



**IMPACT OF SOCIAL MEDIA IN REPURCHASE INTENTION: A CASE
STUDY OF TOKO KOPI TUKU JAKARTA**

UNDERGRADUATE THESIS

**Submitted as one of the requirements to obtain
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CIKARANG
AUGUST, 2025**

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The "writing not seen" percentage indicates the amount of writing that is not detected by the detector. The detector is designed to identify AI-generated content that is likely to be generated by AI. The detector is designed to identify AI-generated content that is likely to be generated by AI.

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ABSTRACT

PURPOSE - This study aims to determine whether the independent variables of *copywriting*, *promotion* and *campaign*, *quality of content* and *influencer* affect *repurchase intention* with the object of research, namely *Toko Kopi Tuku*.

DESIGN/METHODOLOGY/APPROACH - This research uses quantitative methods. For data collection using Google Forms distributed to Gen Z consumer coffee more than three times a week, and dominated by *Toko Kopi Tuku* at least 50% in *Jabodetabek*. The research sample obtained 160 respondents and then processed the data using SPSS Statistics v.25.

FINDINGS - The results of this research, the four hypotheses have been accepted in accordance with the theory in chapter two, *copywriting* has a positive effect on *repurchase intention*, *promotion* and *campaign* has a positive effect on *brand trust*, *service quality* has a positive effect on *repurchase intention*, and *Influencer* has a positive effect on *repurchase intention*.

ORIGINALITY VALUE - The results of this study successfully answered one independent variable as a differentiator, namely *electronic word of mouth*, which was not discussed in previous studies.

KEYWORDS - *Copywriting*, *Promotion* and *Campaign*, *Quality of Content*, *Influencer*, *Repurchase Intention*

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