

ABSTRAK

Persaingan dalam industri *skincare*, khususnya di *platform e-commerce* seperti Shopee, menuntut perusahaan untuk memahami faktor-faktor yang memengaruhi keputusan pembelian ulang konsumen agar dapat terus berkembang. Penelitian ini bertujuan untuk menganalisis pengaruh *brand image*, harga, dan *viral marketing* terhadap keputusan pembelian ulang produk *skincare* dengan kepuasan konsumen sebagai variabel moderasi. Sampel penelitian ini sebanyak 89 mahasiswa Fakultas Bisnis dan Ilmu Sosial Universitas Amikom Purwokerto yang telah melakukan pembelian ulang produk *skincare* di Shopee. Teknik analisis data yang digunakan adalah *Moderated Regression Analysis* (MRA) dengan bantuan *software* SPSS versi 25. Hasil penelitian menunjukkan bahwa variabel *brand image* dan harga secara parsial berpengaruh terhadap keputusan pembelian ulang. variabel *viral marketing* secara parsial tidak berpengaruh terhadap keputusan pembelian ulang. Kepuasan konsumen tidak mampu memoderasi *brand image*, harga dan *viral marketing* terhadap keputusan pembelian ulang.

Kata kunci: *brand image*, harga, *viral marketing*, kepuasan konsumen, keputusan pembelian ulang.

ABSTRACT

Competition in the skincare industry, particularly on e-commerce platforms such as Shopee, requires companies to understand the factors that influence consumers' repurchase decisions in order to sustain growth. This study aims to analyze the effect of brand image, price, and viral marketing on repurchase decisions for skincare products, with customer satisfaction as a moderating variable. The research sample consisted of 89 students from the Faculty of Business and Social Sciences, Amikom University Purwokerto, who had repurchased skincare products on Shopee. Data analysis was conducted using Moderated Regression Analysis (MRA) with the assistance of SPSS version 25. The findings reveal that brand image and price partially influence repurchase decisions, while viral marketing does not have a partial effect on repurchase decisions. Furthermore, customer satisfaction is not able to moderate the relationships between brand image, price, and viral marketing on repurchase decisions.

Keywords: brand image, price, viral marketing, customer satisfaction, repurchase decision.