

ABSTRACT

The purpose of this study was to analyze the factors that influence brand loyalty to repurchase intention of beauty and personal care products with a case study on the brand The Body Shop. This study obtains data by distributing questionnaires to users of The Body Shop products and has made repeated purchases at least once. The data in this study were processed using the Sturctural Equation Modeling (SEM) method with the SmartPLS application.

In the research conducted, the variables used to measure there are brand names, promotions, perceived value, word of mouth, product satisfaction, brand loyalty to repurchase intentions. The results of the study show that the factors that influence loyalty are brand name, promotion and satisfaction with the three of them have a significant effect. Then, the factors that have a significant influence on repurchase intention are brand loyalty, promotion and word of mouth.

Key words :

Brand Loyalty, Repurchase Intention, Brand Name, Promotion, Perceived Value, Word of Mouth & Satisfaction on Product.