

ABSTRACT

The existence of globalization has proven to give many impacts on society, one of which is in the economic field. With the existence of goods from abroad, local producers have to think hard to survive in the market and be able to compete. Based on data gained from BPS, in the first quarter of 2020, the growth of the pharmaceutical, chemical industry, traditional medicines including cosmetics grew 5.59%. With this phenomenon, entrepreneurs in the country are certainly interested in joining the cosmetic industry. With this big opportunity, local cosmetic brands start to emerged with their quality that are not less competitive. One of them is Secondate Beauty, which released its first product, Milky Gel Lip Tint, in March 2020. This product has received a lot of reviews, both positive and negative, in terms of product quality as well as the brand image that consumers perceived of Secondate Beauty.

This study aims to determine the effect of product quality and brand image on the repurchase intention of Secondate Beauty cosmetics and to find out what indicators of product quality and brand image most influence the repurchase interest of Secondate Beauty consumers.

The method used is a descriptive approach and an associative-causal approach, because of the indicators to be studied and to provide an overview of the relationship between product quality and brand image on the repurchase intention. The data will be collected by the survey method.

Questionnaire technique was used for collecting data in this study, distributed to all Secondate Beauty consumers in Indonesia. SmartPLS 3.3.5 was used to analyze the data which produces outer model testing and inner model testing. Descriptive analysis in this study is needed to understand more deeply about the characteristics of respondents. The results show that the second independent variable in this study has a significant influence on the intensity of Secondate Beauty consumers in repurchasing.

Keywords: *product quality, brand image, repurchase intention.*