

## ABSTRACT

*Currently, skin care products among Indonesian people aged teenagers to adults are increasing. The increasing number of skin care products in Indonesia makes people aware of the various skin care products in Indonesia, because of the active lifestyle of teenagers to adults who want healthy skin but are still critical in choosing safe ingredients. In this study aims to determine the effect of social media marketing and brand image on the repurchase intention of Somethinc 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. This study uses nonprobability sampling techniques, purposive sampling, and calculations using the Bernoulli formula. Then the questionnaire was distributed via the Google form platform to 108 respondents and data processing used SPSS version 25.*

*The results of this study indicate that there is a significant influence between social media marketing on repurchase intention on Somethinc products of 1,792 and there is a significant influence between brand image on repurchase intention on Somethinc products 6,592. Then social media marketing and brand image simultaneously have a significant effect on repurchasing interest in Somethinc products 74,138. The contribution the influence of the independent variable of social media marketing and brand image on the dependent variable repurchase intention is 58,5% while the remaining 41,5% is a contribution of the influence from other variable outside this study.*

**Key Words:** *social media marketing, brand image, and repurchase intention*