

ABSTRACT

The skincare industry in Indonesia has been experiencing rapid growth, increasing the number of new brands and the intensity of market competition. This condition encourages brands not only to focus on attracting new consumers, but also to retain existing consumers to continue making repeat purchases. Avoskin, as one of the local skincare brands that has been present for quite a long time since 2014, has actually shown a weakening market position, reflected by a decline in market share of toner & mist, losing ground to competitors that only recently entered the Indonesian market several years later. On the other hand, there are inconsistencies in the findings of previous studies regarding the relationship between perceived value and repurchase intention.

This study aims to examine the effect of perceived value on repurchase intention with customer satisfaction and brand loyalty as mediating variables among Avosin skincare consumers in Semarang City. Data collection involved 150 respondents with the main characteristics of being at least 17 years old, residing in Semarang City, and having purchased and used Avoskin products at least once. The data then analyzed using Structural Equation Model (SEM) through the SmartPLS version 4 application.

The result of the study indicate that perceived value has a positive and significant effect on repurchase intention, perceived value has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on brand loyalty, and customer satisfaction and brand loyalty have a positive and significant effect on repurchase intention.

Keywords: Perceived Value, Customer Satisfaction, Brand Loyalty, Repurchase Intention