

**ANALYSIS THE FACTORS AFFECTING REPEAT PURCHASE INTENTION
THROUGH BRAND TRUST (A CASE STUDY OF WARDAH LIPSTICK FOR
NON-MUSLIM SEGMENT)**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

ANALYZING THE AFFECTING FACTORS ON REPEAT PURCHASE INTENTIONS
THROUGH BRAND TRUST (A CASE STUDY OF WARDAH LIPSTICK FOR NON-
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The growth of Muslim population along with cosmetics industry makes the needs of Halal cosmetics is increasing. Halal concepts itself commonly concerns the Muslim consumers. Wardah as the pioneer of Muslim cosmetic brand, in fact the brand also enjoyed with non-Muslim segment with 40% consumers. This research aims to investigate the affecting factors on repeat purchase intentions through brand trust. The model was tested using structural equation model in LISREL ver 8.8. This research used questionnaire survey method to collect data from 140 consumers of Wardah who are non-Muslim. All hypotheses are accepted, that celebrity endorsement credibility, halal labelling, brand image, perceived quality have significant relationship towards brand trust and brand trust has significant relationship towards repeat purchase intentions.

Keywords: celebrity endorsement credibility, halal labelling, brand image, perceived quality, brand trust, repeat purchase intentions



DEDICATION

I dedicate this thesis to my parents and my grandma for their endless support and encouragement through everything. I am forever thankful.



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