ABSTRACT

The rapid growth of the local cosmetics industry in Indonesia has influenced changes in consumer behavior, especially among Millennials and Generation Z. Consumer preferences are no longer limited to functional aspects but also include enjoyable experiences and alignment with ethical values. Mad for Makeup, as a local brand that promotes cruelty-free and acne-safe principles, is the focus of this study. This research aims to analyze the influence of three dimensions of shopping motivation, namely utilitarian, hedonic, and ethical motivations as independent variables, on repurchase intention as the dependent variable, with perceived quality as the mediating variable. This study uses a quantitative approach. The sampling technique applied is purposive sampling, and the data analysis is conducted using Structural Equation Modeling based on Partial Least Squares (PLS-SEM) with the help of SmartPLS software. Data were collected through an online questionnaire distributed to 200 respondents who are users of Mad for Makeup products from the Millennial and Gen Z generations.

The results show that all three dimensions of shopping motivation have a positive and significant influence on perceived quality. In addition, perceived quality has a significant effect on repurchase intention. This study also found that all three types of shopping motivation indirectly influence repurchase intention through perceived quality as a mediating variable. These findings indicate that consumer loyalty toward Mad for Makeup products is formed through a combination of rational, emotional, and ethical drivers, which are mediated by the perception of product quality. Therefore, local cosmetic brands are advised to maintain product quality while also building emotional connections and shared values with consumers in order to increase sustainable repurchase intention.

Keywords : *utilitarian shopping motivation*, *hedonic shopping motivation*, *ethical shopping motivation*, *perceived quality*, *repurchase intention, Mad for Makeup.*