ABSTRAK

Penelitian memiliki tujuan untuk menganalisis pengaruh kualitas produk dan *brand image* terhadap minat beli ulang konsumen kosmetik Wardah pada Toko Gunasalma Kawali pada tahun 2023 dengan menggunakan metode – *purposive sampling*. Sedangkan metode analisis dalam penelitian ini yaitu analisis deskriptif, analisis regresi linier berganda, pengujian hipotesis, uji asumsi klasik, uji signifikansi (Uji t dan Uji F). Setelah dilakukan pengolahan data dapat disimpulkan bahwa: 1). Kualitas produk berpengaruh positif serta signifikan terhadap minat beli ulang produk Wardah. 2). *Brand Image* berpengaruh positif dan signifikan terhadap minat beli ulang produk Wardah. 3). Kualitas produk dan *brand image* berpengaruh positif dan signifikan terhadap minat beli ulang produk Wardah.

Kata kunci : Kualitas Produk, *Brand Image,* dan Minat Beli Ulang

ABSTRACT

The research aims to analyze the influence of product quality and brand image on the repurchase intention of Wardah cosmetic consumers at Toko Gunasalma kawali in 2023 using purposive sampling method. The analytical methods employed in this research are descriptive analysis, multiple linear regression analysis, hypothesis testing, classical assumption tests, and significance tests (t-test and F-test). After data processing, it can be concluded that: 1) Product quality has a positive and significant effect on the repurchase intention of Wardah products. 2) Brand image has a positive and significant effect on the repurchase intention of Wardah product. 3) Product quality and brand image have a positive and significant effect on the repurchase intention of Wardah product

Keywords: Product Quality, Brand Image, and Repurchase Intention