

Abstract

This research aims to examine the influence of compulsive buying on consumer's repurchase intention based on Cognitive Dissonance Theory. Unlike the compulsive buying concept have been known so far in scientific literatures, this research defines compulsive buying as a force that makes consumer to buy or strong compulsion (Heather, 2017) and they are repetitive buying consumer engage in over and over again to alleviate an angst brought on by the possibility of negative consequences (Begley, 2017). It is not either an illness (Workman and Paper, 2010) or consumer bad habit (Ridgway et al., 2008; Workman and Paper, 2010; Heather, 2017). The Data is collected using cross-sectional survey design, while the subjects are the users of face care cream in beauty clinics in Indonesia determined based on purposive sampling method. The number of respondents is 251 qualified women. The Data is then analyzed using Structural Equation Model technique. The results shows that all hypotheses of this research are supported statistically and theoretically, except for H4(-), which is the influence of cognitive dissonance on consumer satisfaction. it is not supported in this research. It means, if the consumers have experienced cognitive dissonance due to their compulsive buying, then it is so hard for the marketer to satisfy their consumers. Thus, the satisfaction becomes important and central factor to maintain consumer repurchase intention. In other words, as long as the consumers are satisfied with compulsive buying, they will have strong intention to repurchase. The contribution and implication of the finding of this research, both theoretically and practically, are explained further in this dissertation.

Keywords: *Compulsive Buying, Disease, Impulse Control Disorder, Impulsive Buying, Repurchase Intention*