

***Analysis the Influence of E-WOM, Product Quality, and Price Perception on  
Repurchase Intention Beauty Care through Shopee.***

**By Komang Mustika Pramesti**

***Abstract***

*The Covid-19 pandemic has shifted the shopping paradigm towards online platforms, and the Indonesian government has provided various E-commerce platforms to facilitate online transactions. Shopee, as one of the leading platforms in Indonesia, offers convenience to users for online buying and selling activities. Amidst the rapid development of the beauty and fashion industry, especially until 2023, E-commerce platforms present significant opportunities for businesses to enhance marketing activities. This era also signifies the effectiveness of marketing strategies, including Electronic Word of Mouth (E-WOM), considered an effective way to boost repeat purchases among consumers through the Shopee platform. This quantitative study involves 100 respondents in the DKI Jakarta region. The sampling method used is nonprobability sampling with purposive sampling techniques. Data processing is conducted using SmartPLS 4.0, applying SEM-PLS analysis techniques. The research analysis results indicate that (1) E-WOM significantly influences Repurchase Intention. (2) Product Quality significantly influences Repurchase Intention. (3) Price Perception does not significantly influence Repurchase Intention.*

***Keyword:*** *E-WOM, Product Quality, Price Perception, Repurchase Intention*

# **Analisis Pengaruh *E-WOM*, *Product Quality*, dan *Price Perception* terhadap *Repurchase Intention Beauty care* melalui Shopee**

**Oleh Komang Mustika Pramesti**

## **Abstrak**

Pandemi Covid-19 telah merubah paradigma kegiatan belanja ke arah platform online, dan Pemerintah Indonesia telah menyediakan berbagai platform E-commerce untuk memfasilitasi transaksi online. Shopee, sebagai salah satu platform terkemuka di Indonesia, memberikan kemudahan bagi pengguna dalam melakukan kegiatan jual-beli secara online. Di tengah perkembangan industri kecantikan dan fashion yang pesat, terutama hingga tahun 2023, *platform E-commerce* menjadi peluang besar bagi pelaku usaha untuk meningkatkan kegiatan pemasaran. Era ini juga menandai keefektifan strategi pemasaran, termasuk *Electronic Word of Mouth (E-WOM)*, yang dianggap sebagai cara yang efektif untuk meningkatkan minat beli ulang konsumen melalui platform Shopee. Penelitian ini bersifat kuantitatif dan melibatkan 100 responden di wilayah DKI Jakarta. Metode sampel yang digunakan adalah *nonprobability sampling* dengan teknik *purposive sampling*. Pengolahan data dilakukan menggunakan SmartPLS 4.0 dengan menerapkan teknik analisis SEM-PLS. Hasil analisis penelitian menunjukkan bahwa (1) E-WOM memiliki pengaruh signifikan terhadap Repurchase Intention. (2) Product Quality berpengaruh signifikan terhadap Repurchase Intention. (3) Price Perception tidak berpengaruh signifikan terhadap Repurchase Intention.

**Kata Kunci:** *E-WOM*, Kualitas Produk, Persepsi Harga, Minat Beli Ulang