

ABSTRACT

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THE INFLUENCE OF 4P's, LOYALTY, FAMILIARITY AND RISK TOWARDS REPURCHASE INTENTION ON LOCAL COSMETIC PRODUCTS IN INDONESIA

(xiii + 85 pages: 4 figures ; 21 tables)

The cosmetic industry is growing at a constant rate where almost all women use makeup for their daily activities. In Indonesia, companies of beauty product offer a lot of choices for local cosmetic brands. Thus, marketers need to create strategies to compete in the market and determine the repurchase intention for the long term. The objective of this study is to identify the factors that is most influential to repurchase intention. The survey questionnaire aims to study product, price place, promotion, loyalty, familiarity, and risk and its influence towards repurchase intention and its factors on local cosmetic products while using the method of analysis of multiple regression. This research is a development and a combination of three researches conducted by Indumathi & Dawood (2016) with the title "Impact of Marketing Mix on Consumer Buying Behaviour in organic", Nugroho & Wihandoyo (2009) with the title "Consumer's Perceived Value and repurchase intention of store brands: an empirical investigation", Wildan & Zain (2015) with the title "The Relationship Among Marketing Mix, Satisfaction, and Repurchase Intention on Smartfren Users", but this study changes the dependent variable. The managerial implication found in this study shows that risk, price, and place has a significant relationship towards repurchase intention

References: 68 (2000-2018)

Keywords: **product, price, place, promotion, loyalty, familiarity, risk, repurchase intention, local cosmetic products.**