

# **PENGARUH *PRODUCT QUALITY* DAN *BRAND IMAGE* TERHADAP *REPURCHASE INTENTION* PADA PRODUK LIPSTIK MAKEOVER**

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## **INTISARI**

**Latar Belakang:** Penelitian ini dilatarbelakangi oleh meningkatnya persaingan industri kosmetik, khususnya produk lipstik, yang dipengaruhi oleh *product quality* dan *brand image*. Fenomena ini mendorong perusahaan untuk membangun persepsi positif konsumen guna meningkatkan *repurchase intention*. Generasi muda, khususnya mahasiswi, menjadi target pasar strategis karena karakteristik konsumsi kosmetik yang tinggi. Oleh karena itu, penelitian ini penting dilakukan untuk mengetahui sejauh mana *product quality* dan *brand image* memengaruhi *repurchase intention* pada konsumen lipstik.

**Tujuan Penelitian:** Penelitian ini bertujuan untuk mengetahui *product quality* dan *brand image* secara parsial terhadap *repurchase intention* pada pengguna produk lipstik.

**Metode Penelitian:** Jenis penelitian ini adalah kuantitatif dengan pendekatan deskriptif. Jumlah responden sebanyak 400 orang yang dipilih menggunakan teknik purposive sampling, dengan kriteria mahasiswi yang pernah membeli dan menggunakan lipstik. Data diperoleh melalui kuesioner dan dianalisis menggunakan regresi linier sederhana melalui program SPSS versi 25.

**Hasil Penelitian:** Hasil penelitian menunjukkan bahwa *product quality* berpengaruh positif dan signifikan terhadap *repurchase intention*, dibuktikan dengan nilai signifikansi  $0,000 < 0,05$  dan nilai  $t$  hitung  $20,189 > t$  tabel. Begitu juga *brand image* memiliki pengaruh positif dan signifikan terhadap *repurchase intention*, dengan nilai signifikansi  $0,000 < 0,05$  dan  $t$  hitung  $8,889 > t$  tabel.

**Kesimpulan:** Baik *product quality* maupun *brand image* memiliki pengaruh positif dan signifikan terhadap *repurchase intention*. Hal ini menunjukkan bahwa semakin baik persepsi konsumen terhadap *product quality* dan *brand image* lipstik, maka semakin tinggi niat mereka untuk melakukan pembelian ulang.

**Kata Kunci:** *Product Quality*, *Brand Image*, *Repurchase Intention*, Kosmetik, Lipstik.

# **THE EFFECT OF PRODUCT QUALITY AND BRAND IMAGE ON REPURCHASE INTENTION IN MAKEOVER LIPSTICK PRODUCTS**

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## **ABSTRACT**

**Background:** This study is motivated by the increasing competition in the cosmetics industry, particularly lipstick products, which are influenced by product quality and brand image. This phenomenon drives companies to build positive consumer perceptions to increase repurchase intention. Young consumers, especially female college students, are a strategic target market due to their high cosmetic consumption. Therefore, this research is important to determine the extent to which product quality and brand image affect repurchase intention among lipstick consumers.

**Research Objective:** This study aims to determine the partial effect of product quality and brand image on repurchase intention among users of lipstick products.

**Research Method:** This research is a quantitative study with a descriptive approach. A total of 400 respondents were selected using purposive sampling, with the criteria of female college students who have purchased and used lipstick. Data were collected through questionnaires and analyzed using simple linear regression with SPSS version 25.

**Research Findings:** The results show that product quality has a positive and significant effect on repurchase intention, as evidenced by a significance value of  $0.000 < 0.05$  and a t-count of  $20.189 > t\text{-table}$ . Likewise, brand image has a positive and significant effect on repurchase intention, with a significance value of  $0.000 < 0.05$  and a t-count of  $8.889 > t\text{-table}$ .

**Conclusion:** Both product quality and brand image have a positive and significant influence on repurchase intention. This indicates that the better the consumer perception of product quality and brand image of lipstick, the higher their intention to repurchase.

**Keywords:** Product Quality, Brand Image, Repurchase Intention, Cosmetics, Lipstick.