

ABSTRACT

In this digital era, marketing of social media Instagram phenomenon is popular in Indonesia. Instagram is one of the social media that is widely used by the people of Indonesia. The use of social media is utilized by companies to develop their business and retain their customers and make Instagram a marketing communication medium (Yadaf and Rahman, 2017: 3882). One company that takes advantage of this opportunity is a Loreal company. Loreal is a professional beauty product from Paris.

This study aims to determine how the influence of Social Media Marketing through Instagram on Repurchase Intention in Loreal consumers. In this study using quantitative research methods. Data was collected by means of questionnaires distributed online. The sample in this study used a purposive sampling method. This study uses multiple linear regression analysis technique by using software IBM SPSS 26.

Key words: Social Media Marketing, Repurchase Intention, Cosmetic