RD</i>	0.298
<i>SMM -&gt; RI</i>	0.276
<i>MM -&gt; RI</i>	0.612
<i>RI -&gt; RD</i>	0.443
<i>SMM -&gt; RI -&gt; RD</i>	0.122
<i>MM -&gt; RI -&gt; RD</i>	0.271

From the table above, it can be seen that:

Social Media Marketing has a positive coefficient value which indicates that the higher the value of Social Media Marketing, the higher the value of Repurchase Decision.

1. Marketing Mix has a positive coefficient value which indicates that the higher the Marketing Mix value, the higher the Repurchase Decision value will be
2. Social Media Marketing has a positive coefficient value which indicates that the higher the value of Social Media Marketing, the higher the value of Repurchase Intention
3. Marketing Mix has a positive coefficient value which indicates that the higher the Marketing Mix value, the higher the Repurchase Intention value.
4. Repurchase Intention has a positive coefficient value which indicates that the higher the value of Repurchase Intention, the higher the value of Repurchase Decision.

5. Social Media Marketing has a positive coefficient of Repurchase Decision through Repurchase Intention so that the higher the value of Social Media Marketing, the higher the value of Repurchase Decision through Repurchase Intention.
6. Marketing Mix has a positive coefficient of Repurchase Decision through Repurchase Intention so that the higher the value of Marketing Mix, the higher the value of Repurchase Decision through Repurchase Intention.

#### Definition of T test

(Priyatno, 2012) explained that the T test or regression coefficient test is partially used to assess whether individually the independent variable has a significant influence on the dependent variable.

**Table 7 T Test Results**

KONSTRUC	T STAT	P VALUE	PATH COEFFICIENTS
SMM -> RD	3.177	0.001	0.234
MM -> RD	2.805	0.005	0.298
SMM -> RI	2.841	0.005	0.276
MM -> RI	6.385	0.000	0.612
RI -> RD	4.164	0.000	0.443
SMM -> RI -> RD	2.328	0.020	0.122
MM -> RI -> RD	3.334	0.001	0.271

#### H1: Social Media Marketing has a positive and significant effect on **Repurchase Decision**

From table 8 above, it was found that the p value for the influence of Social Media Marketing on Repurchase Decision = 0.001 with t statistics value = 3.177 and a positive coefficient value of 0.234 which means Social Media Marketing has a significant positive effect on Repurchase Decision, so the hypothesis stating that Social Media Marketing has a significant positive effect on Repurchase Decision is accepted.

The results of this study are in line with the results of research conducted by (Upadana & Pramudana, 2020), (Ardiansyah & Sarwoko, 2020) and (Ansari, 2019), explained that social media marketing helps improve repurchase decisions, influence consumer behavior, and encourage consumers to buy products back in the same place.

#### H2: Marketing Mix has a positive and significant effect on **Repurchase Decision**

From table 8 above, it is found that the p value for the effect of Marketing Mix on Repurchase Decision = 0.005 with t statistics value = 2.805 and positive coefficient value of 0.298 which means Marketing Mix has a significant positive effect on Repurchase Decision, so the hypothesis stating that Marketing Mix has a significant positive effect on Repurchase Decision is accepted.

The results of this study are in line with the results of research conducted by (Porwani & Rochmawati, 2021), (Kotler & Keller, 2019), it is explained that Marketing Mix is a strategy carried out by companies in achieving targets and can meet consumer needs so that consumers who have already bought because of the marketing mix element contribute to repurchase decisions.

H3: Social Media Marketing has a positive and significant effect on  
**Repurchase Intention**

From table 8 above, it is found that the p value for the influence of social media marketing on repurchase intention = 0.005 with t statistics value = 2.841 and a positive coefficient value of 0.276 which means Social Media Marketing has a significant positive effect on Repurchase Intention, so that the hypothesis stating that Social Media Marketing directly has a significant positive effect on Repurchase Intention is accepted.

The results of this study are in line with the results of research conducted by (Chang et al., 2015), (Kim et al., 2013), (Mangold & Faulds, 2009) found that social media marketing is an important marketing strategy in achieving marketing goals and increasing sales.

H4: Marketing Mix has a positive and significant effect on  
**Repurchase Intention**

From table 8 above, it is found that the p value for the effect of Marketing Mix on Repurchase Intention = 0.000 with t statistics value = 6.385 and a positive coefficient value of 0.612 which means that Marketing Mix has a significant positive effect on Repurchase Intention, so the hypothesis stating that Marketing Mix directly has a significant positive effect on Repurchase Intention is accepted.

The results of this study are in line with the results of research conducted by (Kim et al., 2013) and (Kotler & Keller, 2016) found that marketing mix can also influence repurchase intention by strengthening consumer perceptions of product quality, ensuring product availability in the right place and at the right time, and conducting attractive and effective promotions. Therefore, marketing mix becomes an important marketing strategy in achieving business goals and increasing sales.

H5: Repurchase Intention has a positive and significant effect on  
**Repurchase Decision**

From table 8 above, it is found that the p value for the effect of Repurchase Intention on Repurchase Decision = 0.000 with t statistics value = 4.164 and a positive coefficient value of 0.443 which means Repurchase Intention has a significant positive effect on Repurchase Decision, so that the hypothesis stating that Repurchase Intention directly has a significant positive effect on Repurchase Decision is accepted.

The results of this study are in line with the results of research conducted by (Kotler & Keller, 2019; Schiffman, Kanuk, & Wisenblit, 2010) and explained that a consumer has a strong purchase intention on a particular product/brand, so they are likely to make a repurchasing decision in the near future or in the future. Conversely, if a consumer does not have a strong repurchase intent even though they are satisfied with the initial experience of using the product, then they are more likely not to make a repeat purchase.

H6: Repurchase intention Mediating the Influence of Social Media Marketing against repurchase decision

From table 8 above, the influence of Social Media Marketing on Repurchase Decision through Repurchase Intention has a p value = 0.020 with t statistics value = 2.328 and a positive coefficient of 0.122. It can be concluded that Repurchase Intention can mediate the influence of Social Media Marketing on Repurchase Decision positively and significantly, thus the H6 hypothesis is accepted.

The results of this study are in line with the results of research conducted by (Emy & Mitrohardjono, 2021) and (Kurniasari & Budiarmo, 2018), explained that social media marketing



is an important component in building customer repurchase intention, which will also affect the repurchase decision process for consumers. Before deciding to make a repurchase, most consumers must be looking for deeper information first, one of which is through social media or previous experience.

#### H7: Repurchase Intention mediates the effect of Marketing Mix on **Repurchase Decision**

From table 8 above, the effect of Marketing Mix on Repurchase Decision through Repurchase Intention has a p value = 0.001 with t statistics value = 3.334 and a positive coefficient of 0.271. It can be concluded that Repurchase Intention can mediate the effect of Marketing Mix on Repurchase Decision positively and significantly, thus the H7 hypothesis is accepted.

The results of this study are in line with the results of research conducted (Schiffman, Wisenblit, & Kumar, 2011), explained that marketing mix can influence repurchase decisions through repurchase intention by determining the product offered, the price set, the promotion carried out, the distribution chosen, influencing consumer attitudes towards the brand or product, and strengthening consumer engagement with the same brand or product.

#### **Discussion**

After the analysis is carried out, the next step is to describe all the findings obtained. Here are some findings that can be discussed:

1. Of all consumer respondents who purchased units at PT. Paramount Land has 81 people (46.8%) who are male and 92 people (53.2%) who are female. From these data, it can be concluded that the majority of consumers who were respondents in this study were women.
2. Of all consumer respondents who purchased units at PT. Paramount Land had 29 people (16.8%) aged between 21 years 1 day - 30 years, 50 people (28.9%) aged between 30 years 1 day - 40 years, 89 people (51.4%) aged between 40 years 1 day - 50 years and 5 people (2.9%) aged over 50 years. So it can be stated that the majority of consumers who are respondents in this study are aged between 40 years 1 day - 50 years.
3. Of all consumer respondents who purchased units at PT. Paramount Land has 104 people (60.1%) as Private Employees, 26 people (15.0%) Self-employed, 22 people (12.7%) Professionals, 8 people (4.6%) SOEs/Civil Servants and 13 people (7.5%) others who do not mention their occupation. So it can be stated that the majority of consumers who are respondents in this study work as private employees.
4. Of all consumer respondents who purchased units at PT. Paramount Land has only 7 people (4.0%) who use social media < 1 hour / day, 55 people (31.8%) who use social media between 1 - 3 hours / day, 57 people (32.9%) who use social media 3 - 5 hours / day and 54 people (31.2%) who use social media more than 5 hours / day. So it can be stated that the majority of consumers who are respondents of this study use social media between 3-5 hours / day.
5. Of all consumer respondents who purchased units at PT. Paramount Land has 91 people (52.6%) buyers of 1 unit in Paramount Land, 53 people (30.6%) buyers of 2 units and there are 29 people (16.8%) buyers of more than 2 units in Paramount Land. So it can be stated that the majority of consumer users who were respondents in this study were buyers of 1 unit in Paramount Land.
6. Of all consumer respondents who purchased units at PT. Paramount Land contained 91 people (53.6%) repurchases with long-term investment purposes, 47 people (27.2%) for the purpose of assets for old age, 17 people (9.8%) for the purpose of opening a business / office and 16 others (9.2%) for other purposes. So it can be stated that the majority of consumers who are respondents in this study make repeat purchases with the aim of long-term investment.
7. Of all consumer respondents who purchased units at PT. Paramount Land had 25 people (14.5%) make repeat purchases because the promo is attractive, 111 people (64.2%) because of strategic location, 28 people (16.2%) because the product is good and 9 people (5.2%) did not mention

the reason. So it can be stated that the majority of consumers who are respondents in this study make repeat purchases because of its strategic location.

8. Of all consumer respondents who purchased units at PT. Paramount Land has 103 people (59.5%) who get information through social media, 35 people (20.2%) get information from referrals/relatives, 26 people (15.0%) from repeat orders who have previously purchased and 9 people (5.2%) from other info. So it can be stated that the majority of consumers who were respondents in this study obtained information about Paramount Land products through social media.
9. It can be seen that for social media marketing variables found that the highest mean is statements number 3 and 4, namely "Social media allows me to share information with other users" and "Social media allows conversations and information exchange with other users". That is, the majority of respondents agree that social media marketing makes it possible to share information or conversations with other social media users.
10. It can be seen that for the marketing mix variable, it was found that the highest mean was statement number 19, namely "I like the highly developed atmosphere of Gading Serpong". That is, the majority of respondents agree with the atmosphere or location in Gading Serpong that is developing and is part of the marketing mix.
11. It can be seen that for the repurchase decision variable, it was found that the highest mean was statement number 3, namely "I will recommend Paramount Products to friends and family". That is, the majority of respondents agree that they will recommend products from Paramount Land and this will be a repurchase decision for consumers.
12. It can be seen that for the variable repurchase intention, it was found that the highest mean was statement number 3, namely "I intend to add commercial products for rent". That is, the majority of respondents agree and there is a desire to buy back and there is a repurchase intention from the consumer.
13. Social Media Marketing has a significant positive effect on Repurchase Decision. (Upadana & Pramudana, 2020), (Ardiansyah & Sarwoko, 2020) and (Ansari, 2019) found that social media marketing helps improve repurchase decisions, influence consumer behavior, and encourage consumers to buy products back in the same place. This indicates a congruence between the findings of previous studies and the findings in this study, where both achieved positive and significant results.
14. Marketing Mix has a significant positive effect on Repurchase Decision. (Astana, Dharmayanti, & Sumarni, 2020), (Kotler & Keller, 2016), explain how marketing mix influences consumer purchasing decisions. They argue that wise choices in organizing the elements of the marketing mix can increase the chances of customers buying back. This illustrates the congruence between the results of the previous study and this study, as both achieved positive and significant results.
15. Social Media Marketing has a significant positive effect on Repurchase Intention. (Mangold & Faulds, 2009) found that social media marketing is an important marketing strategy in achieving marketing goals and increasing sales. This shows consistency between the results of previous studies and this study where both found positive and significant results.
16. Marketing Mix has a significant positive effect on Repurchase Intention. by (Kotler & Keller, 2016) found that marketing mix can also influence repurchase intention by strengthening consumer perceptions of product quality, ensuring product availability in the right place and at the right time, and conducting attractive and effective promotions. Therefore, marketing mix becomes an important marketing strategy in achieving business goals and increasing sales. This also indicates a congruence between the results of the previous study and this study, as both produced positive and significant findings.

17. Repurchase Intention has a significant positive effect on Repurchase Decision. (Magaletta & Oliver, 2019) found that a consumer has a strong repurchase intention on a particular product/brand, then they are more likely to make a repurchase decision in the near future or in the future. Conversely, if a consumer does not have a strong repurchase intent even though they are satisfied with the initial experience of using the product, then they are more likely not to make a repeat purchase. Therefore, the results of this study are consistent with previous research which states that repurchase intention has a significant positive effect on repurchase decision.
18. Social Media Marketing has a significant positive effect on repurchase decisions through repurchase intention. (Kurniasari & Budiarmo, 2018) and (Alalwan, 2018) explained that social media marketing is an important component in building customer repurchase intention, which will also affect the repurchase decision process for consumers. Before deciding to make a repurchase, most consumers usually look for additional information, and one of the sources of information they use is social media or previous experiences. These results also show that the use of mediation variables in this study leads to new findings that indeed repurchase intention is a mediating variable between social media marketing and repurchase decision.
19. Marketing mix has a significant positive effect on repurchase decisions through repurchase intention. This shows that the marketing mix can influence repurchase decisions through repurchase intention by determining the products offered, prices set, promotions made, distribution chosen, influencing consumer attitudes towards brands or products, and strengthening consumer engagement with the same brand or product. These results also show that the use of mediating variables in this study leads to new findings that indeed repurchase intention is a mediating variable between marketing mix and repurchase decision.

#### 4. Conclusion

Social media marketing has a significant positive influence on the decision to make a repurchase (repurchase decision) actually has a fairly strong basis. Social media marketing has become an important part of modern marketing strategies, and much research and practical experience supports the positive relationship between social media marketing activities and consumer repurchase decisions. Through interesting and relevant content, companies can build stronger engagement with consumers.

Marketing Mix has a significant positive influence on repurchase decisions also has a strong foundation. The marketing mix, also known as the 7Ps (product, price, place, promotion, people, process and physical evidence), is a framework used by companies to manage the core elements of a marketing strategy. These elements can contribute positively to the consumer's decision to make a repeat purchase, product quality, proper pricing, availability and accessibility, effective and attractive promotion and customer satisfaction of the previous product are important factors in the repurchase decision, If consumers are satisfied with their experience and feel that the brand meets their expectations, they will be more likely to make a repurchase decision and become loyal customers.

Social Media Marketing has a significant positive influence on repurchase intention. Social Media Marketing has proven to be an effective tool in building relationships with consumers, increasing awareness of the company, and influencing customer intent to make repeat purchases, through relevant and interesting content, special promotions for loyal customers.

Marketing Mix has a significant positive influence on the intention to repurchase (Repurchase Intention). The elements of the marketing mix do not stand alone, but interact with each other and influence each other. Proper integration between these seven elements (product, price, place, promotion, people, process and physical evidence) can build a consistent and satisfying experience for customers, which in turn can affect repurchase intention.

Repurchase intention has a significant positive influence on the repurchase decision. Repurchase Intention refers to a customer's tendency or intention to buy a product or service from

the same brand again in the future. This intention is often the initial stage in the buying process and is an important indicator for predictions of real action of repeat purchases. When customers have a strong repurchase intent, they tend to be more likely to make a repurchase decision, i.e. actually repurchase a product or service from the same brand. This happens because a positive intent to repurchase reflects that the customer has processed the information, rated their previous experience, and felt positive about the product or service.

Social Media Marketing has a significant positive influence on Repurchase Decision through Repurchase Intention. It works by stimulating repeat purchase intent through marketing activities on social media, which can ultimately influence customers to make repurchase decisions. Repurchase Intention creates a pre-purchase condition, where the customer already has a positive intention to repurchase. If Social Media Marketing is successful in stimulating this Repurchase Intention, the chances for Repurchase Decision will increase as customers are more likely to take concrete action in making repeat purchases.

Marketing Mix has a significant positive influence on Repurchase Decision through Repurchase Intent. The marketing mix includes four important elements: product, price, place, promotion, people, process and physical evidence. These elements can directly or indirectly affect Repurchase Intention, which in turn affects the likelihood of a customer making a repeat purchase. In the repurchase intention, customers have a positive intention to repurchase based on their evaluation of the elements of the marketing mix. This intention can then lead to a repurchase decision, which is the real action of repurchase. In other words, when customers are satisfied with a product, price, availability, and promotion, they are more likely to have a strong intent to repurchase, which then potentially encourages them to take concrete steps in making a purchase.

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