

## **ABSTRACT**

*This research aims to test the phenomenon of Wardah product downturn in Semarang City. That is in contrast to the fact that in this new era many women are now buying cosmetic products. This study uses product quality variables, product differentiation, and product attractiveness to determine the relationship of these variables to the buying interest of Wardah products in Semarang City.*

*The population used in this research is people who used Wardah product in Semarang City. The sample used 110 respondents with sampling technique using random sampling. This research used Structural Equation Modeling analysis model.*

*The results showed that product quality and product differentiation have a significant positive effect on product attractiveness. Product quality also has a significant positive effect on repurchase interest. However, product differentiation and product appeal have no effect on repurchase interest.*

*Keywords: Product Quality, Product Differentiation, Product Attractiveness, Repurchase Interest*