

***THE EFFECT OF EXPERIENTIAL MARKETING AND BRAND TRUST ON  
THE REPURCHASE INTEREST OF MS GLOW PRODUCTS***

***(Study On Ms Glow Consumers In Jombang)***

**ABSTRACT**

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*This study aims to determine and explain the significant influence of experiential marketing and trust them to consumers ' repurchase interest Ms Glow products in Jombang.the study used explanatory research methods carried out through data collection in the field. The population is all consumers of ms glow products in jombang with a sample of 100 respondents, data analysis using multiple Linear regression statistical methods, hypothesis testing and coefficient determination. Based on the results of the analysis and discussion that has been done, it can be concluded that experiential marketing has a contribution in influencing the repurchase interest, so the hight the experiential marketing, the hight the repurchase interest of consumers of ms glow products in jombang. Brand Trust has a contribution in influencing repurchase interest, so the hight the brand trust, the hight the repurchase interest of consumers of ms glow products in jombang.*

*Keywords: Experiential marketing, brand trust and repurchase interest*