

ABSTRACT

The trend of beauty products in Indonesia continues to rise, driven by the awareness of the community towards various beauty products and brands. The cosmetic market is rapidly growing with innovations, influenced by lifestyle trends. Dependence on the use of cosmetics has become a daily habit, especially for Generation Z women, considered essential by their surrounding environment. This study aims to determine the influence of brand experience and brand personality on the repurchase intention of ESQA Cosmetics products (A Case Study in Bandung City).

The research method employed in this study is a quantitative method with a descriptive-causal research design. Sampling was done using a non-probability sampling technique, specifically purposive sampling, with a total of 346 consumer respondents who have used or purchased ESQA Cosmetics products among Generation Z in Bandung City. The data analysis technique used includes descriptive analysis and multiple linear regression analysis.

The results of this research show a significant influence of brand experience on the repurchase intention of ESQA Cosmetics products, with a coefficient of 6.577. There is also a significant influence of brand personality on the repurchase intention of ESQA Cosmetics products, with a coefficient of 8.542. Furthermore, brand experience and brand personality simultaneously have a significant effect on the repurchase intention of ESQA Cosmetics, with a coefficient of 525.791. The contribution of the influence of brand experience and brand personality to the dependent variable, repurchase intention, is 75.4%, while the remaining 24.6% is the contribution of other variables outside the scope of this study.

Keywords: Brand Experience, Brand Personality, Repurchase Intention