

ABSTRACT

We are now witnessing a rise in public awareness and enthusiasm for the importance of maintaining appearance and skin health. This has an impact on the development of the domestic cosmetics sector. Implora is one of many locally produced cosmetic products that have been on the market for a long time and still exist today. However, data surveys show that Implora's product performance has declined in recent years. Furthermore, the increased availability of cosmetic products in the market makes it more challenging for Implora to maintain its position. Therefore, this study aims to examine how Brand Image, Brand Trust, and Customer Engagement impact the Repurchase Intention of Implora consumers in Semarang City.

This research applies a quantitative method. Through the collected data, 107 respondents who had used Implora products at least once and were in the age group of 16 years and older were obtained. The processed data were obtained through the distribution of Google Form questionnaires and analyzed using the SMARTPLS 4.0.9.9 software with Structural Equation Modeling (SEM).

The study revealed that brand image has a positive and significant effect on customer engagement and repurchase intention. Then, while *brand trust* increases customer engagement, it has no significant effect on repurchase intentions. Furthermore, the study found that customer engagement has a positive and significant effect on repurchase intention.

Keywords: *Brand image, Brand Trust, Customer Engagement, and Repurchase Intention*

