

ABSTRACT

The virus Covid-19 has changed people's behavior and consumption patterns. It also affects sales at a company. The demand for various product categories is increasing, one of which is hygiene products. Since the emergence of the covid-19 virus, people are increasingly maintaining cleanliness and also health. In this case, many companies or businesses issue hygiene and health products, including antiseptic bath soap products. Antiseptic bath soap is one of the products that have become a staple for human life. Therefore, as the population grows, the need for soap also increases. In Indonesia itself antiseptic bath soap brand Lifebuoy has gained a good brand image, from the data of the top brand index in 2019-2021, Lifebuoy managed to occupy the first position in controlling the market share of bath soap in Indonesia. Being a brand that occupies the position of Top of Mind is seen from several factors, especially judging from the brand image of its consumers. The purpose of my research to build a research framework, which helps companies to build a good brand image, appropriate pricing strategies, value offered and also build customer trust. The implications of this research for academics are expected to present a new model of consumer buying behavior.

This research belongs to quantitative research that uses descriptive design. The sampling technique used is purposive sampling. Survey Questionnaire was used data from a minimum of 269 people using Lifebuoy, mainly women aged 17-55 years, with the spread of questionnaires online.

The results of this study, Brand Image negative impacts on repurchase intention with a path coefficient value of 0.068, t count 1.511, and p value 1.131, Price positively impacts on repurchase intention with a path coefficient value of 0.205, t count 3.449, and p value 0.001, Trust negative impacts on repurchase intention with a path coefficient value of 0.057, t count 0.852, and p value 0.395, Value positively impacts on repurchase intention with a path coefficient value of 0.643, t count 15.506, and p value 0.000, and Brand image, Price, Trust, Value together have negative impacts on repurchase intention.

Keywords: Brand Image, Price, Customer Trust, Value, and Repurchase Intention

