

ABSTRACT

The behavior and interaction between people in Indonesia has become digital, so companies and businesses have shifted their marketing focus to digital marketing. The care and beauty category is the top-selling and most popular category in 2023, and Wardah occupies the first position. In digital marketing, Wardah relies on content created by the company (FGC) and consumers (UGC).

Based on the significant changes in people's behavior and interactions due to the use of digital technology, especially through social media, as well as the rapid growth of the beauty industry in Indonesia, this study aims to understand the impact of SMC on CBBE and repurchase intention for the Wardah brand. The focus of the research is to find out whether FGC or UGC is more effective in influencing consumer purchase behavior by considering its impact on brand perception and repurchase intention. This research is relevant in the context of the shift in marketing strategies from traditional to digital, as well as the importance of the cosmetics industry, such as Wardah, adapting to digital trends and consumer interaction through social media.

The method used in this research is quantitative method with descriptive and causal analysis. The sampling technique used was purposive sampling. The survey was conducted using a questionnaire and received 300 respondents met the criteria. The data analysis technique in this research is structural equation modelling (SEM) using partial least square (PLS-SEM) and the software is SmartPLS 3.0.

The results of this study show that 12 hypotheses are accepted and 8 hypotheses are rejected. FGC has a positive and significant impact on CBBE (perceived quality and brand awareness). UGC has a positive and significant impact on all CBBE variables. FGC has a positive and significant impact on RI through CBBE (brand association). UGC has a positive and significant impact on RI through CBBE (brand awareness, brand association, brand trust, and brand loyalty). In addition, content created by consumers has more influence on repurchase intention than content created by companies. The model in this study explains 55% of Wardah's repurchase intention and is included in the moderate category.

Based on the results of the research that has been conducted, Wardah can increase value, innovate in product quality and communication and services through social media by involving pleasant emotions with consumers. Future research can explore new theories and variables such as customer engagement and value co-creation.

Keywords: *consumer-based brand equity, firm-generated content, repurchase intention, social media communication, user-generated content.*