

## **ABSTRACT**

*Instagram is one of the social media that is widely used by Indonesian people, reaching 59 million active Instagram users every month (the statistics portal, 2019). Instagram's popularity is also used by companies to be used as Instagram's popularity is also used by companies to be used as media of marketing communication (Yadaf and Rahman, 2017: 3882). Wardah is one of the local cosmetics company that using social media Instagram with the highest number of followers compared to several other local cosmetic competitors.*

*This study aims to find out how the influence of social media marketing Instagram on repurchase intention at Wardah. The method used in this research is quantitative research methods. Data collection is done by using a questionnaire distributed by online. The sampling technique in this study used purposive sampling, with a number of respondents that is 385. The population in this study were Wardah customers who had seen or visited Wardah's social media Instagram (@wardahbeauty). This study uses multiple linear regression analysis technique by using software IBM SPSS 23.*

*Based on the results of this study, it is known that the social media marketing dimensions which includes context, communication, collaboration and connection have a significant influence on repurchase intention on Wardah consumers both partially and simultaneously.*

*Keywords: Cosmetics, Repurchase Intention, Social Media Marketing*