

ABSTRACT

In recent years, public awareness of the importance of skincare has increased. This is proven by the increase in income from beauty and care products in Indonesia which reached IDR 111.83 trillion. As a skincare brand that has just entered the Indonesian market, The Originote has been able to outperform its competitors. The efforts made by The Originote are through social media marketing. Social media is a distribution and communication platform for the latest information between brands and consumers. The role of electronic word of mouth (eWOM) in this context is very important as a strong source of information to find out information from consumers, namely by providing product reviews, providing recommendations to other consumers or just sharing experiences. With the various social media marketing and eWOM efforts that have been carried out, it is hoped that this can help the company in growing consumer interest in repurchasing The Originote products. This research aims to determine the influence of Social Media Marketing on Repurchase Intention.

The research method used is a descriptive and quantitative approach with data collection through distributing questionnaires and sampling using a probability sampling method in the form of simple random sampling. The sample used in this research was 385 respondents who were The Originote users who had made at least 2 purchases. This research uses SmartPLS software version 3.2.9 to carry out data processing.

The results of this research found that Social Media Marketing influences Repurchase Intention, Social Media Marketing influences Electronic Word of Mouth, Electronic Word of Mouth influences Repurchase Intention and Social Media Marketing which is mediated by Electronic Word of Mouth influences Repurchase Intention.

Keywords: *Social Media Marketing, Repurchase Intention, Electronic Word of Mouth, The Originote.*