

## ABSTRACT

*This research is driven by the increasing trend of skincare usage, which intensifies competition in the skincare industry in Indonesia. This development is supported by growing public awareness of self-care as well as the role of social media such as TikTok in shaping consumer perceptions through various product reviews and user experiences. On the other hand, the emergence of overclaim issues in Azarine serum products has raised consumer concerns regarding brand trust and product quality, which may affect brand image and repurchase intention. Therefore, this study aims to analyze the effect of Brand Trust and Perceived Quality on Repurchase Intention, with Brand image as an intervening variable.*

*Consumers aged over 18 years old who reside in Semarang and have used Azarine skincare products within the last six months were selected as respondents in this study. The sample size of this study was 135 respondents. Data collection was conducted through the distribution of online questionnaires using a 5-point Likert scale. The sampling technique used was non-probability sampling with a purposive sampling method. The data analysis method used to test the research model was Structural Equation Model (SEM) using AMOS 28 software.*

*The results show that perceived quality has a positive and significant effect on brand image and repurchase intention. brand trust does not have a significant effect on brand image, but it has a positive and significant effect on repurchase intention. In addition, brand image is proven to have a positive and significant effect on repurchase intention, indicating that brand image plays a mediating role in the relationship between these variables and Repurchase Intention.*

*Keyword: brand trust, perceived quality, brand image, repurchase intention.*

