

ABSTRAK

Syella Seputri Hardindawati Pengaruh. 2026. Pengaruh *Influencer* dan *Content Marketing* Terhadap Keputusan Pembelian Kembali Melalui Kepercayaan Konsumen Pada UMKM Omah Pentol Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S.E., M.M., (II) Ririh Anggraini Setyahety, S.E., M.M.

Perkembangan media sosial mendorong UMKM untuk memanfaatkan strategi pemasaran digital melalui *influencer* dan *content marketing* guna meningkatkan keputusan pembelian kembali konsumen. Namun, UMKM Omah Pentol Madiun masih mengalami kondisi pendapatan yang relatif stagnan meskipun telah aktif menggunakan kedua strategi tersebut. Penelitian ini bertujuan menganalisis pengaruh *influencer* dan *content marketing* terhadap keputusan pembelian kembali melalui kepercayaan konsumen pada UMKM Omah Pentol Madiun. Penelitian menggunakan pendekatan kuantitatif dengan desain eksplanatori. Sampel penelitian berjumlah 301 responden yang dipilih menggunakan teknik *purposive sampling*. Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan *Partial Least Squares-Structural Equation Modeling (PLS-SEM)* dengan bantuan *SmartPLS 3.3.6*. Hasil penelitian menunjukkan bahwa *influencer* dan *content marketing* berpengaruh positif dan signifikan terhadap kepercayaan konsumen maupun keputusan pembelian kembali. Kepercayaan konsumen juga terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian kembali. Selain itu, kepercayaan konsumen mampu memediasi pengaruh *influencer* dan *content marketing* terhadap keputusan pembelian kembali. Dengan demikian, kepercayaan konsumen menjadi faktor penting dalam meningkatkan efektivitas strategi pemasaran digital dan loyalitas konsumen. Disarankan agar UMKM meningkatkan kualitas konten digital, memilih *influencer* yang kredibel, serta menjaga kualitas produk secara konsisten untuk memperkuat kepercayaan dan mendorong pembelian ulang.

Keywords: *Influencer*, *Content Marketing*, Kepercayaan Konsumen, Keputusan Pembelian Kembali.

ABSTACT

Syella Seputri Hardindawati Pengaruh. 2026. *The Influence of Influencers and Content Marketing on Repurchase Decisions Through Consumer Trust in Omah Pentol Madiun. Advisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M., (II) Ririh Anggraini Setyahety, S.E., M.M.*

The development of social media has encouraged Micro, Small, and Medium Enterprises (MSMEs) to utilize digital marketing strategies through influencers and content marketing to enhance consumers' repurchase decisions. However, Omah Pentol Madiun MSME continues to experience relatively stagnant revenue despite actively implementing both strategies. This study aims to analyze the influence of influencers and content marketing on repurchase decisions through consumer trust at Omah Pentol Madiun MSME. This research employed a quantitative approach with an explanatory research design. The sample consisted of 301 respondents selected using purposive sampling. Data were collected through questionnaires and analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 3.3.6 software. The results indicate that influencers and content marketing have a positive and significant effect on both consumer trust and repurchase decisions. Consumer trust was also found to have a positive and significant effect on repurchase decisions. Furthermore, consumer trust was proven to mediate the relationship between influencers and content marketing and repurchase decisions. Therefore, consumer trust plays a crucial role in enhancing the effectiveness of digital marketing strategies and fostering consumer loyalty. It is recommended that MSMEs improve the quality of their digital content, collaborate with credible influencers, and consistently maintain product quality to strengthen consumer trust and encourage repeat purchases.

Keywords: *Influencer, Content Marketing, Consumer Trust, Repurchase*