

ABSTRACT

Cosmetics have become one of the primary needs for millennial women in today current trends, Ministry of Industry noted that cosmetics growth in Indonesia increased in 2019 with a total sales value of Rp 25.3 trillion. Scarlett is a phenomenal local cosmetic product that currently offers a variety of skin care products online by utilizing the marketplace. However, in the success of Scarlett's business there are still consumers who feel dissatisfied with Scarlett products that will affect consumer repurchase behavior towards these products. Therefore, the purpose of this research is to analyze the effect of customer satisfaction on repurchase interest at the Scarlett Official Store at Shopee and Tokopedia.

This research uses quantitative methods which are descriptive and causal. The population in this study are consumers who have bought at least once at the official store in shopee and tokopedia and interested in repurchase Scarlett products. The sampling technique in this study is purposive sampling with a sample of 100 respondents. This study uses a multiple linear regression analysis and using SPSS 22 as a tools.

Based on the results of the research, it can be concluded that the response of respondents to customer satisfaction variable has a percentage of 72.21% with a good category and the response of respondents to repurchase interest variable is 69% with a good category too. Customer satisfaction simultaneously influences to repurchase interest variable, and each sub variable product quality, price, service quality, emotional factors and convenience partially influences the repurchase interest variable too with a total influence of 84.8%, and the remaining 15.2 % is influenced by other variables not mentioned in this research.

Keywords: Customer Satisfaction, Repurchase Intention, Scarlett Whitening.