

ABSTRACT

The cosmetics industry in Indonesia is experiencing very tight competition with many local and international brands competing to attract customer interest. This competition is intensifying as customer preferences become increasingly critical and selective in choosing cosmetic products. Emina Cosmetics, as a local brand, faces significant challenges in maintaining its market share and must continuously innovate in its products and marketing strategies to compete and meet growing customer expectations. The purpose of this research is to determine the effect of price and brand trust on repurchase intention through customer satisfaction as an intervening variable in Emina Cosmetics.

This research uses a quantitative approach, with 100 respondents participating. The analysis employs a non-probability sampling method with a purposive sampling technique. Data collection was conducted using a questionnaire distributed via Google Forms. The data analysis technique used is Structural Equation Modeling (SEM) - Partial Least Squares (PLS) using SmartPLS 3.2.9 software.

Based on the results of this research, the price variable does not have a significant effect on repurchase intention, brand trust has a significant effect on repurchase intention, customer satisfaction has a significant effect on repurchase intention, price has a significant effect on customer satisfaction, brand trust has a significant effect on customer satisfaction, price has a significant effect on repurchase intention through customer satisfaction, and brand trust has a significant effect on repurchase intention through customer satisfaction. The advice that can be given to Emina Cosmetics is to focus on appropriate and consistent pricing strategies to build brand trust by carrying out transparent and attractive marketing campaigns to increase customer satisfaction and interest in repeat purchases.

Keywords: *Price, Brand Trust, Repurchase Intention, Customer Satisfaction.*