

## **ABSTRACT**

*In 2019, the growth of cosmetics industries in Indonesia has increased significantly, reaching 7%. Mustika Ratu is an experienced company, but its product sales is lower than the competitor companies. Mustika Ratu engaged a collaboration with Puteri Indonesia to increase the product sales. This study aims to examine the effect of source expertise and source trustworthiness on repurchase intention with eWOM credibility as an intervening variable. This study was conducted on Mustika Ratu's consumers with Puteri Indonesia as the Brand Ambassador.*

*Purposive sampling was used in this study with total sample size of 100 respondents (consumers who have purchased Mustika Ratu cosmetic products and know that Puteri Indonesia as Mustika Ratu's Brand Ambassador). The data analysis method used is multiple regression analysis.*

*The results showed that the variables source expertise and source trustworthiness had a positive and significant effect on eWOM credibility (as an intervening variable) and eWOM credibility had a positive and significant on repurchase intention.*

*Keywords: source expertise, source trustworthiness, eWOM credibility, repurchase intention*