

ABSTRACT

Along with the increasing population of young Indonesians and public awareness of the importance of maintaining the appearance and health of the skin, the national beauty industry is also growing with the birth of many local cosmetic Merek. This makes competition between cosmetic Merek increasingly difficult, therefore Merek are required to foster consumer repurchase interest so that the Merek continues to be maintained from competitors. In this study, researchers are interested in conducting research on the effect of product quality variables and Kepercayaan merek on repurchase interest in the Somethinc makeup Merek as the object of research.

The method used in this research is quantitative and descriptive analysis method with multiple linear regression analysis as a data analysis technique. The sampling technique used is non-probability sampling with purposive sampling method with a sample size of 385 respondents who are students in West Java. Statistical data processing using SPSS 25 for windows.

The results of this study indicate that Product Quality, Kepercayaan merek and Repurchase interest according to consumer perceptions of the Somethinc Merek fall into the "Good" category. Product quality partially has a positive and significant effect on repurchase interest while Kepercayaan merek partially has a positive and significant effect on repurchase interest, and product quality and Kepercayaan merek imultaneously have a positive and significant effect on repurchase interest in the Somethinc Merek for students in West Java.

Keywords: *Product quality, Brand trust, Repurchase intention.*