

## **RINGKASAN**

*Penelitian ini merupakan survei pada konsumen produk Camille Beauty. Penelitian ini mengambil judul: “The Effect of EWOM and E-Service Quality on Repurchase Intention with E-Satisfaction as a Mediation Variable on Skincare Brand Camille Beauty”. Penelitian ini bertujuan untuk mengetahui pengaruh EWOM, e-service quality, dan e-satisfaction dalam memengaruhi repurchase intention. Responden dalam penelitian ini adalah konsumen yang pernah membeli produk Camille Beauty minimal 2 kali. Penelitian ini menggunakan 100 responden. Metode penelitian ini menggunakan penelitian kuantitatif dengan teknik pengambilan sampel yang digunakan adalah Convenience Sampling. Berdasarkan hasil penelitian dan analisis data menggunakan SPSS (Statistical Product and Service Solution) 16.0 menunjukkan bahwa : (1) EWOM berpengaruh positif dan signifikan terhadap repurchase intention, (2) E-service quality berpengaruh positif dan signifikan terhadap repurchase intention, (3) EWOM berpengaruh positif dan signifikan terhadap e-satisfaction, (4) E-service quality berpengaruh positif dan signifikan terhadap e-satisfaction, (5) E-satisfaction berpengaruh positif dan signifikan terhadap repurchase intention, (6) E-satisfaction tidak dapat memediasi pengaruh hubungan EWOM terhadap repurchase intention, dan (7) E-satisfaction tidak dapat memediasi pengaruh e-service quality terhadap repurchase intention. Implikasi dari penelitian ini adalah Camille Beauty dapat merapikan tata letak web akan membuat konsumen mempunyai kesan pertama yang menarik dalam mengunjungi website, melakukan kegiatan promosi dalam bentuk iklan dan juga movement kepada konsumen dan calon konsumennya untuk merawat dan memperhatikan bagian tubuh.*

**Kata Kunci** : *Repurchase Intention, EWOM, E-Service Quality, E-Satisfaction*

## SUMMARY

This research is a survey of consumers of Camille Beauty products. This study takes the title: "The Influence of EWOM and E-Service Quality on Purchase Intentions with E-Satisfaction as a Mediation Variable in Camille Beauty Brand Skin Care". This study aims to determine the effect of EWOM, e-service quality, and e-satisfaction in influencing repurchase intention. Respondents in this study were consumers who had purchased Camille Beauty products at least 2 times. This study used 100 respondents. This research method uses quantitative research with the sampling technique used is Convenience Sampling. Based on the results of research and data analysis using SPSS (Statistical Product and Service Solution) 16.0, it shows that: (1) EWOM has a positive and significant effect on repurchase intention, (2) E-service quality has a positive and significant effect on repurchase intention, (3) EWOM positive and significant effect on e-satisfaction, (4) E-service quality has a positive and significant effect on e-satisfaction, (5) E-satisfaction has a positive and significant effect on repurchase intention, (6) E-satisfaction cannot mediate the effect of relationship EWOM on repurchase intention, and (7) E-satisfaction cannot mediate the effect of e-service quality on repurchase intention. This research implies that Camille Beauty can tidy up the web layout and will make consumers have an attractive first impression in visiting the website, carrying out promotional activities in the form of advertisements, and also a movement to consumers and potential customers to care for and pay attention to body parts.

**Keywords:** Repurchase Intention, EWOM, E-Service Quality, E-Satisfaction