## ABSTRACT

This study examines how perceived characteristics of Instagram advertisements influence repurchase intention for beauty and skincare products through the Stimulus-Organism-Response (S-O-R) framework. Ads Content Quality, Ads Credibility, Engagement Rate, and Relevance are positioned as stimuli, Perceived Value as the organism, and Repurchase Intention as the response. A quantitative survey was conducted with 100 valid respondents who had been exposed to beauty or skincare advertisements on Instagram and had relevant purchase experience. The data were analyzed using SPSS and Structural Equation Modeling (SEM) with AMOS. The results show that Ads Content Quality, Ads Credibility, Engagement Rate, and Relevance have positive and significant effects on Perceived Value and also exert positive and significant direct effects on Repurchase Intention. Perceived Value has a positive and significant effect on Repurchase Intention. The AMOS indirect effects are positive for all four mediated paths, and Sobel tests confirm significant mediation for Ads Content Quality ($Z = 2.638$, $p = .008$), Ads Credibility ($Z = 2.387$, $p = .017$), Engagement Rate ($Z = 2.447$, $p = .014$), and Relevance ($Z = 2.182$, $p = .029$). Because the corresponding direct effects remain significant, Perceived Value provides partial mediation in all four relationships. These findings support the S-O-R logic that Instagram advertising cues influence repeat-purchase tendencies both directly and through consumers' value evaluations.



Keywords: Instagram advertising; ads content quality; ads credibility; engagement rate; relevance; perceived value; repurchase intention; beauty and skincare



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