

# Pengaruh Brand awareness dan Brand Image terhadap Repurchase Intention melalui Customer Satisfaction (Studi pada Wardah Cosmetics) = The Impact of Brand Awareness dan Brand Image on Repurchase Intention with Customer Satisfaction (Study on Wardah Cosmetics)

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## Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh brand awareness dan brand image terhadap repurchase intention melalui customer satisfaction pada pengguna Wardah Cosmetics. Fenomena industri kosmetik halal terkenal dengan perkembangan potensi pasar muslimah yang mulai memahami akan label kosmetik halal, dimana Wardah Cosmetics adalah pelopor industri kosmetik halal di Indonesia. Jenis penelitian yang digunakan adalah eksplanatif dengan pendekatan kuantitatif. Teknik pengambilan sampel adalah non-probability sampling dengan teknik purposive sampling. Kriteria sampel yang dilakukan dengan menggunakan Google Form pada 145 responden adalah muslimah yang memahami konsep halal, dan pernah membeli dan menggunakan produk Wardah Cosmetics minimal dua kali. Pengolahan data menggunakan structural equation modelling pendekatan partial least square dengan software warppls 6.0. Hasil penelitian menunjukkan bahwa terdapat pengaruh dari variabel brand awareness dan brand image terhadap repurchase intention melalui variabel mediasi customer satisfaction. terdapat pengaruh dari brand awareness terhadap customer satisfaction secara positif dan signifikan. terdapat pengaruh brand image terhadap customer satisfaction, dan customer satisfaction terhadap repurchase intention secara positif dan signifikan. brand awareness memiliki pengaruh lebih tinggi terhadap customer satisfaction dibandingkan brand image. Hasil studi merekomendasikan Wardah Cosmetics perlu menyusun strategi pemasaran dengan mengembangkan brand awareness dan brand image dalam meningkatkan pembelian ulang pada pelanggan, dengan cara meningkatkan kepuasan pelanggan.

.....This study aims to analyze the impact of brand awareness and brand image on repurchase intention through customer satisfaction on Wardah Cosmetics user. The phenomenon of the halal cosmetics industry is well known for the potential development of the Muslimah market which is beginning to understand the halal cosmetics label, where Wardah Cosmetics is a pioneer of the halal cosmetics industry in Indonesia. This type of research is explanative with a quantitative approach. The sampling technique is non-probability sampling with purposive sampling technique. The sample criteria conducted using google form on 145 respondents were Muslim women who understood the concept of halal, and had bought and used Wardah Cosmetics products at least twice. data processing uses structural equation modeling with partial least square approach with warppls 6.0 software. the results showed that there was an influence of the brand awareness and brand image variables on repurchase intention through the customer satisfaction mediation variable. there is a positive and significant influence of brand awareness on customer satisfaction. there is an effect of brand image on customer satisfaction, and customer satisfaction on repurchase intention in a positive and significant way. brand awareness has a higher influence on customer satisfaction than brand image. the results of the study recommend Wardah Cosmetics need to develop a marketing strategy by developing brand awareness and brand image in increasing repeat purchases to customers, by increasing customer satisfaction.