

ABSTRAK

Penelitian ini bertujuan untuk mengetahui (a) pengaruh *electronic word of mouth* terhadap minat beli ulang konsumen di Millenials Cafe Bangkalan, (b) pengaruh *confidence benefit* terhadap minat beli ulang konsumen di Millenials Cafe Bangkalan, (c) pengaruh *social benefit* terhadap minat beli ulang konsumen di Millenials Cafe Bangkalan, (d) pengaruh *special treatment benefit* terhadap minat beli ulang konsumen di Millenials Cafe Bangkalan. Jenis penelitian ini menggunakan pendekatan kuantitatif di mana populasi dalam penelitian ini adalah konsumen Millenials Cafe Bangkalan yang jumlahnya tidak diketahui secara pasti. Sedangkan sampel yang digunakan sebanyak 100 responden dengan menggunakan teknik pengambilan sampel *accidental sampling*. Hasil penelitian yang sudah dilakukan adalah (a) Variabel *Electronic Word of Mouth* menunjukkan bahwa hasil perhitungan uji t adalah $t_{hitung} (3.104) > t_{tabel} (1.66055)$ dengan nilai signifikan $0,003 < 0,05$. Dengan demikian secara parsial Variabel *Electronic Word of Mouth* berpengaruh signifikan terhadap variabel Minat Beli Ulang (b) Variabel *Confidence Benefit* menunjukkan bahwa hasil perhitungan uji t adalah $t_{hitung} (2.158) > t_{tabel} (1.66055)$ dengan nilai signifikan $0,033 < 0,05$. Dengan demikian secara parsial Variabel *Confidence Benefit* berpengaruh signifikan terhadap variabel Minat Beli Ulang (c) Variabel *Social Benefit* menunjukkan bahwa hasil perhitungan uji t adalah $t_{hitung} (2.331) > t_{tabel} (1.66055)$ dengan nilai signifikan $0,022 < 0,05$. Dengan demikian secara parsial Variabel *Social Benefit* berpengaruh signifikan terhadap variabel Minat Beli Ulang (d) Variabel *Special Treatment Benefit* menunjukkan bahwa hasil perhitungan uji t adalah $t_{hitung} (3.311) > t_{tabel} (1.66055)$ dengan nilai signifikan $0,001 < 0,05$. Dengan demikian secara parsial Variabel *Special Treatment Benefit* berpengaruh signifikan terhadap variabel Minat Beli Ulang (e) Hasil perhitungan SPSS 23 menunjukkan bahwa $F_{hitung} (64.840) > F_{tabel} (2.47)$. Dengan demikian secara bersama-sama atau secara simultan variabel independent (*Electronic Word of Mouth*, *Convidence Benefit*, *Social Benefit*, dan *Special Treatment Benefit*) berpengaruh terhadap variabel dependen (Minat Beli Ulang konsumen)

Kata kunci : *Electronic Word of Mouth*, *Convidence Benefit*, *Social Benefit*, *Special Treatment Benefit*, dan Minat Beli Ulang

ABSTRACT

This study aims to determine (a) the effect of *electronic word of mouth* on consumer repurchase intention in Millenials Cafe Bangkalan, (b) the effect of *confidence benefit* on consumer repurchase intention in Millenials Cafe Bangkalan, (c) the effect of *social benefit* on consumer repurchase intention in Millenials Cafe Bangkalan, (d) the effect of *special treatment benefit* on consumer repurchase intention in Millenials Cafe Bangkalan. This study uses a quantitative approach in which the population in this study is Millenials Cafe Bangkalan's consumers whose numbers are not known certainly. Besides, the sample used was 100 respondents using *accidental sampling technique*. The results of the study that have been done are (a) *Electronic Word of Mouth* variable shows that the result of the t test calculation is $t_{arithmetic} (3.104) > t_{table} (1.66055)$ with a significant value of $0.003 < 0.05$. Thus, the *Electronic Word of Mouth* variable partially has a significant effect on the Repurchase Intention variable, (b) *Confidence Benefit* variable shows that the result of the t-test calculation is $t_{arithmetic} (2.158) > t_{table} (1.66055)$ with a significant value of $0.033 < 0.05$. Thus, *Confidence Benefit* variable partially has a significant effect on Repurchase Intention variable, (c) *Social Benefit* variable indicates that the result of the t test calculation is $t_{arithmetic} (2,331) > t_{table} (1.66055)$ with a significant value of $0.022 < 0.05$. Thus, *Social Benefit* variable partially influence the Repurchase Intention variable significantly, (d) *Special Treatment Benefit* variable indicates that the result of the t test calculation is $t_{arithmetic} (3.311) > t_{table} (1.66055)$ with a significant value of $0.001 < 0.05$. Thus, the *Special Treatment Benefit* variable partially has a significant effect on the Repurchase Intention variable, (e) The result of the SPSS 23 calculation shows that $F_{arithmetic}(64,840) > F_{table} (2.47)$. Therefore, collectively or simultaneously, the independent variables (*Electronic Word of Mouth*, *Evidence Benefit*, *Social Benefit*, and *Special Treatment Benefit*) affect the dependent variable (Consumer Repurchase Intention).

Keywords: *Electronic Word of Mouth*, *Confidence Benefit*, *Social Benefit*, *Special Treatment Benefit*, and Repurchase Intention