The Influence of S-Commerce Dimensions on Repurchase Intention of BTS Merchandise with Customers Engagement as a Mediation Variable on Army in Padang City

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Abstract

The purpose of this study is to analyze the extent of the influence of the S-Commerce Dimension in increasing the repurchase intention of BTS Merchandise products. The population in this study are all BTS Merchandise consumers whose number is not known with certainty. While the number of samples in this study were consumers who had purchased and used BTS Merchandise products, totaling 320 respondents using a purposive sampling method. The survey method for data collection in this study used a structured questionnaire, in which respondents were asked to provide their responses to experiments conducted on BTS Merchandise products. Covariance-based structural equation modeling (CB-SEM) was used to analyze the hypothesized relationships in the research model. The findings show that: 1) The Trust variable has a significant positive effect on the Customer Engagement variable on BTS merchandise products. 2) The Responsiveness variable does not have a significant effect on the Customer Engagement variable on BTS merchandise products. 3) The Reliability variable has a significant and positive influence on the Customer Engagement variable on BTS merchandise products. 4) The Compatibility variable does not have a significant effect on the Customer Engagement variable on BTS merchandise products. 5) The Customer Engagement variable has a significant and positive influence on the repurchase intention variable on BTS merchandise products. 6) Customer engagement mediates the relationship between trust and repurchase intention on BTS merchandise products. 7) Customer engagement does not mediate the relationship between responsiveness and repurchase intention on BTS merchandise products. 8) Customer engagement mediates the relationship between Reliability and repurchase intention on BTS merchandise products. 9) Customer engagement does not mediate the relationship between compatibility and repurchase intention on BTS merchandise products.

Keywords: *Trust, Responsiveness, Reliability, Compatibility, Customer Engagement* dan *Repurchase Intention.*

INTRODUCTION

The world is now entering the 21st century where social media has influenced many aspects of consumer behavior, including awareness, information acquisition and sharing, opinions, attitudes, purchases, and post-purchase behavior. With the emergence of social media, businesses can now communicate with consumers and get feedback, and consumers can communicate with other consumers and share information about products and services (Tong & Subagio, 2020) in (Mangold & Faulds, 2009) . According to (Keller, 2009) "the existence of sophisticated technology with internet networks facilitates direct interaction between consumers and business people".

According to (Cronin *et al* ., 2000) defines that *Repurchase Intention* is consumer behavior in which they respond positively to *e-service quality* of a company and intend to make return visits and consume the products sold by the company. This problem regarding *repurchase intention* is a problem that will always be faced by every consumer, because before a repurchase *intention occurs* the consumer must make the right decision in determining whether to repurchase the product or not. This problem is related to the

consumer's attachment to the product that the consumer will buy. One of the factors that will increase consumer repurchase *(repurchase intention).* that is consumer attachment to the product, namely *customer engagement* . In addition, research on *the repurchase intention of BTS merchandise* was also carried out before by (Fadli, 2022) who had 190 respondents. The research respondents were customers in the JABODETABEK area who had purchased *BTS merchandise* through *weverse shops* or *resellers* with research objects using *BTS merchandise* . The results of this study stated that for the purchase *of BTS merchandise* in the JABODETABEK area, the purchase frequency for the last 6 months was 2 times, namely 44.2%. The results of this study can be a guideline for researchers in conducting research on how much *repurchase intention is BTS merchandise* at *ARMY* in Padang City.

The results of previous research related to *repurchase intention* conducted by (Fadli, 2022) , however, this research only looks at customer satisfaction and customer loyalty, and *repurchase intention BTS merchandise* in the JABODETABEK area, whereas in this study customer satisfaction and customer loyalty will be replaced with the *S-Commerce dimension; trust, responsiveness, reliability, compatibility* and *customer engagement* with research respondents, namely *ARMY* in Padang City. *Customer engagement* occurs when consumers choose to use the same brand product or service repeatedly, thereby forming a strong relationship between the consumer and the brand product or service. therefore, consumer attachment to brand products is an important value for the company. First, consumers rarely pay attention to product prices. Second, costs for *marketing* are much lower because companies do not need to carry out large-scale promotions to attract customers. Third, customer attachment can separate the company from competitors because loyal consumers will not switch to other brand products, so repeat purchases will increase.

On In this study, the researcher used the research object, namely *BTS Merchandise* . *BTS* is a boy band originating from South Korea which was formed by Big Hit Entertainment or which has now changed to HYBE Corporation. *BTS* , which stands for *Bangtan Sonyeondan,* has seven members with stage names, namely RM, Jin, Suga, J-Hope, Jimin, V, and Jungkook. *BTS* itself has fans named ARMY *(Adorable Representative MC For Youth)* . *BTS* , which has a total of 18 million ARMY fans around the world, is the k-pop boy band with the largest number of fans in the world, from this we can see how enthusiastic ARMY are towards *BTS* . Globally, *BTS fans* in the world have reached 18 million people. This figure is ranked first in the world, while in Indonesia alone there are 4 million people. The number in Indonesia is the highest number of all *BTS fans* around the world and fans in Indonesia themselves are spread across many provinces, one of which is West Sumatra. These fans are also scattered in every city in the province, one of which is the city of Padang. *BTS* fans in Padang City have formed a fan community with social media *Instagram* with the account name *army.pdg* and the number of followers on that account as of October 27, 2022 is 2902.

METHODS

This type of research is descriptive research. The research method used in this study is causal in nature, which is a research activity that seeks information about why a causal relationship occurs between one variable and another. The research location is the place where the researcher conducts research to obtain the necessary data. The location of this research was carried out in Padang City, West Sumatra Province. The time for carrying out this research will be carried out in May 2023. The population in this study are all *BTS fans* , namely ARMY in Padang City. sampling technique with the *representative formula* according to (Hair & Joseph F, 2010) states that the number of samples is in the range of 5-10 multiplied by the number of indicators used. In this study the number of indicators used was 32. Based on these considerations, the minimum number of samples in this study was 320 samples. Criteria of the respondents studied: Aged 15 years and over, Respondents have bought *merchandise BTS,* Respondents are *BTS fans* , namely ARMY. The type of data used in this research is quantitative data. While the data source used in this study uses

primary data sources. Data collection techniques can be carried out through interviews, questionnaires, and observation as well as a combination of the three (Sugiyono, 2018) . The data analysis technique in this study uses the Smart PLS software.

RESULT AND DISCUSSION
RESULTS
Here's how the talk of the results of the data analysis went, starting with "Age." It is known that the most people who filled out this questionnaire were between the ages of 21 and 25. There were 189 people in this age group, which is about 59.06% of all people who filled it out. So, we can say that most of the people who took part in this study were between the ages of 21 and 25. Most of the people who filled out this survey were students, which was 192 people, or 60% of the total number of people who filled it out. So, we can say that most of the people who took part in this study were students who had jobs. Most of the people who took part in this study have an income of Rp. 1,000,001.- to Rp. 2,500,000. These 150 people make up 46.88% of all the people who took part in this study. So, we can say that most of the people who took part in this study had an income between Rp. 1,000,001.- and Rp. 2,500,000.-. 42.19% of the people who took part in this study had bought something from BTS. Furthermore, 21.25% of respondents had bought *BTS merchandise.* Then 17.19% of respondents had bought *BTS merchandise,* 14.69% had purchased *BTS merchandise* 6 to 10 times and the remaining 4.69% had purchased *BTS merchandise* more than 20 times.

Outer Model Test
Convergent Validity
The goal of convergent validity is to figure out if each connection between indicators and their underlying constructs or variables is valid. The loading factor or outer loading parameter and the AVE (Average Variance Extracted) number are used to figure out convergent validity.

Table 1. Output *Outer Loadings*
Output *Outer Loadings*

	Compatibility	Customer Engagement	Reliability	Repurchase Intention	Responsiveness	Trust
X1.1						0,887
X1.2						0,878
X1.3						0,790
X2.1					0,816	
X2.2					0,870	
X2.3					0,894	
X2.4					0,828	
X3.1			0,824			
X3.2			0,793			
X3.3			0,805			
X3.4			0,810			
X3.5			0,708			
X4.1	0,909					
X4.2	0,912					
Y1				0,846		
Y2				0,868		
Y3				0,891		
Y4				0,789		
Z1		0,854				
Z2		0,804				
Z3		0,847				

Source: Primary Data 2023

Table 1 shows that all 21 of the items in the statement meet the requirements. Sugiyono (2018) says that an indicator must be removed if its outer loading value is less than 0.7 because it doesn't represent the current construct. Because all of the statement items in this study had a number above 0.7 (> 0.7), no indicators were left out or taken away. The path of all indicators is shown in the diagram below.
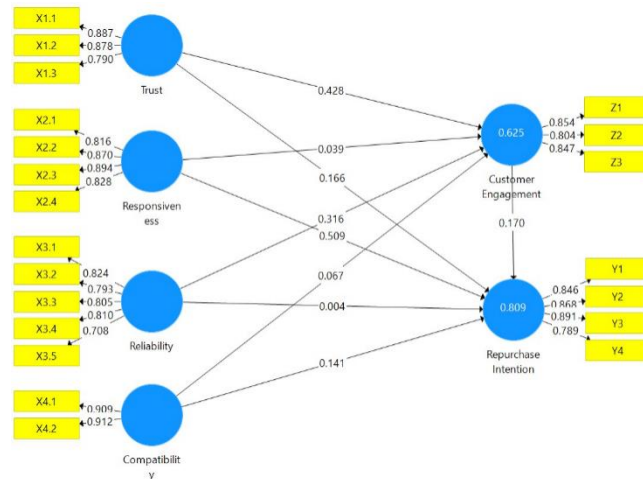
Figure 2. Research Structural Model
Source: Primary Data 2023 (Processed)

The results of this study's structure model were two independent variables, one dependent variable, one intervening variable, and the outer loading values for each of these variables. In the measurement model of convergent validity, the AVE (Average Variance Extracted) numbers show how different the variables or indicators in the construct are. Sugiyono (2018) says that in order to do convergent validity tests, the AVE (Average Variance Extracted) number must be used. Also, for good convergent validity, the AVE (Average Variance Extracted) number should be at least 0.5. The AVE (Average Variance Extracted) numbers for each variable are listed in the table below.

Table 2AVEs (*Average Variance Extracted*)

	Average Variance Extracted (AVE)
Compatibility	**0.829**
Customer Engagement	**0.698**
Reliability	**0.623**
Repurchase Intention	**0.722**
Responsiveness	**0.727**
Trusts	**0.727**

Source: Primary Data 2023

Based on the information in Table 16, the AVE values for all variables meet the required rule of thumb, which says that the AVE number must be greater than 0.50 (AVE > 0.50). Where has the AVE value been higher than 0.5 for all study variables? So, it can be said that all of the variables in this study met the standards for the convergent validity test.

Discriminant Validity

An indicator is declared to fulfill *the discriminant validity* if the *cross loading* indicator value on the variable is the largest compared to other variables. Can be seen *cross loading* in Table 2 below:

Table 3. *Output Cross* Loadings

	compatibility	Customer Engagement	reliability	Repurchase Intention	Responsiveness	Trusts
X1.1	0.593	0.679	0.690	0.745	0.738	**0.887**
X1.2	0.572	0.625	0.687	0.714	0.756	**0.878**
X1.3	0.601	0.622	0.610	0.630	0.633	**0.790**
X2.1	0.582	0.548	0.713	0.743	**0.816**	0.701
X2.2	0.612	0.631	0.717	0.740	**0.870**	0.761
X2.3	0.573	0.655	0.743	0.773	**0.894**	0.727
X2.4	0.581	0.581	0.702	0.704	**0.828**	0.653
X3.1	0.633	0.624	**0.824**	0.649	0.772	0.664
X3.2	0.539	0.564	**0.793**	0.607	0.634	0.608
X3.3	0.539	0.599	**0.805**	0.645	0.651	0.606
X3.4	0.597	0.583	**0.810**	0.598	0.669	0.609

X3.5	0.653	0.517	**0.708**	0.625	0.590	0.577
X4.1	**0.909**	0.547	0.696	0.663	0.634	0.630
X4.2	**0.912**	0.594	0.671	0.639	0.619	0.626
Y1	0.665	0.644	0.741	**0.846**	0.765	0.699
Y2	0.594	0.654	0.653	**0.868**	0.747	0.735
Y3	0.643	0.646	0.695	**0.891**	0.763	0.720
Y4	0.518	0.593	0.596	**0.789**	0.670	0.622
Z1	0.644	**0.854**	0.744	0.689	0.688	0.680
Z2	0.433	**0.804**	0.513	0.528	0.479	0.556
Z3	0.470	**0.847**	0.553	0.638	0.586	0.640

Source: Primary Data 2023

Based on Table 3, the *cross loading output value* indicates good *discriminant validity* because the correlation value of the indicator to the construct is higher than the correlation value of the indicator to the other constructs. This means that the discriminant validity test of this study was declared valid.

Reliability Test

The reliability test aims to show that the instrument that can be used or the instrument has reliable and *reliable results* . In this reliability test, there are two reliability measures that must be observed, namely *composite reliability* and *Cronbach's alpha* as shown in Table 3 below:

Table 4 . Cronbach Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
compatibility	0.793	0.906
Customer Engagement	0.785	0.874
reliability	0.848	0.892
Repurchase Intention	0.871	0.912
Responsiveness	0.874	0.914
Trusts	0.811	0.888

Source: Primary Data 2023

Based on the results of data processing, it can be seen that the value *of composite reliability* and *Cronbach's alpha* for each construct exceeds 0.7. Referring to *the rule of thumb,* the value of *composite reliability* and *Cronbach's alpha* , each of which must be greater than 0.7 (> 0.7), means that all variables from the researcher are declared reliable.

Structural Model Test

In assessing the model with PLS begins by looking at *the R-Square* for each dependent latent variable. Following are the results of *R-Square* estimation using SmartPLS.

Table 5. *R-Square*

	R Square	R Square Adjusted
Customer Engagement	0.625	0.620
Repurchase Intention	0.809	0.805

Source: Primary Data 2023

The coefficient of determination uses R- *square* which shows that some percentage of independent or dependent variation can be explained by the hypothesized variables influencing it. The higher the R- *square* of a variable, the better the model is. To note, R- *square* is only found in endogenous constructs. In table 19 it can be seen that the R- *square value* for the *customer engagement variable* is 0.625, this result shows 62.5% of the *compatibility, reliability, responsiveness* and *trust variables* contribute to the *customer engagement variable* , while the rest are influenced by other variables from outside this study. As for the *repurchase intention variable* obtained by 0.809, this result shows that 80.9% of the variables of *compatibility, reliability, responsiveness, trust* and *customer engagement* contribute to the *repurchase intention variable* and the rest are influenced by other variables not discussed in this study.

Repurchase Intention

According to (Lin & Lekhawipat, 2014) repurchase *intention* is the process of purchasing goods or services from the same company based on previous purchasing experience. Indicators for *repurchase intention* according to (Ho & Chung, 2020) are: I intend to continue

buying *merchandise BTS* in the future, I would like to recommend *merchandise BTS* to others, even if they are old customers, I look forward to launching new products from *merchandise BTS* , I want to get direct information about *BTS merchandise* .

Customer Engagement

According to (Kumar & Pansari, 2017) explained that *customer engagement* has special relevance in services so that it encourages regularity in consumers to continue using the same product brand. According to Prentice *et al* ., 2019, indicators for *customer engagement* are: *Purchase engagement* , *Referral engagement* , *Influence engagement* , *Knowledge engagement*

Social Commerce

According to (Crossler, 2014 ; Huang & Benyoucef, 2013) *Social commerce* is a new business model that stems from the development of social networks and *e-commerce* , which promote product sales and influence user buying behavior through social media networks and social networking sites. According to (Kim & Park, 2013), indicators for *s-commerce* are: *Reputation Size, Transaction safety, Communication, Economic feasibility, Word-of-mouth referrals*

Trusts

Meanwhile, according to (Chang *et al* ., 2013) explains that trust is a "psychological state that allows a person to accept vulnerability based on positive expectations of the intentions or behavior of others. Indicator for *trust* according to (Kim & Park, 2013) : Sellers can be trusted, Sellers keep promises, Sellers provide true information, Sellers look after the interests of buyers

Responsiveness

(Zeithaml et al., 2004) suggests responsiveness, which is the response or alertness of employees when helping customers and giving fast, responsive service. This includes employees being alert when helping customers, employees being quick when handling transactions, and employees being patient or understanding when customers have complaints or are upset. Indicators for *responsiveness* according to (Zeithaml *et al* ., 2004) , namely: Officers or apparatus respond to customers, Officers or apparatus perform services quickly, Officers or apparatus perform services appropriately, All customer complaints are responded to by officers.

Reliability

According to (Zeithaml *et al* ., 2004) Reliability, namely the ability to provide the promised service reliably and accurately. Indicators for *reliability* according to (Didin Fatihudin & Anang Firmansyah, 2019) , namely: information accuracy , consumer handling, ease of ordering, provision of services according to agreements, handling of consumer problems, provision of timely services.

Compatibility

According to (Chao, Prybutok & Chenyan, 2011) defines *compatibility , namely the extent to which consumers feel the ease of interaction with e-commerce* websites and can receive the product information they need. Indicators for *compatibility* according to (Wahyudi & Yanthi, 2021) , namely: In line with existing values, Past experience, Needs

The Effect of Trust on Customer Engagement

Several studies on online selling (Hollebeek & Macky, 2019; Liu et al., 2018; Ofori et al., 2017) have found that trust is a key factor in building customer relationships. Lu and Fan (2016) say that trust encourages customers to build relationships with retailers by making things seem less complicated and risky. Hallikainen and Laukkanen (2018) say that customers trust online sellers who give them reliable information and keep their promises.

H1: Trust has an effect on customer engagement.

The Effect of Responsiveness on Customer Engagement

(Munadji, 2021) says that research shows that responsiveness does have a major and positive effect on customer engagement. The results of this study are the same as those of Khuzaini and Maskur's (2019) research. Responsiveness is the ability to provide services in

a responsible way and the desire of service providers, especially in how they help customers and provide the right services to meet customer needs. Usually *responsiveness* is also followed by sequential delivery but still easy for customers to understand in order to increase engagement from customers, thus having an impact on strengthening *customer engagement* .

H2: Responsiveness affects customer engagement.
Effect of Reliability on Customer Engagement
Kim (2019) and Lin et al. (2019) say that customers worry about the reliability of online retailers before they build long-term ties with them. Wolfinbarger and Gilly (2003) say that reliability is based on three things: goods are shown and described correctly, customers get what they ordered, and products are delivered within the time frame guaranteed. Kim et al. (2009) and Sivapalan and Jebarajakirthy (2017) looked into the different aspects of service quality. They found that reliability was the most important factor in determining customer satisfaction with electronic services, and that 96 percent of customers would buy from the same business again if delivery was reliable.
H3: Reliability affects customer engagement.
Effect of Compatibility on Customer Engagement
Kanchanatanee et al. (2014) say that compatibility can affect how quickly a person adopts a new idea. Amstrong (2016) says that compatibility is how well a new idea fits with the beliefs and experiences of a prospect.
H4: Compatibility affects customer engagement.
The Effect of Customer Engagement on Repurchase Intention
According to (Simbolon & Law, 2022) research findings show that *customer engagement* does have a positive and significant impact on *repurchase intention.* The results of this study are in line with the results of research conducted by (Hapsari *et al* ., 2017) the emergence of strong *customer engagement will further encourage repurchase intention behavior* . *Engaged* consumers will be encouraged to have higher loyalty, so they will continue to be encouraged to use products or services.
H5: Customer engagement has an effect on repurchase intention.
The Influence Between Trust and Repurchase Intention Through Customer Engagement as a Mediation Variable
According to (Sullivan & Kim, 2018) the level of trust *in* the products or services sold by a brand has a positive impact on *repurchase intention* of customers. This opinion is also supported by (Chiu *et al* ., 2012) stating that *trust* has a significant effect on *repurchase intention* . The relationship between *trust* and *repurchase intention* is supported and confirmed in previous research, namely *trust* has a positive and significant effect on *repurchase intention* in the context of *Airbnb* (Liang *et al* ., 2018) .
H6 : Customer engagement mediates the relationship between trust and repurchase intention.
The Influence Between Responsiveness and Repurchase Intention Through Customer Engagement as a Mediation Variable
According to (Mirza *et al* ., 2021) *responsiveness* is the availability to listen or assist customers and provide timely assistance. In his research, it was also found that there was a positive effect *of responsiveness* on *repurchase intention* . According to (Slack *et al* ., 2020) shows that there is a positive and significant effect *of responsiveness* on *repurchase intention* .
H7: Customer engagement mediates the relationship between responsiveness and repurchase intention.
The Influence Between Reliability and Respurchase Intention Through Customer Engagement as a Mediation Variable
Therefore, according to research (Mirza *et al* ., 2021) which states that *reliability* has a positive effect on *repurchase intention* , then according to (Simbolon & Law, 2022) *repurchase intention* has a positive effect on *customer engagement* , it can be concluded

that *reliability* has a positive effect on *repurchase intention* through *customer engagement* as a mediating variable.

H8 : Customer engagement mediates the relationship between reliability and repurchase intention.

The Influence Between Compatibility and Repurchase Intention Through Customer Engagement as a Mediation Variable

According to (Oliver, 2014) the notion of *revisit intention* comes from behavioral intention, which is identified with various meanings (for example, *repurchase intention, purchase intention, and revisit intention*). Therefore, according to research (García *et al* ., 2020) which states that *compatibility* has a positive effect on *purchase intention* , then according to (Simbolon & Law, 2022) *repurchase intention* has a positive effect on *customer engagement* , it can be concluded that *compatibility* has a positive effect on *repurchase intention* through *customer engagement* as a mediating variable.

H9: Customer engagement mediates the relationship between compatibility and repurchase intention.

DISCUSSION

The Effect *of Trust* on *Customer Engagement*

Overall, the results of this study provide empirical evidence about the importance of trust in encouraging product customer involvement in BTS merchandise, as well as providing a solid basis for decision making in the development of marketing strategies and sales of BTS merchandise .

The Effect *of Responsiveness* on *Customer Engagement*

It is important to understand that in the context of this research, Responsiveness does not have a meaningful impact on the level of customer engagement. Although high responsiveness is appreciated by customers, research results show that this factor does not statistically contribute significantly to the level of customer involvement in BTS merchandise products.

Effect of *Reliability* on *Customer Engagement*

These findings provide important insights that the reliability of products and services has a crucial role in shaping the level of customer engagement. This factor, which is represented by the variable Reliability, is not only highly rated by customers, but also empirically proven to have a significant influence on their level of engagement.

Effect of *Compatibility* on *Customer Engagement*

This finding can be explained by the t-statistical value of 1.131, which is smaller than the t-table value which is set at 1.96. In addition, the p-value of 0.259 also exceeds the threshold of 0.05 which is generally used as a measure of statistical significance. Therefore, it can be concluded that the Compatibility variable does not have a significant impact on customer engagement variables on BTS merchandise products.

The Effect of *Customer Engagement* on *Repurchase Intention*

it can be concluded that customer engagement has an important role in shaping the intention to repurchase BTS merchandise products. This finding provides an insight that the higher the level of customer engagement with a product, the more likely they are to make a repeat purchase.

Customer engagement* mediates the relationship between *trust and repurchase intention

Based on these results, it can be stated that the customer engagement variable has a significant role in bridging the influence of trust on repurchase intention on BTS merchandise products. In other words, customer involvement does not only affect repurchase intention directly, but also acts as an intermediary that influences the level of trust on repurchase intentions.

Customer engagement* mediates the relationship between *responsiveness and repurchase intention

Based on these results, it can be explained that in the context of the relationship between responsiveness and repurchase intention on BTS merchandise products, the Customer engagement variable does not have a role as a link that mediates the effect of responsiveness on repurchase intentions. That is, although responsiveness may affect the level of customer involvement, there is not sufficient evidence to suggest that customer involvement then mediates the effect of responsiveness on repeat purchase intentions. This finding has important implications for understanding the factors that influence repurchase intentions for BTS merchandise.

Customer engagement mediates the relationship between *reliability and repurchase intention*

Based on these findings, it can be interpreted that the customer engagement variable has a significant role in mediating the effect of reliability on repurchase intention on BTS merchandise products. In other words, customer engagement not only has a direct effect on repurchase intention, but also plays an important role in linking the effect of product reliability on customer intention to repurchase. These results provide valuable insights for companies or related entities to understand ways to increase repurchase intention through product reliability factors.

Customer engagement mediates the relationship between *compatibility and repurchase intention*

Customer engagement variable does not have a significant role in mediating the relationship between product compatibility and customer intention to repurchase BTS merchandise products. This means that although customer involvement may affect repurchase intention directly, in this context, this variable does not act as a mediator linking the effect of product suitability on repurchase intention.

Conclusion

Based on the analysis and discussion in the previous section, the following conclusions can be drawn: The Trust variable has a significant positive effect on the Customer Engagement variable on BTS merchandise: The results show that customer trust has a positive and significant impact on the level of customer engagement on BTS merchandise. That is, the higher the level of customer trust in a product or brand, the greater their involvement in the form of response, interaction and commitment to the product. The Responsiveness variable does not have a significant effect on the Customer Engagement variable on BTS merchandise: There is no significant effect between Responsiveness in providing feedback or customer service and the level of customer engagement on BTS merchandise products. In other words, in this study, responsiveness is not a factor that significantly influences the level of customer involvement with the product. The Reliability variable has a significant and positive influence on the Customer Engagement variable on BTS merchandise: The level of product reliability has a significant and positive effect on the level of customer engagement (Customer Engagement) on BTS merchandise products. This indicates that products that are perceived as reliable and reliable by customers tend to create stronger and more positive customer engagement with these products. Compatibility variables do not have a significant effect on Customer Engagement variables on BTS merchandise: Compatibility of products with customer needs and preferences does not have a significant effect on the level of customer engagement on BTS merchandise products. In this study, product suitability is not a factor that significantly influences the level of customer involvement with the product. The Customer Engagement variable has a significant and positive effect on the repurchase intention variable for BTS merchandise: The level of customer engagement has a significant and positive influence on the repurchase intention of BTS merchandise. This means that the higher the level of customer involvement with the product, the more likely they are to have the intention to repurchase in the future.

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