PRODUCT QUALITY ON REPURCHASE INTEREST, WHICH IS MEDIATED BY CUSTOMER SATISFACTION WITH MS GLOW SKINCARE PRODUCTS IN JAMBI CITY

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Abstract

This study investigates the impact of product quality on repurchase intention, with customer satisfaction acting as a mediating variable within the skincare industry. The research focuses on MS Glow skincare users in Jambi, Indonesia. Utilizing Structural Equation Modeling (SEM) with SMART PLS 3.0, data was collected through structured questionnaires distributed among the target population. The findings reveal that product quality significantly influences customer satisfaction, which, in turn, affects repurchase intention. Additionally, customer satisfaction mediates the relationship between product quality and repurchase intention, underscoring its pivotal role in consumer decision-making processes. These insights highlight the necessity for skincare companies to prioritize product quality enhancements to foster customer satisfaction and encourage repeat purchases.

Keywords: Product Quality, Repurchase Interest

Introduction

Current business developments promise many opportunities and challenges for a company. Companies compete with each other to meet consumer needs. A company must compete with other companies so that the company can survive and on the other hand the company must understand what consumers want so that consumers feel satisfied. Basically, the more competitors there are, the more choices there are for consumers to choose products that match their expectations.

Beauty products, especially skincare, have experienced very rapid development by formulating various needs needed by the skin of Indonesian people. Skincare has now become a need that must be met to support appearance. In Indonesia, there are various kinds of beauty products that have developed in such a way as time goes by.

The beauty industry is growing from year to year. The development of the beauty industry goes hand in hand with the development of existing technology, making products more accessible to consumers. Various types and brands of cosmetics witness the progress of the cosmetics industry. Skin care products support this development. Skincare is a skin care series that includes special products to maintain healthy skin and care for it. Skin care is a secondary need besides beauty and maintaining appearance is the most important thing.

In today's continuously developing world, the needs of each individual in various areas of life are increasing. Skin care is becoming a trend among young people. This is caused by technological developments that encourage people to control their appearance, which is an important factor in various aspects of life such as work and lifestyle. Cosmetics themselves are an important need in various fields that can help support a person's appearance and increase self-confidence.

The skincare industry has witnessed significant growth, driven by increasing consumer demand and technological advancements. In Indonesia, skincare products have become essential, not only for enhancing appearance but also for boosting self-confidence. This study explores the relationship between product quality, customer satisfaction, and repurchase intention, providing insights into consumer behavior in the competitive skincare market.

Literature Review
Repurchase Interest

According to Kotler., (2016) Repurchase intention is basically customer behavior that responds positively to the quality of a company's service. If it meets consumer expectations or even exceeds customer expectations, the customer will intend to make a return visit or re-consume the company's products, the customer will even say something. -good things to other people. According to Goh et al., (2016) repeat purchases can increase company profitability more significantly because repeat purchases will produce loyal consumers. If a company has loyal consumers, it will immediately be able to reduce the cost of acquiring new customers, considering that competition is increasingly fierce and the cost of acquiring new customers is not cheap.

Product Quality

According to Kotler and Armstrong (2012), product quality is a series of product or service characteristics that can meet consumer needs such as durability, reliability, accuracy, serviceability and other product

characteristics as well as the product's ability to carry out functions such as durability, reliability, accuracy, ease of operation, and ease of product repair. Tjiptono (2012) defines quality as the expected level of quality and controlling the diversity of quality levels to achieve this quality in order to meet consumer needs.

Customer Satisfaction

According to Kotler (2016) consumer satisfaction is the level of emotion when reporting results comparing the product performance received and expected. According to Kotler and Keller (2009) satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance or results of the product in your mind with the expected performance or results. According to Supranto (2006), satisfaction is a person's emotional level after comparing perceived performance (results) with expectations. Consumer expectations can be formed from past experiences, comments from relatives, promises and information from marketers and competitors. Satisfied consumers will be more loyal, less sensitive to price, and have more positive comments about the company.
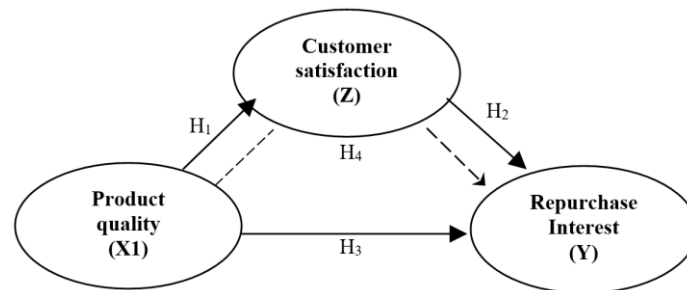

Figure 1. Proposed Conceptual Framework

Methods

According to (Sugiyono, 2017) that population is a general domain consisting of objects that show certain characteristics determined by researchers to study and draw conclusions. According to, defining a population as a whole group or aggregate that is of interest to the researcher and whose results are desired by the researcher. In this survey, the population includes all consumers who use MS Glow skincare products in Jambi City.

According to (Sugiyono, 2017) the sample is part of the total population and the characteristics possessed by the population. According to Abdhul (2022), sampling techniques or samples in general are a process where several elements are selected to be sampled from the population being studied, and the differences in characteristics or characteristics of objects in the sample are understood, which can then be generalized from the elements of the general population.

The data analysis used in this research is quantitative data analysis using Likert scale numbers. To quantitatively measure the direct influence of the independent variable on the dependent variable through the mediating variable, the Structual Equation Model (SEM) analysis tool is used. The software used in this research is Smart PLS 3.0. Co-variance based SEM, SEM-PLS can work efficiently with small sample sizes and complex models. Apart from that, PLS does not require many assumptions, the data is not normally distributed.

According to (Ghozali, 2015), the PLS evaluation model is carried out by assessing the outer model and inner model. Evaluation of the measurement model or outer model is carried out to assess the validity and reliability of the model. The outer model is carried out using reflective convergent validity and discriminal indicators to form latent constructs and composite reliability as well as Cronbach alpha for the indicator values. Meanwhile, model evaluation or inner model is used to predict the relationship between latent variables.

Result and Discusssion
Demographics

The author chose the criteria for consumer respondents who had purchased MS Glow skincare products in Jambi City and consumers who had repurchased MS Glow skincare products in Jambi City. The description of the data that will be presented below is to provide a general overview of the data distribution that has been carried out in the field. The sample in this study was 85 respondents with criteria for determining respondents in this study.

Data was obtained by distributing questionnaires conducted online via Google Form from January 5 2024 to February 20 2024. The research was aimed at MS Glow consumers in Jambi City with the criteria being consumers who had purchased MS Glow skincare products and consumers who had repurchased MS Glow products .
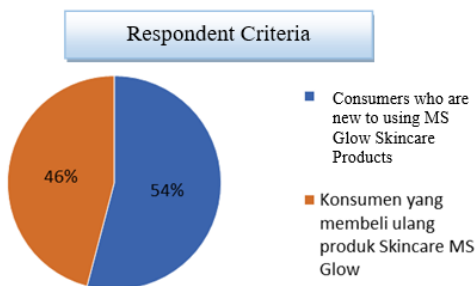
Figure 2. Respondent Criteria

The composition based on the results of the respondent criteria as described in table 4.2 shows that the respondents whose criteria are consumers who have purchased MS Glow skincare products in Jambi City are 46 respondents (54%), while with the criteria of consumer respondents who have made repeat purchases of MS Glow skincare products in Jambi City.
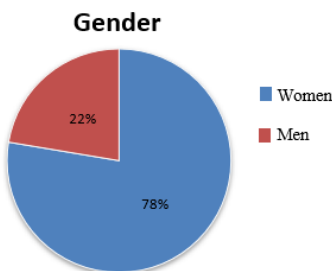

Figure 3. Gender

Based on gender, the picture shows that the majority of respondents are female as many as 66 respondents or 78%, while the respondents are male as many as 19 respondents or 22%.
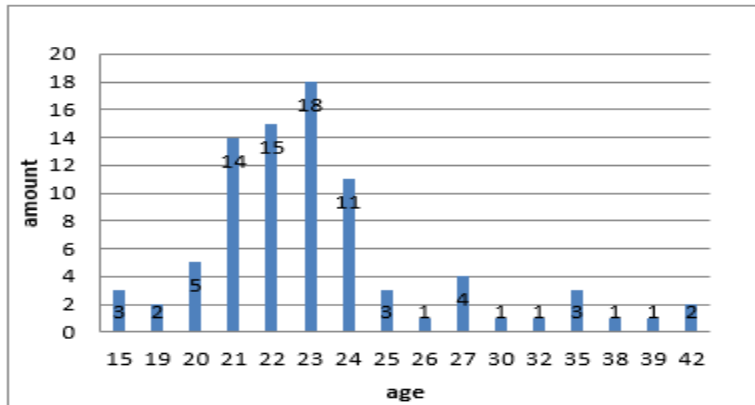

Figure 4. Age

Based on age, the picture shows that the largest number of respondents were 23 years old with 18 respondents, followed by 15 respondents aged 22 years and 14 respondents aged 21 years.
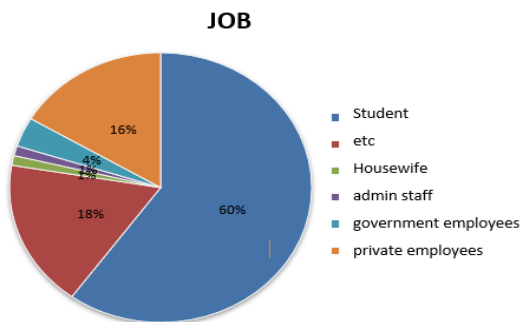

Figure 6. Job Criteria

Based on job criteria, respondents according to type of work indicate that the majority of respondents in the sample in this study were students in the form of 51 respondents or 60%, respondents with private jobs were 14 respondents or 16%, respondents with civil servant jobs as many as 3 respondents or 4%.

Measurement Model Assessment

The convergent validity test of reflective indicators can be seen from the loading factor value for each construct, where the recommended loading factor value must be greater than 0.7 for confirmatory research, and the loading factor value is between 0.6 to 0.7 for research that is explorative is still acceptable, and the Average Variance Extracted (AVE) value must be 0.5 (Putra, W. E. et al., 2023).
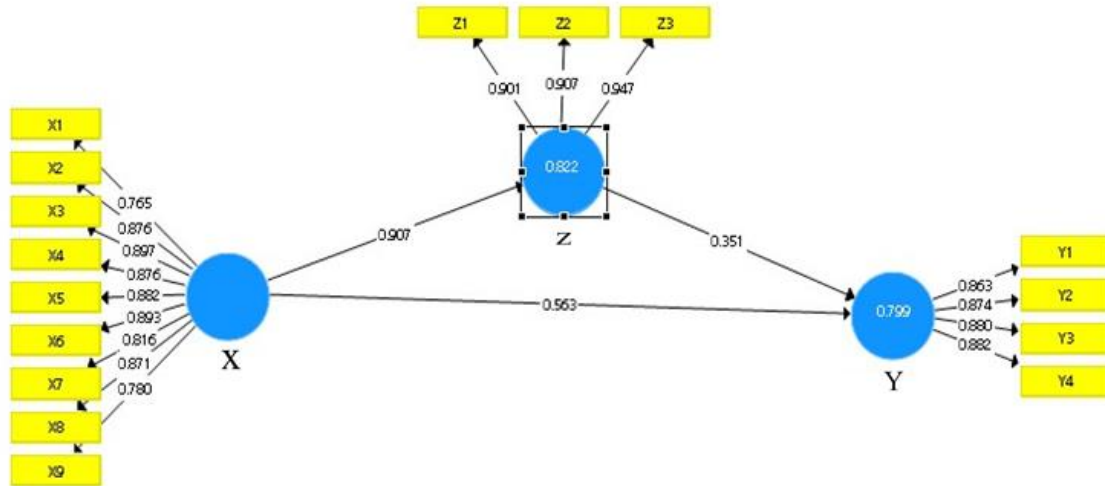

Figure 7. Outer Model (Convergent Validity Test Results)

Table 2. Average Variance Extracted and Discriminant Validity

Variable	AVE	Result
Product quality	0.726	Valid
Interested in buying again	0.765	Valid
Customer satisfaction	0.942	Valid

The overall Average Variance Extracted (AVE) value of each variable is in the table from the results of data processing that has been carried out for all variables, which is above the specified value, namely >0.5.

Result of Structural Model

This hypothesis testing is based on the results of Partial Least Square (PLS) analysis by carrying out the Boostraping test. Testing was carried out by comparing the P value with the T-Statistics value resulting from the bootstrap process. Test statistics can also be seen by looking at the significance of the p value output, which is below 0.05, indicating a significant influence (if the significance level is at the 5% level).

The significance level used in this research is 5% or 0.05, which means that the test results always have a 5% probability of being wrong, a correct probability of 95%.

The Influence of Product Quality on Customer Satisfaction with MS Glow Skincare Products in Jambi City. The first hypothesis in this research states that product quality has a significant influence on customer satisfaction. This is proven by the results of research tests with a significance value of 0.000 (p>0.05). Based on the results of these data, product quality influences customer satisfaction. This means that product quality is positively influenced by customer satisfaction.

The Influence of Customer Satisfaction on Repurchase Interest in MS Glow Skincare Products in Jambi City. The second hypothesis in this research states that customer satisfaction has a significant influence on repurchase intention. This is proven by the results of research tests with a significance value of 0.003 (p>0.05). Based on the results of these data, customer satisfaction influences repurchase interest. This means that customer satisfaction is positively influenced by repurchase interest.

The Influence of Product Quality on Repurchase Interest in MS Glow Skincare Products in Jambi City. The second hypothesis in this research states that product quality has a significant influence on repurchase intention. This is proven by the results of research tests with a significance value of 0.000 (p>0.05). Based on the results of these data, product quality influences repurchase interest. This means that product quality is positively influenced by repurchase interest.

The Influence of Product Quality on Repurchase Intention as mediated by Customer Satisfaction with MS Glow Skincare Products in Jambi City.The fourth hypothesis states that customer satisfaction as a mediator

influences the relationship between product quality and repurchase intention. The indirect effect results show that the p-value is 0.003>0.05, so the hypothesis is accepted.

Table 3. Bootsrapping and hyopothesis test result.

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Result
Customer satisfaction (Z) > Interested in buying again (Y)	0.351	0.347	0.128	2.945	0.003	Accepted
Product quality (X) > Customer satisfaction (Z)	0.907	0.901	0.033	6.003	0.000	Accepted
Product quality (X) > Interested in buying again (Y)	0.563	0.559	0.123	4.591	0.000	Accepted

Discussion

This study provides valuable insights into the relationships between product quality, customer satisfaction, and repurchase intention in the skincare industry, particularly among MS Glow skincare users in Jambi. The findings have several important implications for both academic research and industry practices. Product Quality and Customer Satisfaction: The results confirm that product quality significantly influences customer satisfaction. This is consistent with previous research indicating that high-quality products that meet or exceed customer expectations tend to result in higher levels of satisfaction. For MS Glow, this suggests that aspects such as product effectiveness, safety, and appealing packaging are critical in shaping consumer perceptions of quality. Skincare companies should thus prioritize continuous improvements in product quality to enhance customer satisfaction. Customer Satisfaction and Repurchase Intention: Customer satisfaction has a direct and significant impact on repurchase intention. Satisfied customers are more likely to develop loyalty towards a brand and continue purchasing its products. This underscores the importance of ensuring high customer satisfaction to secure repeat purchases and build long-term customer relationships. MS Glow and similar brands should focus on delivering exceptional customer experiences, not just through product quality, but also through excellent customer service and engagement. Product Quality and Repurchase Intention: The study also finds a direct relationship between product quality and repurchase intention, although this relationship is partially mediated by customer satisfaction. This indicates that while high product quality can directly encourage customers to repurchase, the effect is amplified when customers are satisfied with their overall experience. Thus, skincare brands should adopt a holistic approach that integrates quality management with customer satisfaction strategies to maximize repurchase intentions. Mediating Role of Customer Satisfaction: Customer satisfaction serves as a crucial mediating variable between product quality and repurchase intention. High-quality products enhance customer satisfaction, which in turn drives repurchase intentions. This chain of effects highlights the strategic importance of fostering customer satisfaction as a means to leverage the benefits of high product quality. Skincare companies should invest in understanding and enhancing the factors that contribute to customer satisfaction to ensure sustained consumer loyalty.

Conclusion

Based on the discussion in the previous chapters, the following conclusions are drawn: 1) Where product quality, repurchase interest and customer satisfaction range of assessment is 85-152, the classification is strongly disagree, the assessment range is 153-220, the classification is disagree, the assessment range is 221-288, the classification is less agree, the assessment range is 289-356, the classification is agree. Rating range 357-425 classification strongly agree; 2) Product quality has a significant effect on customer satisfaction with MS Glow skincare products in Jambi City; 3) Customer satisfaction has a significant effect on repurchase interest in MS Glow skincare products in Jambi City; 4) Product quality has a significant influence on repurchase interest in MS Glow skincare products in Jambi City; 5) Product quality has a significant effect on repurchase intention which is mediated by customer satisfaction with MS Glow skincare products in Jambi City..

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