

## ABSTRAK

Meningkatnya minat masyarakat terhadap produk kecantikan dan perkembangan teknologi digital menyebabkan persaingan industri kosmetik semakin ketat. Penelitian ini bertujuan untuk menganalisis pengaruh *electronic word of mouth* (E-WOM), *digital marketing*, *store atmosphere*, dan persepsi harga terhadap *repurchase intention* pada konsumen Toko Blossom Cosmetic Jember. Penelitian ini menggunakan pendekatan kuantitatif dengan pengumpulan data melalui penyebaran kuesioner kepada 200 responden yang merupakan konsumen Toko Blossom Cosmetic Jember. Sampel penelitian ditentukan menggunakan teknik *purposive sampling*. Data yang telah diperoleh kemudian dianalisis menggunakan metode regresi linear berganda dengan bantuan aplikasi *Statistical Package for the Social Sciences* (SPSS). Selanjutnya, pengujian hipotesis dilakukan melalui uji t (parsial) untuk mengetahui pengaruh masing-masing variabel independen terhadap variabel dependen. Hasil penelitian menunjukkan bahwa E-WOM (Sig. 0,030), *digital marketing* (Sig. < 0,001), dan persepsi harga (Sig. < 0,001) berpengaruh positif dan signifikan terhadap *repurchase intention*. Sementara itu, *store atmosphere* (Sig. 0,160) tidak berpengaruh signifikan terhadap *repurchase intention*. Berdasarkan hasil penelitian, dapat disimpulkan bahwa faktor digital dan persepsi harga menjadi faktor penting dalam meningkatkan *repurchase intention* konsumen Toko Blossom Cosmetic Jember. Oleh karena itu, perusahaan perlu mengoptimalkan strategi pemasaran digital dan menjaga kesesuaian harga dengan persepsi konsumen untuk meningkatkan *repurchase intention*.

**Kata Kunci:** *Electronic Word of Mouth* (E-WOM), *Digital Marketing*, *Store Atmosphere*, Persepsi Harga, *Repurchase Intention*.

## **ABSTRACT**

*Increasing public interest in beauty products and the development of digital technology have intensified competition in the cosmetic industry. This study aims to analyze the influence of electronic word of mouth (E-WOM), digital marketing, store atmosphere, and price perception on Repurchase Intention among consumers of Blossom Cosmetic Store in Jember. This study employed a quantitative approach by collecting data through questionnaires distributed to 200 respondents who were consumers of Blossom Cosmetic Store Jember. The sample was determined using a purposive sampling technique. The collected data were then analyzed using multiple linear regression with the assistance of the Statistical Package for the Social Sciences (SPSS) application. Furthermore, hypothesis testing was conducted using the partial t-test to determine the effect of each independent variable on the dependent variable. The results showed that E-WOM (Sig. 0.030), digital marketing (Sig. < 0.001), and price perception (Sig. < 0.001) had a positive and significant effect on Repurchase Intention. Meanwhile, store atmosphere (Sig. 0.160) did not have a significant effect on Repurchase Intention. Based on these findings, it can be concluded that digital factors and price perception are important factors in increasing consumers' Repurchase Intention at Blossom Cosmetic Store Jember. Therefore, companies need to optimize digital marketing strategies and maintain price suitability according to consumer perceptions in order to increase Repurchase Intention.*

**Keywords:** *Electronic Word Of Mouth (E-WOM), Digital Marketing, Store Atmosphere, Price Perception, Repurchase Intention.*