ABSTRACT

The trend of beauty products among Indonesian people continues to increase. More and more Indonesian people are literate about various types of beauty products and brands such as cosmetics and body care. The Indonesian cosmetic market continues to grow and innovate. In this study aims to determine the effect of product quality and brand image on repurchase intention of Maybelline cosmetic products.

The method used in this study is to use quantitative methods and use the Likert scale as a measurement scale and data analysis using multiple linear regression. In this study using nonprobability sampling techniques, purposive sampling and calculations using the Bernoulli formula, then distributing questionnaires to 385 respondents and processing data using SPSS.

The results of this study indicate that there is a significant influence between product quality on repurchase intention on Maybelline Cosmetic Products of 11,315 and there is a significant influence between brand image on repurchase intention on Maybelline Cosmetic Products 13,815. Then product quality and brand image simultaneously have a significant effect on repurchasing interest in Maybelline Cosmetic Products 252,487. The contribution of the influence of the independent variables of product quality and brand image on the dependent variable repurchase intention is 56.9% while the remaining 43.1% is a contribution of influence from other variables outside this study.

Keywords: Product quality, brand image, repurchase intention