

ABSTRACT

In the past decade, cosmetic companies based in Indonesia have significantly increased their investments in research and development in order to cater to the demands of Indonesian women. This study centers on the brand "Mother of Pearl" by Tasha Farasya, which has garnered considerable attention since its introduction during the epidemic. This study investigates the influence of celebrity endorsements and customer reviews on consumers' likelihood to repurchase products, with a specific focus on the Jakarta market. This study analyzes the impact of these elements on brand equity and attitude towards the brand. The substantial quantity of unpleasant criticism from customers regarding Mother of Pearl products poses a major hurdle for the company, potentially affecting every aspect of its business operations and the image of its brand. These assessments possess the capacity to lower customer trust, harm the business's reputation, and deter prospective customers from acquiring or repurchasing Mother of Pearl products. Understanding the impact of negative evaluations is crucial for devising effective strategies to mitigate their effects and enhance positive customer perceptions, therefore safeguarding the company's market standing and long-term viability.

Prior studies have shown contradictory findings on the association between brand equity and repurchase intention, creating a research gap. This mismatch raises questions about the factors that contribute to varying outcomes and highlights the need for further investigation into the complex conditions under which brand equity effectively impacts customers' behavior. This study utilizes the Theory of Planned Behavior to examine the impact of celebrity endorsements and customer evaluations on attitude toward the brand, brand equity, and repurchasing intentions. The findings enhance the existing body of knowledge by clarifying the circumstances under which certain marketing methods are successful. Additionally, they emphasize the crucial impact of electronic word-of-mouth (eWOM) in shaping consumer attitudes and actions. The research seeks to establish a connection between brand equity and repurchase intention, with the goal of gaining a more comprehensive understanding of the underlying components involved.

The findings from this study are extremely beneficial for marketers and brand managers in the cosmetics business. Build up satisfied customers to offer positive feedback, strategically use celebrity endorsements, improve brand equity through effective communication of the brand's unique qualities, create a strong brand community, and optimize both digital and physical customer experiences. Implementing these techniques can bolster Mother of Pearl's ability to cultivate consumer trust, foster loyalty, and eventually, increase repurchasing intentions, so securing long-term success in a very competitive sector.

Keywords : Celebrity Endorsement, Repurchasing Intention, Brand Equity.