

## ***ABSTRACT***

*This study aims to examine the influence of social media WOM, brand image, and brand experience on repurchase decision, with brand trust as an mediating variable. Brand trust plays a role in strengthening the relationship between these factors and consumers' repurchase decisions.*

*This research was conducted using a survey method with an online questionnaire and a purposive sampling technique to capture the consumption patterns of groups active on social media. The sample consisted of 176 respondents from generation Z and millennials aged 15-45 years in Indonesia, who are active users of social media X, and have experience purchasing and using Maybelline products.*

*The results indicate that social media WOM, brand image, and brand experience have a positive and significant impact on repurchase decisions, both directly and indirectly through brand trust. These findings confirm that brand trust plays a crucial role in reinforcing consumers' repurchase decisions.*

*Keywords: Social media WOM, brand image, brand experience, brand trust, repurchase decision*