*ABSTRACT*

*The trend of using social media to upload skin care content has increased during the COVID-19 pandemic, thereby increasing public awareness to take care of their bodies, including skin care. The data shows that ms glow is in fourth position based on top brand awards as a skin care brand that is in high demand.*

*This study aims to describe how E-WOM, Brand Image and Price become an impetus for customer satisfaction so that it will lead to repurchase intention of MS Glow products among Telkom University students. In this research, it is hoped that new information and understanding will be obtained regarding Electronic Word of Mouth, Brand Image, Price, Repurchase Intention. The population of this study is all Telkom University students who have used MS Glow products.*

*This research is included in the quantitative research method using ordinal scales and primary data, namely by distributing questionnaires with the number of respondents obtained is 400 respondents. Data processing in this study was carried out using a multiple linear regression model using the Windows version of the SPSS 24.0 application. The sample criteria in this study were Telekom University students who had purchased or used MS Glow products.*

*The results of this study indicate that the Electronic Word of Mouth, Brand Image, and Price variables have a positive and significant effect on the Repurchase Intention of Ms Glow products for Telkom University students. The results of the questionnaire responses have a percentage ranging from 52% -68% with good enough criteria. Where E-WOM plays an important role in obtaining information in real time so that product purchasing decisions are based on consumer reviews and consumer reviews exist because consumer satisfaction with both prices, products and services will help shape brand image and repurchase intention.*

*Based on the results of the study, researchers suggest companies to self-check products, improve content, collaborate with influencers to consumers.*

Keywords: *E-WOM, Brand Image, Price, Repurchase intention*