

ABSTRACT

In the cosmetics world, market dynamics are often influenced by various social and religious issues that can affect consumer perceptions and behavior towards a brand. One case that attracts attention is the boycott. The phenomenon of boycotting L'Oréal due to social and religious issues has affected consumer perceptions, so it is important to know how these factors affect consumer attitudes and loyalty.

This study aims to analyze the effect of trust, product quality, and religious beliefs on consumer attitudes and consumer loyalty to L'Oréal products after the boycott, considering repurchase intentions as a mediating variable.

The research method used is a descriptive and quantitative approach with data collection through online questionnaires and obtained 417 respondents. The sampling technique uses nonprobability sampling with a purposive sampling method. This study uses SmartPLS 4 in data processing.

The results of the study show that trust, product quality, and religious beliefs affect consumer attitudes. Then, consumer attitudes affect repurchase intentions. However, it was found that consumer attitudes did not affect consumer loyalty. Furthermore, consumer repurchase intentions on consumer loyalty. Finally, consumer attitudes affect through repurchase intentions on consumer loyalty. The results of this study are expected to provide insight into the importance of the influence of trust factors, product quality, and religious beliefs in shaping consumer attitudes and loyalty towards L'Oréal products after the boycott. These findings can be a basis for companies to formulate more effective marketing strategies, as well as pay attention to factors that influence consumer decisions in making repeat purchases.

Keywords: *Trust, Product Quality, Religious Belief, Consumer Attitude, Consumer Loyalty, Repurchase Intention.*