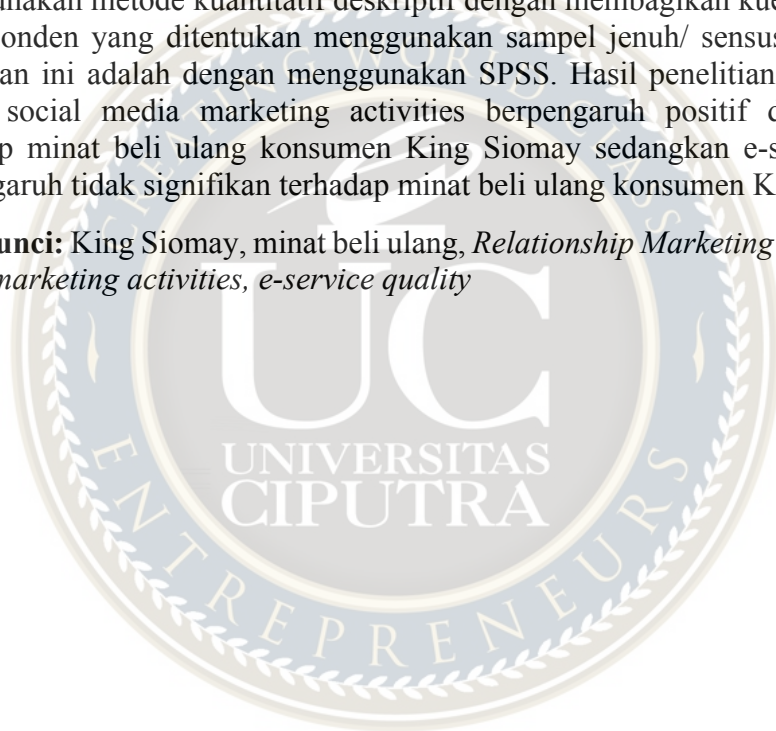


## ABSTRAK

### **Pengaruh *Social Media Marketing Activities* dan *E-Service Quality* Terhadap Minat Beli Ulang Konsumen King Siomay**

King Siomay adalah bisnis yang bergerak dibidang makanan dengan produk siomay yang dijual baik siap makan maupun dalam bentuk frozen. Relationship Marketing Theory adalah bentuk pemasaran dimana perusahaan memiliki target dalam konsumen dan membuat komunikasi pemasaran yang relevan. Penelitian ini dilakukan untuk mengetahui pengaruh dari social media marketing activities dan e-service quality terhadap minat beli ulang konsumen King Siomay. Penelitian ini menggunakan metode kuantitatif deskriptif dengan membagikan kuesioner kepada 75 responden yang ditentukan menggunakan sampel jenuh/ sensus. Alat analisa penelitian ini adalah dengan menggunakan SPSS. Hasil penelitian menunjukkan bahwa social media marketing activities berpengaruh positif dan signifikan terhadap minat beli ulang konsumen King Siomay sedangkan e-service quality berpengaruh tidak signifikan terhadap minat beli ulang konsumen King Siomay.

**Kata kunci:** King Siomay, minat beli ulang, *Relationship Marketing Theory*, *social media marketing activities*, *e-service quality*



## **ABSTRACT**

### ***The Effect of Social Media Marketing Activities and E-Service Quality on Repurchase Intention of King Siomay Consumers***

*King Siomay is a business that run in food field with dumpling product that is sold either ready to eat or frozen. Relationship Marketing Theory is a form of marketing in which the company has target in consumers and makes relevant marketing communication. This research is done to find the effect of social media marketing activities and e-service quality on repurchase intention of King Siomay consumers. This research use descriptive quantitative method by distributing questionnaires to 75 respondents who were determined using saturated/ census sample. The analysis tool of this research is by using SPSS. The results show that social media marketing activities affect positive and significant on repurchase intention of King Siomay consumers, while e-service quality affects in significant on repurchase intention of King Siomay consumers.*

**Keywords:** *King Siomay, Relationship Marketing Theory, repurchase intention, social media marketing activities, e-service quality*

