

ABSTRACT

*This study has the title **The Influence of Social Media and E-Wom on Repurchase Intentions (Survey on Janji Jiwa Coffee Consumers Transmart Buah Batu)**. Seeing the phenomenon that repurchase intention found problematic factors, namely Social Media and E-Wom on Coffee Consumers at Janji Jiwa Transmart Buah Batu. This study aims to find out and identify how much influence Social Media and E-Wom have on Repurchase Intentions (Survey on Janji Jiwa Coffee Consumers Transmart Buah Batu). The method used is descriptive and verification. The research subjects were consumers at Kopi Janji Jiwa Transmart Buah Batu with a total sample of 93 respondents. The data analysis method used is multiple linear regression analysis, multiple correlation, and the coefficient of determination.*

Based on the results of the analysis of the effect of the quality of Social Media and E-Wom on repurchase intention partially, the Social Media variable has an influence of 34.1% on repurchase intention, where the better the Social Media provided, the more continuous repurchase intention will be. Meanwhile, partially the e-wom variable has a 28.2% effect on repurchase intention, where the higher the e-wom given, the more satisfied the repurchase intention will be for Kopi Janji Jiwa Transmart Buah Batu Coffee. Simultaneously Social Media and E-Wom have an influence of 62.3% on repurchasing interest in Transmart Buah Batu Coffee Promise.

Keywords: Social Media, E-Wom, Repurchase Intention