

# TESTING A DEEP SATISFACTION MODEL INTEREST IN REPURCHASING

## Case Study of Consumers of Scarlet Body Lotion Products in the city of Yogyakarta, Indonesia

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**Abstract.** The global cosmetics market is now growing quite rapidly, and Indonesia is no exception. Economic, socio-cultural and technological advances have changed people's lifestyles. Starting from fashion and skin care, this development has given birth to a variety of beauty care products that are a necessity for everyone, especially women. Aspects of customer happiness are determined by several things other than product quality. Apart from that, brands can help customers recognize the features and advantages of a product (Ramdhani and Widyasari, 2022). Brand image refers to how consumers perceive a brand, which helps in remembering the brand's connotations. The consumer's view of a brand that comes to mind when remembering a particular product is known as brand image. LPPOM MUI halal certification is a form of guarantee. Demand for halal goods is increasing in Indonesia, with a fairly large Muslim population (Routers, 2018). Customer happiness can be realized if businesses prioritize offering high-quality services and products. If the product can provide quality, cleanliness and safety, then consumer happiness can also be achieved (Malian 2021). Repurchase intention refers to the customer's intention and behavior to make additional purchases of a product because of their satisfaction with meeting their needs.**Design/method:** This research is based on a survey of 125 respondents in the city of Yogyakarta. The sample collection method is purposive sampling. Data processing is implemented with using the Partial Least Square (PLS) smartPLS v.3.0 analysis method which is a quantitative methodology.**Finding/results:** Our results show that product quality has a good and significant influence on customer satisfaction, brand image has a good and significant influence on customer satisfaction, the halal label has a good and significant influence on customer satisfaction, interest in repurchasing Scarlett body lotion has a positive and significant influence on customer satisfaction, the relationship between product quality and repurchase intention can be mediated by consumer satisfaction, the relationship between brand image and repurchase intention can be mediated by consumer satisfaction, the relationship between halal labels and repurchase intention can be mediated by consumer satisfaction.**Research implication:** This research contributes to consumer satisfaction in repurchase interest in scarlet body lotion products in the city of Yogyakarta. The results are clear from filling out the questionnaire regarding this scarlet body lotion product.**Originality/value:** This research evaluates the influence

of product quality, brand image, halal labels in increasing repurchase interest which is mediated by consumer satisfaction. To be precise, this research examines the unique characteristics of respondents who use consumer respondent scarlet body lotion products in the city of Yogyakarta, Indonesia.

**Keywords:** Product quality, brand image, halal label, consumer satisfaction and repurchase intention.

## 1 INTRODUCTION

Currently, the world cosmetics industry is experiencing very rapid development, including in Indonesia. Progress in the economic, socio-cultural and technological fields has brought changes to a person's lifestyle, starting from fashion and skin care, resulting in the emergence of various beauty care products which are basic needs, especially women. Developments in these three fields have created a tight level of competition in the world of beauty care or cosmetics business, this can be seen from the increasing number of cosmetic products from various brands appearing on the market, both imported and local brands, so that every cosmetic company must continue to increase its innovation in meeting needs or desires. consumers to be able to survive amidst competition.

Scarlett whitening is a company that sells quality products that have more value compared to other competing products. Scarlett body lotion is an external skin care product. The benefit of the Scarlett body lotion product is that if used regularly it can whiten, brighten, moisturize and even out skin tone effectively because it contains glutathione which is the best antioxidant, and helps protect the skin when doing activities outside the home from pollution such as vehicle fumes, dust, and direct exposure to sunlight which can make the skin irritated and dull, this is because teenagers' skin is more sensitive and to moisturize and brighten the body's skin optimally.

Product quality is the nature or specification of a product that is related to its capability in providing satisfaction to customer needs. Product quality has an important role in product marketing, which is the ability to demonstrate its function to one party or another. Of course, consumers will not buy products that do not match the quality provided (Ramdhani and Widayarsi, 2022). The quality of the product is one of the attractions of market offerings which is considered important in making purchases and is a determining factor in consumer satisfaction. If consumers are satisfied with the quality of the product itself then consumers will buy the product again (Laili and Canggi, 2021).

Brand image is the overall memory of consumers about the product so that a perception is formed that has confidence in the product. Tjiptono (2015:49). Brand image is a description of consumer associations and beliefs towards a particular brand. Brand image is the observations and beliefs held by consumers, as reflected in associations or in consumer memories. Brand image is a series of consumer beliefs about a particular brand so that the brand association sticks in the minds of consumers.

Consumer satisfaction can also be achieved if the product can guarantee quality, cleanliness and safety. One form of guarantee is halal certification by LPPOM MUI. With a large Muslim population in Indonesia of 87.18% of 232 million people (Routers, 2018), the demand for halal

products is increasing, as well as making the role of halal certification institutions very necessary for the ongoing guarantee of halal products in Indonesia (Laili and Advanced, 2021).

Consumer satisfaction can occur if the company focuses on providing service and quality. Consumer satisfaction can also be achieved if the product can guarantee quality, cleanliness and safety (Malian 2021). Consumer satisfaction is seen as an absolute thing that companies must fulfill because consumer satisfaction can be a benchmark for whether consumers will return to a particular brand or even switch to another brand (Laili and Canggi, 2021). According to Daryanto and Setyobudi (2014) in (Karina and Sari, 2021) stated that consumer satisfaction is an emotional assessment of consumers after consumers use a product, the expectations and needs of consumers who use it are met.

Repurchase intention is a consumer's desire and action to repurchase a product, because of the satisfaction received according to what they want from a product. Repurchase intention is behavior that appears as a response to an object that shows the customer's desire to make a repeat purchase in Zullaihah and Setyawati, (2021). Repurchase interest is the stage of a consumer's tendency to act before a purchase decision is actually implemented.

The difference between this research and previous research is that there is the addition of a new variable, namely repurchase interest, the research object of Scarlett body lotion users in Yogyakarta City. Recent research often involves adding new variables that were not present in previous research. So that it broadens the scope and adds deeper understanding.

## **2 LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

Wijaya (2011) said that product quality is the total combination of product characteristics resulting from marketing, production engineering and maintenance which makes the product usable and meets customer or consumer expectations. According to Armstrong (2012:283) in (Prayoni and Respati, 2020) product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes.

Kotler and Keller (2012) define brand image as "the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory", that brand image is the perception and beliefs held by consumers, as reflected in the associations held in memory. consumer. Brand image is a form of brand perception that reflects consumers' memories of their association with the brand (Ferrinadewi, 2008) in Aeni and Ekhsan (2020). Brand image determines consumer perceptions of the product, then consumers will make purchasing decisions.

Halal labeling is the inclusion or writing of a halal statement on product packaging to show that the product is a halal product (Sukesti and Mamdukh, 2014) in Ismunandar et al., (2021). According to Latief et.al (2015) the indicators for halal labeling are as follows: a. There is a halal logo. b. There is a composition label. c. There is an ingredients label. The significant positive influence of the halal label variable on consumer satisfaction. This is based on the fact that having a halal label on a product is a guarantee of quality, safety, cleanliness and compliance with sharia so that it can give consumers confidence that the product is good for consumption (Laili and Canggi 2021).

Consumer satisfaction is a person's feeling of good or bad after comparing the perceived product presentation with expectations (Saleem et al., 2015). Consumer satisfaction is known to be one

of the crucial causes in making decisions to buy products which will increase company profits. The more satisfied consumers are with a product or service offered to consumers, the more they will want to buy or consume the product again (Prayoni and Respati 2020).

### **3 RESEARCH METHOD**

The type of research can be determined based on the object and objectives. Based on the explanation above, it can be seen that this research is field research using quantitative methods.

Population is the scope or magnitude of the characteristics of all objects studied or a generalization consisting of objects and subjects, having certain qualities and characteristics according to (Sugiono, 2017) in the book (Helwig, Hong, and Hsiao-wecksler n.d.). The population in this study were all "Scarlet Body Lotion Users in Yogyakarta City".

The samples taken from this research were "Users of Scarlet Body Lotion in the City of Yogyakarta".

This research uses non-probability sampling, with a purposive sampling technique, which is a sample determination technique with certain considerations, only data that meets the criteria is used as the research sample.

According to Hair, Anderson, Tatham, and Black, (2010), if the sample size is too large, it will be difficult to obtain a suitable model, and it is recommended that an appropriate sample size be between 100-200 respondents so that interpretation estimates using the Structural Equation Model (SEM) can be used.

Measurements in this research use a Likert scale. The Likert scale is a psychometric scale that is usually used in research using survey methods.

### **4 RESULT AND DISCUSSION**

1. The Influence of Product Quality on Consumer Satisfaction. The results of testing the first hypothesis, namely the Influence of Product Quality on Consumer Satisfaction, show a coefficient value of 0.285, p-values of  $0.004 < 0.05$  and t-statistics of  $2,904 > 1.960$ . These results indicate that product quality influences consumer satisfaction.

2. The Influence of Brand Image on Consumer Satisfaction. The results of testing the second hypothesis, namely the Influence of Brand Image on Consumer Satisfaction, show a coefficient value of 0.197, p-values of  $0.043 < 0.05$  and t-statistics of  $2,026 > 1.960$ . These results indicate that brand image has an influence on consumer satisfaction.

3. The Influence of the Halal Label on Consumer Satisfaction. The results of testing the third hypothesis, namely the Effect of the Halal Label on Consumer Satisfaction, show a coefficient value of 0.481, p-values of  $0.000 < 0.05$  and t-statistics of  $3,806 > 1.960$ . These results show that the Halal Label has an influence on consumer satisfaction.

4. The Influence of Consumer Satisfaction on Repurchase Intention. The results of testing the fourth hypothesis, namely the Influence of Consumer Satisfaction on Repurchase Intention, show a coefficient value of 0.849, p-values of  $0.000 < 0.05$  and t-statistics of  $29,524 > 1.960$ . These results indicate that consumer satisfaction influences repurchase interest.

5. The Influence of Product Quality on Repurchase Interest Mediated by Consumer Satisfaction. The results of testing the fifth hypothesis, namely the Influence of Product Quality on Repurchase Interest Mediated by Consumer Satisfaction, show a coefficient value of 0.242, p-values of  $0.006 < 0.05$  and t-statistics of  $2,779 > 1.960$ . These results indicate that product quality influences repurchase interest mediated by consumer satisfaction.

6. The Influence of Brand Image on Repurchase Interest Mediated by Consumer Satisfaction. The results of testing the sixth hypothesis, namely the Influence of Brand Image on Repurchase Interest Mediated by Consumer Satisfaction, show a coefficient value of 0.168, p-values of  $0.047 < 0.05$  and t-statistics of  $1.992 > 1.960$ . These results indicate that brand image influences repurchase interest mediated by consumer satisfaction.

7. The Influence of the Halal Label on Repurchase Interest Mediated by Consumer Satisfaction. The results of testing the seventh hypothesis, namely the Influence of the Halal Label on Repurchase Interest Mediated by Consumer Satisfaction, show a coefficient value of 0.408, p-values of  $0.000 < 0.05$  and t-statistics of  $3,926 > 1.960$ . These results indicate that the Halal Label has an influence on repurchase interest mediated by consumer satisfaction.

## **5 CONCLUSION AND RECOMMENDATION**

Based on the analysis of the research and discussion described above, the following conclusions can be drawn: Product quality has a positive and significant effect on consumer satisfaction for Scarlett body lotion. Brand image has a positive and significant effect on consumer satisfaction for Scarlett body lotion. The halal label has a positive and significant effect on consumer satisfaction for Scarlett body lotion. Consumer satisfaction has a positive and significant effect on interest in repurchasing Scarlett body lotion. Consumer satisfaction is able to mediate the influence of product quality on repurchase intention. Consumer satisfaction is able to mediate the influence of brand image on repurchase intention. Consumer satisfaction is able to mediate the influence of the halal label on repurchase intention.

Theoretical Benefits, By carrying out this research, it is hoped that it will be useful for readers and future researchers, as reference material and to deepen understanding of the factors that influence consumer satisfaction in repurchase interest regarding product quality, brand image and halal labels. This research has the potential to enrich existing theories and enable better knowledge in the field of marketing and consumer behavior.

Practical Benefits, The results of this research can be used as a reference for businesses with the same research topic, Product Quality, Brand Image and Halal Labels as Influences on Consumer Satisfaction in Repurchase Intention.

Research limitations: The objects studied are product quality, brand image and halal labels on consumer satisfaction which has an impact on repurchase interest. The respondents in this research were Scarlet Body Lotion users in Yogyakarta City. Distribution of questionnaires using purposive sampling methodology, this research uses quantitative methodology to collect data. Instrument testing uses PLS SEM software.

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Suggestion: For future researchers, they can conduct research using other variables apart from the variables used in this research, which are indicated to have an influence on consumer satisfaction and repurchase interest and in further research they can add indicators to each variable. Future researchers are expected to be able to prepare larger amounts of data collection to expand the scope of data required.

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