

**PENGARUH PERCEIVED VALUE, BRAND IMAGE, DAN BRAND  
TRUST TERHADAP REPURCHASE INTENTION PADA KONSUMEN  
RITEL “JELITA COSMETIC**

Program Studi Manajemen  
Fakultas Ekonomi dan Bisnis  
Universitas Pembangunan Nasional “Veteran” Yogyakarta

[141220338@student.upnyk.ac.id](mailto:141220338@student.upnyk.ac.id)

**ABSTRAK**

Peredaran skincare palsu mendorong konsumen semakin selektif memilih ritel yang menjamin keaslian produk. Di Yogyakarta, temuan kosmetik ilegal tanpa izin BPOM memperkuat kekhawatiran publik dan mempengaruhi preferensi saluran pembelian ke ritel yang lebih terpercaya. Meskipun Jelita Cosmetic dipersepsikan sebagai ritel lokal yang andal, survei pra penelitian menunjukkan pembelian aktual masih lebih dominan di ritel pesaing (59,1 persen) dibandingkan Jelita Cosmetic (36,4 persen), sehingga mengindikasikan adanya kesenjangan antara persepsi positif dan kecenderungan pembelian ulang. Penelitian ini menguji pengaruh *perceived value*, *brand image*, dan *brand trust* terhadap *repurchase intention*, baik secara bersama-sama maupun parsial, pada konsumen Jelita Cosmetic di Sleman, Yogyakarta. Penelitian kuantitatif dilakukan pada 91 responden dengan *purposive sampling*, kemudian dianalisis menggunakan regresi linier berganda (SPSS 29). Hasil menunjukkan secara parsial *perceived value*, *brand image*, dan *brand trust* berpengaruh positif dan signifikan terhadap *repurchase intention*. Hasil menunjukkan secara bersama-sama *perceived value*, *brand image*, dan *brand trust* berpengaruh signifikan terhadap *repurchase intention*.

**Kata kunci:** Jelita Cosmetic, *repurchase intention*, *perceived value*, *brand image*, *brand trust*.

**PENGARUH PERCEIVED VALUE, BRAND IMAGE, DAN BRAND  
TRUST TERHADAP REPURCHASE INTENTION PADA KONSUMEN  
RITEL “JELITA COSMETIC**

Program Studi Manajemen  
Fakultas Ekonomi dan Bisnis  
Universitas Pembangunan Nasional “Veteran” Yogyakarta

[141220338@student.upnyk.ac.id](mailto:141220338@student.upnyk.ac.id)

**ABSTRACT**

*The circulation of counterfeit skincare products has encouraged consumers to be more selective in choosing retailers that guarantee product authenticity. In Yogyakarta, the discovery of illegal cosmetics without BPOM approval has intensified public concern and shifted purchasing preferences towards more trusted retail channels. Although Jelita Cosmetic is perceived as a reliable local retailer, a preliminary survey indicates that actual purchases remain more dominant at a competing retailer (59.1%) than at Jelita Cosmetic (36.4%), suggesting a gap between favourable perceptions and repeat purchase intention. This study examines the effects of perceived value, brand image, and brand trust on repurchase intention, both jointly and partially, among Jelita Cosmetic consumers in Sleman, Yogyakarta. A quantitative survey was conducted with 91 respondents selected through purposive sampling, and the data were analysed using multiple linear regression (SPSS 29). The results show that perceived value, brand image, and brand trust each have a positive and significant effect on repurchase intention. The results show that perceived value, brand image, and brand trust together have a significant effect on repurchase intention.*

**Keywords:** *Jelita Cosmetic, repurchase intention, perceived value, brand image, brand trust.*