

## ABSTRACT

*The need for cosmetics is attractive and prioritized by women, which has become a primary need for women who are the main target of the cosmetics industry. The large number of young people or generation Y (millennial) has resulted in the potential for the domestic market in Indonesia. Therefore, a good Wardah cosmetic consumer experience is one of the challenges that must be considered in order to create repurchase intention in the future.*

*This study aims to determine the effect of brand equity which consists of four dimensions, namely brand awareness, brand association, perceived quality, and brand loyalty on the repurchase intention of Wardah products in generation Y.*

*This research method uses quantitative methods with multiple linear regression analysis. Data collection techniques by distributing questionnaires as many as 385 respondents with the sample of this study, namely consumers who have bought Wardah products with the age between 21- 41 years. The sampling technique used was purposive sampling.*

*In this study, the results show that brand awareness has a significant effect on repurchase intention, perceived quality has a significant effect on repurchase intention, brand association has a significant effect on repurchase intention, and brand loyalty has a significant effect on repurchase intention and brand equity simultaneously has a significant effect on repurchase intention.*

*The results found that brand awareness has the greatest influence on the interest in repurchasing Wardah products in generation Y, therefore the Wardah cosmetics company is expected to strengthen brand awareness such as providing new product innovations according to consumer desires in generation Y, as well as promoting through social media because Generation Y has the characteristics of fanatical and informative social media users so that consumers are aware of the new products offered by Wardah cosmetics.*

**Keywords:** *Brand Equity, Repurchase Intention, and Cosmetics Industry*