

## Pengaruh halal brand personality terhadap repurchase intention pada merek kosmetik Wardah = The influence of halal brand personality towards repurchase intention on Wardah brand cosmetics

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### Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh halal brand personality terhadap repurchase intention dan menganalisis dimensi halal brand personality yang paling mempengaruhi repurchase intention merek kosmetik Wardah di wilayah Jakarta. Jenis penelitian ini ialah penelitian kuantitatif dengan teknik pengumpulan data survei dan studi kepustakaan. Survei dilakukan terhadap 100 responden wanita yang pernah membeli kosmetik Wardah sebanyak satu kali, mengetahui produk halal, mengetahui kosmetik merek Wardah merupakan produk halal dan berdomisili di Jakarta. Hasil penelitian menemukan terdapat pengaruh halal brand personality terhadap repurchase intention sebanyak 59, dengan dimensi sophistication pada halal brand personality menjadi dimensi yang paling mempengaruhi repurchase intention.

.....This research aims to analyze the effect of halal brand personality on repurchase intention and analyze the halal dimension of brand personality that most influence repurchase intention of Wardah cosmetic brand in Jakarta. This type of research was quantitative research with survey for data collection techniques and literature study. The survey was conducted on 100 female respondents who bought Wardah cosmetics once, knew halal product, knew Wardah brand cosmetics as halal product and domiciled in Jakarta. The result of the research found that there is influence of halal brand personality to repurchase intention as much as 59, with dimension of sophistication on halal brand personality found as the dimension that most influence repurchase intention.