

## ABSTRAK

Pada masa sekarang pebisnis perlu melakukan eksperimen dan melakukan penyesuaian terhadap keadaan pasar dengan menggunakan taktik pemasaran media sosial untuk mencapai tujuan perusahaan. Selain itu, e-service quality juga memfasilitasi pembelanja, pembelian dan pengiriman secara efisien dan efektif. Citra merek juga dapat memicu konsumen untuk melakukan pembelian ulang.

Tujuan penelitian adalah menelaah pengaruh pemasaran media sosial terhadap persepsi e-service quality dan citra merek, serta pengaruh pemasaran media sosial, persepsi e-service quality dan citra merek terhadap pembelian ulang. Responden penelitian adalah 95 orang konsumen Peapepo Caricature, Surabaya. Metode sampling yang digunakan adalah metode *purposive sampling*. Teknik analisis yang digunakan adalah analisis path.

Hasil penelitian menunjukkan bahwa pemasaran media sosial berpengaruh signifikan positif terhadap persepsi e-service quality dan citra merek. Pemasaran media sosial, persepsi e-service quality, dan citra merek juga masing-masing berpengaruh signifikan positif terhadap pembelian ulang konsumen Peapepo Caricature, Surabaya.

Kata Kunci: Pemasaran Media Sosial, Persepsi E-Service Quality, Citra Merek  
Pembelian Ulang

## ***ABSTRACT***

Today, business people need to experiment and make adjustments to market conditions by using social media marketing tactics to achieve company goals. Apart from that, e-service quality also facilitates the shopper, purchasing and shipping efficiently and effectively. Brand image can also trigger consumers to make repeat purchases.

The research objective was to examine the effect of social media marketing on perceptions of e-service quality and brand image, as well as the influence of social media marketing, perceptions of e-service quality and brand image on repurchase. Research respondents were 95 consumers of Peapepo Caricature, Surabaya. The sampling method used was purposive sampling method. The analysis technique used is path analysis.

The results showed that social media marketing had a significant positive effect on perceptions of e-service quality and brand image. Social media marketing, perceptions of e-service quality, and brand image also each have a significant positive effect on consumer repurchases of Peapepo Caricature, Surabaya.

**Keywords:** Social Media Marketing, Perceptions of E-Service Quality, Brand Image, Repeat purchase