

ABSTRACT

This study aims to empirically examine the influence of influencers in promoting Skintific products on increasing repurchase intention among consumers in Semarang City. Referring to the Theory of Planned Behavior (Ajzen, 1991) and Source Credibility Theory (Hovland, 1951), this research highlights how elements such as Social Media Influencers and Electronic Word-of-mouth (EWOM) can shape Consumer-Brand Engagement, Brand Image, and ultimately influence Repurchase Intention. This study uses a quantitative approach with the Structural Equation Modeling (SEM) method based on AMOS. Data were obtained from 200 respondents who had previously purchased Skintific products and reside in Semarang City, collected through an online questionnaire using purposive sampling techniques.

The analysis results show that Social Media Influencers and EWOM have a positive and significant effect on Consumer-Brand Engagement. Furthermore, Consumer-Brand Engagement significantly influences Brand Image, which in turn has a positive impact on Repurchase Intention. Consumer-Brand Engagement also directly affects Repurchase Intention. This study confirms that consumer engagement with the brand serves as an important mediating variable in the relationship between influencer-based promotion and repurchase decisions. These findings contribute theoretically to the literature on digital marketing and consumer behavior, and offer practical implications for cosmetic companies in managing digital promotion strategies through influencers and EWOM. Efforts to build emotional and cognitive consumer engagement through authentic influencer content and to strengthen brand image have been proven effective in encouraging repurchase loyalty.

Keywords : *Social Media Influencer, Electronic Word-of-mouth, Consumer-Brand Engagement, Brand Image, Repurchase Intention*