

## **ABSTRACT**

*The sales of Herbalife products have fluctuated from the period of 2013 to 2022. Based on the changing sales trends of Herbalife products, understanding the factors influencing consumer decisions to repurchase Herbalife products in Semarang City becomes essential. An individual's actions are a realization of their desires or interests, where influencing factors include attitudes and subjective norms. This study aims to examine the impact of attitudes and subjective norms on purchasing decisions through consumer repurchase intentions for Herbalife products in Semarang City.*

*The research adopts a quantitative approach. The study focuses on Herbalife product consumers in Semarang City, with a sample size of 165 respondents. Data is collected through questionnaires distributed to customers who have consumed Herbalife shakes at least once in Semarang City via Google Forms. The analysis technique employs Structural Equation Modeling (SEM) using the AMOS software.*

*The research findings indicate that repurchase intentions positively influence purchasing decisions. Additionally, consumer attitudes positively affect purchasing decisions and repurchase intentions, while subjective norms positively impact both purchasing decisions and repurchase intentions.*

**Keywords:** *attitudes, subjective norms, repurchase intentions, and purchasing decisions*

