

ABSTRACT

The rapid development of the digital era is a phenomenon driven by humanity's inherent need for efficiency and practicality in all aspects. The impacts of this digital advancement encompass various aspects, both positive and negative. An example of such development is the proliferation of technology in online commerce platforms, exemplified by Shopee.

This study aims to analyze the relationship between brand image, online review comments, and product quality on repurchase intention, with customer satisfaction as a mediating variable among Grace and Glow customers on the Shopee platform in Semarang City. The research methodology employed is quantitative survey using questionnaires distributed to 150 respondents who have purchased Grace and Glow products through Shopee. Data analysis was conducted using AMOS 24.0 software.

The research findings indicate that brand image, online review comments, and product quality significantly and positively influence repurchase intention. Customer satisfaction has been proven to mediate the relationship between brand image, online review comments, and product quality on repurchase intention. This study provides practical implications for Grace and Glow management in enhancing marketing strategies to improve customer satisfaction and loyalty.

Keywords : *Brand Image, Online Comment Review, Product Quality, Customer Satisfaction, Repurchase Intention, Grace and Glow, Shopee*

