

ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya persaingan dalam industri skincare di Indonesia yang menyebabkan setiap merek perlu mempertahankan konsumen agar tetap melakukan pembelian ulang. Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth*, citra merek, dan persepsi harga terhadap niat beli ulang *skincare* Glad2Glow dengan kepuasan konsumen sebagai variabel mediasi (studi pada mahasiswa Universitas Trunojoyo Madura). Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel purposive sampling dan diperoleh sebanyak 96 responden. Data dikumpulkan melalui kuesioner dengan skala *Likert*. Teknik analisis data yang digunakan adalah *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *electronic word of mouth* berpengaruh positif namun tidak signifikan terhadap kepuasan konsumen dan niat beli ulang. Citra merek berpengaruh positif dan signifikan terhadap kepuasan konsumen serta niat beli ulang. Persepsi harga berpengaruh positif dan signifikan terhadap kepuasan konsumen, namun berpengaruh positif tidak signifikan terhadap niat beli ulang. Kepuasan konsumen berpengaruh positif dan signifikan terhadap niat beli ulang. Selain itu, kepuasan konsumen tidak mampu memediasi pengaruh *electronic word of mouth terhadap* niat beli ulang, tetapi mampu memediasi pengaruh citra merek serta persepsi harga terhadap niat beli ulang pada produk skincare Glad2Glow.

Kata Kunci: *Electronic word of mouth*, citra merek, persepsi harga, niat beli ulang, Kepuasan Konsumen

ABSTRACT

This study is motivated by the increasing competition in the skincare industry in Indonesia, which requires every brand to retain consumers and encourage repeat purchases. This study aims to analyze the influence of electronic word of mouth, brand image, and price perception on repurchase intention for Glad2Glow skincare products, with consumer satisfaction as a mediating variable. The study was conducted among students of Universitas Trunojoyo Madura. This research employed a quantitative approach with a purposive sampling technique, involving 96 respondents. Data were collected through a questionnaire using a Likert scale. The data analysis technique used was Structural Equation Modeling-Partial Least Squares (SEM-PLS), with the assistance of SmartPLS software. The results show that electronic word of mouth has a positive but insignificant effect on consumer satisfaction and repurchase intention. Brand image has a positive and significant effect on both consumer satisfaction and repurchase intention. Price perception has a positive and significant effect on consumer satisfaction, but a positive and insignificant effect on repurchase intention. Consumer satisfaction has a positive and significant effect on repurchase intention. Furthermore, consumer satisfaction is unable to mediate the effect of electronic word of mouth on repurchase intention, but it is able to mediate the effects of brand image and price perception on repurchase intention for Glad2Glow skincare products.

Keywords: *Electronic word of mouth, brand image, price perception, repurchase intention, consumer satisfaction.*