

***THE INFLUENCE OF PERCEIVED QUALITY, BRAND IMAGE,
AND SOCIAL MEDIA MARKETING ON REPURCHASE
INTENTION***

By Morita Ramby

Abstract

The increasingly competitive cosmetics industry requires companies to understand the factors that influence consumers' repurchase intention. Wardah, as a leading beauty brand in Indonesia, has experienced a decline in several product subcategories, making it necessary to examine the variables that affect consumers' repurchase decisions. This study aims to identify, verify, and analyze the influence of perceived quality, brand image, and social media marketing on repurchase intention toward Wardah products. The research involved 220 respondents aged ≥ 17 years who reside in the Administrative City of Jakarta and have repurchased Wardah products, selected using a purposive sampling technique. Data were analyzed using Partial Least Square Structural Equation Modelling (PLS-SEM) with SmartPLS 4.0. The findings indicate that perceived quality has a significant positive effect on repurchase intention, and brand image also shows a significant positive influence. However, social media marketing does not significantly affect repurchase intention. These results emphasize that perceived product quality and a strong brand image play a crucial role in encouraging consumers to repurchase, while digital marketing activities are not sufficiently influential in shaping repurchase decisions.

Keywords: *Perceived Quality, Brand Image, Social Media Marketing, Repurchase Intention*

PENGARUH PERSEPSI KUALITAS, CITRA MEREK, DAN PEMASARAN MEDIA SOSIAL TERHADAP MINAT BELI ULANG

Oleh Morita Ramby

Abstrak

Persaingan industri kosmetik yang semakin ketat menuntut perusahaan untuk memahami faktor-faktor yang memengaruhi minat beli ulang konsumen. Wardah sebagai merek kecantikan di Indonesia menghadapi penurunan pada beberapa subkategori produk, sehingga perlu dianalisis variabel yang berpengaruh terhadap keputusan pembelian ulang. Penelitian ini bertujuan mengetahui, membuktikan, dan menganalisis pengaruh persepsi kualitas, citra merek, dan pemasaran media sosial terhadap minat beli ulang produk Wardah. Penelitian melibatkan 220 responden berusia ≥ 17 tahun yang berdomisili di Kota Administrasi Jakarta dan pernah membeli ulang produk Wardah, dengan teknik *purposive sampling*. Analisis dilakukan menggunakan *Partial Least Square Structural Equation Modelling* (PLS-SEM) melalui SmartPLS 4.0. Hasil penelitian menunjukkan bahwa persepsi kualitas berpengaruh positif signifikan terhadap minat beli ulang, demikian pula citra merek yang terbukti memiliki pengaruh positif signifikan. Namun, pemasaran media sosial tidak berpengaruh signifikan terhadap minat beli ulang. Temuan ini menegaskan bahwa persepsi kualitas produk dan citra merek yang kuat memiliki peranan penting dalam mendorong konsumen melakukan pembelian ulang.

Kata Kunci: Persepsi Kualitas, Citra Merek, Pemasaran Media Sosial, Minat Beli Ulang