

ABSTRACT

This study aims to analyze and determine factors affecting the repurchase intention of beauty products from local brands. The factors that will be analyzed for their influence on repurchase intentions include consumer satisfaction, trust, word-of-mouth, perceived usefulness, and adjusted expectations. This study used a quantitative method by distributing questionnaires to 191 respondents who are the millennial generation living in DKI Jakarta and have at least bought and/or used local brand beauty product once in the past year. The collected data is then processed using the PLS-SEM method with the SmartPLS statistical data processing tool. From this study it can be concluded that word-of-mouth and perceived usefulness positively and significantly affecting repurchase intention, whereas consumer satisfaction, trust, and adjusted expectations have insignificant positive affect towards repurchase intention.

Keywords: *Repurchase intention, satisfaction, trust, word-of-mouth, perceived usefulness, adjusted expectations, local brand.*