

ABSTRACT

Title : *The of Reference Groups, Consumer Attitudes, Product Quality Against Consumer Repurchase Intention in Wardah Products.*
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The purpose of this study was to determine the effect of Reference Groups, Consumer Attitudes, Product Quality on Consumer Repurchase Intention on Wardah Products. This research uses survey method, validity test, reliability test, linear regression analysis test, Purposive Sampling and Three Box Method used in sampling techniques with the acquisition of 235 respondents found in the Jakarta and Bekasi areas as research samples. The results of this study indicate that there is a significant influence of Reference Groups, Consumer Attitudes, and Product Quality on consumer repurchase intentions on Wardah Cosmetics Products.

Keywords :

Reference Group, Consumer Attitude, Product Quality, Repurchase Intention