

**PENGARUH *ELECTRONIC WORD OF MOUTH*, *ELECTRONIC SERVICEQUALITY*, DAN *BRAND IMAGE* TERHADAP  
PEMBELIAN ULANG  
(*Studi pada Konsumen Wardah Di Official Store Tiktok Shop*)**

**ABSTRAK**

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Penelitian ini bertujuan Untuk mengetahui dan menjelaskan pengaruh *electronic word of mouth*, *electronic service quality* dan *brand image* terhadap pembelian ulang *Wardah di Official Store Tiktok Shop*. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah seluruh pelanggan *Wardah di Official Store Tiktok Shop* dengan sampel berjumlah 96 orang, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien diterminasi. Berdasarkan hasil penelitian menunjukkan bahwa *Electronic Word of Mouth* mampu meningkatkan pembelian ulang pada produk *Wardah di Official Store Tiktok Shop*. Semakin baik *Electronic Word of Mouth* maka semakin tinggi pembelian ulang pada produk *Wardah di Official Store Tiktok Shop*, *Electronic service quality* mampu meningkatkan pembelian ulang pada produk *Wardah di Official Store Tiktok Shop*. Artinya apabila *electronic service quality* semakin baik, maka pembelian ulang pada produk *Wardah di Official Store Tiktok Shop* akan mengalami peningkatan dan *Brand image* mampu meningkatkan pembelian ulang pada produk *Wardah di Official Store Tiktok Shop*. Artinya apabila *brand image* semakin baik, maka pembelian ulang pada produk *Wardah di Official Store Tiktok Shop* akan mengalami peningkatan

*Kata Kunci:* Kualitas layanan, Kepuasan pelanggan dan loyalitas pelanggan

**EFFECT OF ELECTRONIC WORD OF MOUTH, ELECTRONIC SERVICEQUALITY, AND BRAND IMAGE ON REPURCHASE  
(Study on Wardah Consumers at the Tiktok Shop Official Store)**

**ABSTRACT**

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*This study aims to determine and explain the effect of electronic word of mouth, electronic service quality and brand image on Wardah repurchasing at the Official Store Tiktok Shop. The research uses explanatory research methods which are carried out through data collection in the field. The population is all Wardah customers at the Tiktok Shop Official Store with a sample of 96 people, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that Electronic Word of Mouth is able to increase repeat purchases of Wardah products at the Tiktok Shop Official Store. The better the Electronic Word of Mouth, the higher the repurchase of Wardah products at the Tiktok Shop Official Store, Electronic service quality is able to increase the repurchase of Wardah products at the Tiktok Shop Official Store. This means that if the electronic service quality is getting better, the repurchase of Wardah products at the Tiktok Shop Official Store will increase and the brand image is able to increase the repurchase of Wardah products at the Tiktok Shop Official Store. This means that if the brand image is getting better, the repurchase of Wardah products at the Tiktok Shop Official Store will increase*

*Keywords: Service quality, customer satisfaction and customer loyalty*