

## ABSTRAK

Industri kosmetik di Indonesia terus mengalami peningkatan setiap tahunnya. Hal ini terbukti dengan semakin banyaknya jenis kosmetika yang beredar berupa produk kosmetik buatan dalam negeri maupun luar negeri. Salah satu produk kosmetik yang terkenal adalah Maybelline New York. Produk Maybelline merupakan produk kosmetik yang sudah mendunia dan kini tersebar di seluruh Indonesia. Maybelline adalah salah satu brand kosmetik yang terkenal di Amerika Serikat, kosmetik ini dimiliki oleh perusahaan L'oreal dengan slogannya yang terkenal yaitu "*Maybe she's born with it. Maybe it's Maybelline*". Terinspirasi dari perempuan yang modern, Maybelline New York menghadirkan produk-produk yang inovatif dengan teknologi terbaru, *up-to-date* dengan *trend*, rangkaian produk yang lengkap, dan tentunya terjangkau untuk semua wanita, agar selalu tampil cantik dan percaya diri (maybelline.co.id diunduh pada 12 Mei 2014).

Penelitian ini ditujukan untuk mengetahui pengaruh *service quality*, *product quality*, dan *salesperson competence* terhadap *repurchase intention* melalui *customer satisfaction* dan *trust of manufacturer* pada produk kosmetik Maybelline di Surabaya.

Sampel yang digunakan dalam penelitian ini adalah pelanggan Maybelline yang berdomisili di Surabaya, wanita dengan rentan usia antara 18 sampai 60 tahun, telah membeli dan menggunakan produk kosmetik Maybelline dalam kurun waktu 3 bulan terakhir, sejumlah 120 responden. Untuk pengolahan dan penganalisaan data dalam penelitian ini digunakan *software* SPSS versi 16.0. Hasil analisis menunjukkan bahwa *Service Quality* berpengaruh positif terhadap *Customer Satisfaction*, *Product Quality* berpengaruh positif terhadap *Customer Satisfaction*, *Salesperson Competence* berpengaruh positif terhadap *Trust of Manufacturer*, *Customer Satisfaction* berpengaruh positif terhadap *Trust of Manufacturer*, *Customer Satisfaction* berpengaruh positif terhadap *Repurchase Intention*, *Trust of Manufacturer* berpengaruh positif terhadap *Repurchase Intention*.

Berdasarkan hasil penelitian ditemukan bahwa Maybelline harus memperhatikan variabel *Service Quality* dan *Product Quality* untuk meningkatkan penjualannya dengan cara memastikan bahwa pelanggan mendapat pengalaman yang menyenangkan selama berbelanja hal ini bisa dilakukan dengan memberikan pelayanan yang sebaik-baiknya kepada pelanggan produk kosmetik Maybelline misalnya dengan memberikan pelayanan kepada pelanggan dengan cepat. Selain itu dengan cara lebih meningkatkan kualitas produk Maybelline dengan mengeluarkan varian-varian *make up* yang sesuai dengan musimnya misalnya mengeluarkan *make up Summer Collection* pada saat musim panas.

**Kata kunci :** *Repurchase Intention, Service Quality, Product Quality, Salesperson Competence, Trust of Manufacturer, Customer Satisfaction, Maybelline.*

## ABSTRACT

Cosmetics industry in Indonesia continues to increase every year. This is evidenced by the increasing number of types of cosmetics circulating form of cosmetic products made in the country and abroad. One of the famous cosmetic product is Maybelline New York. Maybelline is a worldwide famous cosmetic product and now has spread throughout Indonesia. Maybelline is one of the famous cosmetic brand in the United States, is owned by cosmetics company L'Oreal's with famous slogan is "*Maybe she's born with it. Maybe it's Maybelline*". Inspired by modern women, Maybelline New York to bring innovative products with the latest technology, up-to-date with trends, the complete range of products, and of course affordable for all women, to always look beautiful and confident (maybelline.co id be downloaded on May 12, 2014).

This study aimed to determine the effect of service quality, product quality, and the salesperson competence to repurchase intention through customer satisfaction and trust of manufacturer in Maybelline cosmetics products in Surabaya.

The sample used in this study is Maybelline customers domiciled in Surabaya, with vulnerable women aged between 18 to 60 years, has been buying and using Maybelline cosmetic products within the last 3 months, a number of 120 respondents. For processing and analyzing the data in this research used SPSS software version 16.0. The analysis showed that the positive effect of Service Quality to Customer Satisfaction, Product Quality positive influence on Customer Satisfaction, Salesperson Competence positive influence on the Trust of Manufacturer, Customer Satisfaction positive effect on Trust of Manufacturer, Customer Satisfaction has positive influence on Repurchase Intention, Trust of Manufacturer influential positively to Repurchase Intention.

Based on the results of the study found that Maybelline should pay attention to the variables of Service Quality and Product Quality to increase sales by ensuring that the customer gets a pleasant experience for shopping this can be done by providing the best possible service to customers Maybelline cosmetics products for example by providing services to customers quickly. In addition, by way of further improve product quality by issuing Maybelline makeup variants corresponding to the season for example issuing Summer Collection makeup during the summer.

**Keywords :** *Repurchase Intention, Service Quality, Product Quality, Salesperson Competence, Trust of Manufacturer, Customer Satisfaction, Maybelline.*