

ABSTRACT

This study aims to examine the influence of social media WOM, brand image, and brand experience on repurchase decision, with brand trust as an mediating variable. Brand trust plays a role in strengthening the relationship between these factors and consumers' repurchase decisions.

This research was conducted using a survey method with an online questionnaire and a purposive sampling technique to capture the consumption patterns of groups active on social media. The sample consisted of 176 respondents from generation Z and millennials aged 15-45 years in Indonesia, who are active users of social media X, and have experience purchasing and using Maybelline products.

The results indicate that social media WOM, brand image, and brand experience have a positive and significant impact on repurchase decisions, both directly and indirectly through brand trust. These findings confirm that brand trust plays a crucial role in reinforcing consumers' repurchase decisions.

Keywords: Social media WOM, brand image, brand experience, brand trust, repurchase decision

