

ABSTRACT

The beauty industry in Indonesia is experiencing rapid growth, driven by increasing awareness of skincare, particularly among the younger generation. This rapid expansion has led to intense competition among brands. Now, all brands are competing to attract consumers' interest and become the top choice brand. Camille Beauty as a local brand also faces challenges in maintaining consumer repurchase interest in the midst of this competition and must maintain and improve quality, innovate and maintain competitiveness in the market. This study aims to analyze the effect of price and product quality on repurchase intention, with customer satisfaction as a mediating variable.

This research uses a quantitative approach with a non-probability sampling method with purposive sampling technique. The data in this study were obtained from 100 respondents in the city of Bandung who were distributed online via Google Form.. Data analysis was conducted using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach, utilizing the SmartPLS 3.2.9 software.

The results showed that price has no significant effect on repurchase intention, product quality has a positive and significant effect on repurchase intention. customer satisfaction has a positive and significant effect on repurchase intention. In addition, customer satisfaction is proven to mediate the relationship between price and product quality on repurchase intention. Based on these findings, it is recommended that Camille Beauty pay more attention to the price aspect and continue to improve the quality of its products so that the consumer experience is getting better. This effort is expected to increase satisfaction and ultimately encourage consumer loyalty in repurchasing Camille Beauty products.

Keywords: *Price, Product Quality, Repurchase Intention, Consumer Satisfaction.*