

ABSTRACT

ENCOURAGING REPURCHASE INTENTION: HOW BRAND IMAGE, BRAND TRUST, AND PERCEIVED VALUE INFLUENCE DAVIENA CONSUMERS

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The local cosmetics industry faces major challenges in maintaining consumer loyalty amid intense competition, shifting beauty trends, and growing public awareness of product safety. One of the affected brands was Daviena Skincare. Although Daviena experienced a surge in popularity, it was also confronted with controversies related to product claims and quality. These issues led to a decline in consumer trust, shifts in perceived value, and a potential decrease in repurchase intention. This study aimed to examine the influence of brand image, brand trust, and perceived value on consumers repurchase intention of Daviena Skincare products. A quantitative associative approach was employed, and respondents were selected using purposive sampling, involving 190 individuals who had previously used or were currently using Daviena products. Data were collected through questionnaires and analyzed using multiple linear regression assisted by SPSS version 21.0. The results showed that brand image, brand trust, and perceived value had a significant influence—both simultaneously and partially—on repurchase intention. Daviena Skincare should continue to build a consistent and appealing brand image, strengthen consumer trust through product quality and service, and maintain perceived value by offering prices aligned with quality. These findings emphasize the importance of fostering positive perceptions and consumer trust to ensure brand sustainability in a competitive market.

Keywords: Brand Image, Brand Trust, Perceived Value, Repurchase Intention, Daviena Skincare

