



“Product quality as a mediating variable in repurchase decisions: The case of Indonesian skincare products”

AUTHORS	Ana Komari 
ARTICLE INFO	Ana Komari (2023). Product quality as a mediating variable in repurchase decisions: The case of Indonesian skincare products. <i>Innovative Marketing</i> , 19(3), 123-133. doi: 10.21511/im.19(3).2023.11
DOI	http://dx.doi.org/10.21511/im.19(3).2023.11
RELEASED ON	Thursday, 07 September 2023
RECEIVED ON	Wednesday, 24 May 2023
ACCEPTED ON	Wednesday, 16 August 2023
LICENSE	 This work is licensed under a Creative Commons Attribution 4.0 International License
JOURNAL	"Innovative Marketing "
ISSN PRINT	1814-2427
ISSN ONLINE	1816-6326
PUBLISHER	LLC “Consulting Publishing Company “Business Perspectives”
FOUNDER	LLC “Consulting Publishing Company “Business Perspectives”



NUMBER OF REFERENCES

52



NUMBER OF FIGURES

1



NUMBER OF TABLES

5

© The author(s) 2023. This publication is an open access article.


BUSINESS PERSPECTIVES


LLC "CPC "Business Perspectives"
Hryhorii Skovoroda lane, 10,
Sumy, 40022, Ukraine
www.businessperspectives.org

Received on: 24th of May, 2023

Accepted on: 16th of August, 2023

Published on: 7th of September, 2023

© Ana Komari, 2023

Ana Komari, Associate Professor,
Faculty of Engineering, Department
of Industrial Engineering, Kadiri
University, Indonesia.

Ana Komari (Indonesia)

PRODUCT QUALITY AS A MEDIATING VARIABLE IN REPURCHASE DECISIONS: THE CASE OF INDONESIAN SKINCARE PRODUCTS

Abstract

When buying skincare products, consumers are more concerned with comfort and safety and seek for high-quality items. Indonesian-made skincare products must be of the highest caliber and adhere to all applicable health regulations. This study aims to determine whether product quality can effectively mediate the effects of brand image, customer value, digital marketing, and product quality on repurchase decisions. The study surveyed people using skincare products in the Indonesian city of Surabaya, utilizing a targeted sample of 385 female responders at least 18 years old. According to descriptive statistics, background status significantly affects the decision to repurchase skincare products. Structural equation modeling was then used to examine the data. The results show that product quality mediates the association between brand image and consumer value on decisions to repurchase. However, it does not mediate the relationship between digital marketing and such decisions. Another finding shows that in contrast to digital marketing, brand image and customer value positively influence product quality.

According to the study's findings, product quality is a strong mediator and one of the factors influencing consumers' decisions to repurchase. Additionally, the brand image of skincare products, which differ in each product's features, enhances the consumer's decision to repurchase.

Keywords

brand image, customer value, digital marketing, product quality, repurchase decision

JEL Classification

I15, M21, M31

INTRODUCTION

A woman's ideal skin is smooth and healthy. Women can appear more confident by having healthy facial skin. Careful skincare practices can solve skin issues and aid in skin lightening. One can take care of the skin at home using over-the-counter skincare products. Numerous locally produced skincare products are just as high-quality and competitive as those imported from overseas. In Indonesian e-commerce, the top five selling facial care brands are Something, Skintific, Scarlett Whitening, Gamier, and Ms Glow (Compas, 2023).

Brand image is one of the variables consumers consider when deciding whether to purchase a skincare product; in fact, many consumers are more concerned with a product's brand image than with price or other considerations (Schiffman & Kanuk, 2013). As a result, local skincare brands must have positive brand perceptions, even better than those of international skincare brands. Skincare companies should attempt to improve the quality of their goods in order to enhance their brand image (Beneke et al., 2013). Consumers are more likely to make re-



This is an Open Access article, distributed under the terms of the [Creative Commons Attribution 4.0 International license](https://creativecommons.org/licenses/by/4.0/), which permits unrestricted re-use, distribution, and reproduction in any medium, provided the original work is properly cited.



Conflict of interest statement:

Author(s) reported no conflict of interest

peat purchases when a brand has a positive reputation (Mowen & Minor, 2016; Cretu & Brodie, 2007; Sakdiah, 2018). Local skincare goods must be promoted through modern information technology advancements, including digital marketing, in order for them to be better recognized by the general public (Smith, 2012; Yasmin et al., 2015). With the help of digital marketing, skincare businesses may market to and promote their products to a broader spectrum of consumers (Coviello et al., 2001; Nofrialdi, 2021; Deepa & Geeta, 2021).

Making consumers decide to repurchase skincare products is difficult in the face of fierce market rivalry (Best & Coney, 2004). Consumer psychological aspects impact purchase decisions (Blackwell et al., 2015; Hawkins & Mothersbaugh, 2010). It is insufficient for consumers to recognize the brand on the packaging when seeking a product. Customers will recognize high-quality items (Nurhayati & Hendar, 2020; Riptiono, 2020). Therefore, for businesses to have an impact on customer behavior, they must consider how consumers feel about the quality. Customers will use judgment to choose a product; therefore, they will always seek out high-quality items to purchase based on cognitive criteria (Kartikasari & Albari, 2019). One component of skincare quality assurance from the consumer's perspective is that it has been tested and registered with the Food and Drug Supervisory Agency (BPOM). Not a brand, BPOM is exclusive to one particular product.

Local skincare brands must have a strong brand image, high-quality products, and effective digital marketing strategies to compete with imported brands. However, few studies look at how Indonesian skincare products' quality affects buying patterns.

1. LITERATURE REVIEW

Consumers make repurchase decisions based on whether a product meets their expectations when purchasing, seeking out, or returning it after consumption. Repurchase decisions are consumer purchases affected by their psychological makeup (Blackwell et al., 2015; Schiffman & Kanuk, 2013). Such decisions are a person's propensity to rebuy the same things, look for them again, and desire to use them again (Kotler & Keller, 2016). Ghezlbash and Khodadadi (2017), who studied 300 consumers of the Amiran retail chain in Karaj, found that product and service quality affects customer satisfaction. Customer contentment affects incentives for repeat purchases. Fauzi and Ali (2021) looked at 180 users of Samsung smartphones in Jakarta and found that product quality and cost affect buying choices. Repeat purchases are unaffected by product quality. Among subject group awareness, brand awareness is the most critical selection heuristic. Subjects unaware of brands tend to select more high-quality brands (Hoyer & Brown, 1990).

Consumer trust in a brand is represented in the individual experience of consumers. If consumers have a positive experience with the product, a positive brand image will develop in their subconscious.

Consumer trust in the brand will increase if it has a positive reputation, motivating them to buy from it again. Even though the products sold have the same qualities as those supplied by other vendors, brands can serve as a differentiator (Assauri, 2018; Bayu et al., 2019; Kotler & Keller, 2016).

Purchase decisions and plans to make more purchases positively correlate with brand image. In Ho Chi Minh City, Cuong (2022) observed 249 patrons of a fast food establishment. The study discovered that brand perception, decision to buy, and intention to buy again are all impacted by product quality. Amelia and Ayani's (2020) study of 316 LP3M students found that brand image affects customer value and retention. Additionally, Fatmalawati and Andriana (2021) looked at 116 Paragon cosmetics users and concluded that product quality affected repurchase intention more than brand image. Brand image affects consumers' decisions to make further purchases, according to the article by Prasetya and Farida (2021) on 100 bus customers. Suriyanto et al. (2020) showed the effect of CRM campaigns on repurchase decisions mediated by brand awareness and corporate image. According to Wang and Wu's (2012) study of 279 college students, switching costs are primarily driven by the perceived value of long-standing

partnerships. In contrast, corporate image has a significant impact on newer relationships. Brand image can considerably enhance the quality of the product and customer repurchase intentions.

Customer value is defined as the customer's perception of the product attributes and services they choose, how they evaluate those attributes, how they perform, and how utilizing the product will affect their objectives and intentions (Woodruff & Gardial, 2006). Total customer value minus total customer expense equals customer value. Total customer value is made up of a number of anticipated advantages, while total customer costs are the number of expenses that consumers must bear in order to purchase goods or services (Kotler, 2020). Customers' perceived value is key to guaranteeing the company's viability in today's cutthroat industry. Correa et al. (2021) studied 185 companies, concluding that perceived value is positively related to satisfaction and trust perceived, which in turn increases intention to repurchase. Fang et al. (2016) examined 651 online shoppers, stating that both gender and age can affect repurchase intentions online by moderating the relationship between relational benefits (i.e., product quality and electronic service quality) and perceived value.

Additionally, Harryani (2017) looked at 360 clients and concluded that effective customer relationship management will raise client value and product quality, ultimately improving satisfaction. A key factor in driving repeat purchases is perceived value. Customer value can dramatically enhance product quality and repurchase decisions.

Digital marketing is a technology that facilitates communication between businesses and customers. Convenience for customers means making it simpler to access information about the products they want. In contrast, convenience for businesses means being able to educate customers about specials made available to a large audience. The digital revolution has fundamentally altered how businesses interact with their customers. Consumers may now research pricing and, in some instances, even set them themselves, thanks to the Internet (Sawicki, 2016). Digital marketing is a strategy for promoting a business's products or services using one or more electronic media (Arnes & Toto, 2020; Chaffey & Ellis-Chadwick, 2019).

The shopping paradigm has altered due to recent technological advancements, which have also favored an online shopping system. At Shopee, 400 millennials were evaluated by Ginting et al. (2022). They discovered that while product differences and digital marketing influence purchasing decisions, these decisions also influence repurchase decisions. In their study of 125 Catur Putraharmonis customers in Makassar, Ilyas et al. (2021) found that brand awareness affected consumers' decisions to repurchase products and that digital marketing impacted customer value. Additionally, Wandoko and Panggati (2022) looked at 407 Indonesian users of e-marketplaces who shop online. They concluded that consumer repurchase decisions are influenced by trust and the quality of the information. Customer trust in the digital sphere mediates customer repurchase intentions and information quality. The analysis of Jakarta's transportation system by Sutia et al. (2019) also showed the influence of online marketing and brand recognition on consumers' tendency to make repeat purchases. Accordingly, digital marketing can enhance product quality and decision-making for repeat purchases.

A product or service's capacity to satisfy explicit or implicit demands is determined by the total of all of its qualities. According to Schiffman and Kanuk (2013), a product's quality is determined by how well it performs its functions, including dependability, durability, accuracy, ease of use, and product maintenance. In contrast, Kotler and Keller (2016) define product quality as an item's capacity to deliver adequate results or performance even above and beyond what the consumer desires.

Panjaitan (2019) examined 270 Islamic banking customers in East Java, proving that product quality affects customer value and corporate image. Additionally, according to Ketut (2018), brand perception and product quality influence consumers' decisions to repurchase. Hakim et al. (2017) examined 240 Philips lighting customers in Batam City, proving that perceived product quality affects customer value. While Widyaningrum et al. (2022) proved that product quality affects customer value, perceived value is considered an essential motivator of customer repurchase intentions. According to Munisih and Soliha (2015), a relationship exists between customer value and product quality. In a

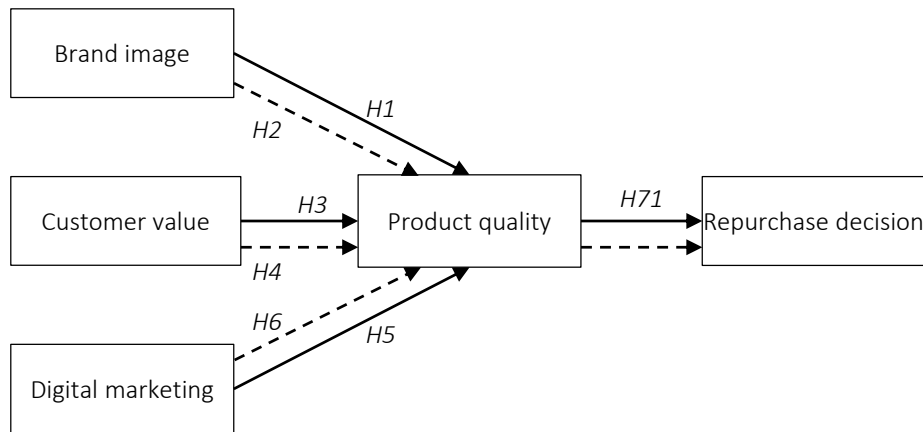


Figure 1. Research framework

study of 336 textile industry workers in the city of Bandung, Manik et al. (2023) found that management’s involvement in planning quality improvement will increase product quality, which is beneficial for the organization. According to a study on product quality, consumers’ decisions to repurchase products can be significantly improved.

This study aims to ascertain if product quality is an effective mediating factor in the interactions between brand image, customer value, digital marketing, and product quality on repurchase decisions. The following hypotheses were developed in light of the literature review:

- H1: Brand image has a significant effect on product quality.*
- H2: Product quality has a significant affect on repurchase decisions through brand image.*
- H3: Customer value has a significant effect on product quality.*
- H4: Customer value has a significant effect on repurchase decisions through product quality.*
- H5: Digital marketing has a significant effect on product quality.*
- H6: Digital marketing has a significant effect on repurchase decisions through product quality.*
- H7: Product quality has a significant effect on repurchase decisions.*

For clarity, the research framework is displayed in Figure 1.

2. METHODOLOGY

This is a causal study. All customers using skincare products made in Indonesia in Surabaya comprise the research population (Malhotra & Birks, 2007). The Lemeshow formula is used to obtain a minimal number of samples with a margin of error of 5% and a sample size of 385 respondents when the population is unclear (Lemeshow et al., 1990). The study used a purposive sampling methodology, and the sample requirements are users of local skincare products who are at least 18 years old and have used them at least once. WarpPLS (Warp Partial Least Squares) software and structural equation modeling (SEM) are used in the analytical approach.

The major data used in this investigation came from questionnaire replies. Data were gathered by completing a questionnaire with numerous statements concerning demographic characteristics. A Likert scale evaluates respondents’ responses, with score intervals ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The product-moment correlation was used to test the instrument’s validity, and a p-value of 0.05 shows that all questionnaire instruments are valid. Verifying the instrument’s reliability with Cronbach’s alpha > 0.6 indicates that all variables are reliable. The findings of this study indicate that the questionnaire instrument can be utilized at various times and locations in the same situation and yield accurate data (Hair et al., 2014; Kyriazos & Stalikas, 2018).

Table 1 lists the characteristics of the respondents, including their gender, age, marital status, level of education, and how long they have used local skincare.

Table 1. Respondent characteristics

Characteristics		Frequency	Percentage (%)
Gender	Male	–	–
	Female	385	100.0
Age	18–30 years	172	44.7
	31–40 years	128	33.3
	41–60 years	85	22.0
Education	High school	131	34.0
	Bachelor	176	45.7
	Master	78	20.3
Marital Status	Married	253	65.7
	Single	132	34.3
Duration of using local skincare brands	1–2 years	201	52.2
	3–4 years	104	27.0
	> 4 years	80	20.8

Note: N = 385.

According to Table 1, all respondents are women. The dominant respondents are between 18 and 30 (44.7%) and between 31 and 40 years old (33.3%). This shows that the respondents are young and adult women. Table 1 also shows that the respondents have Bachelor’s degrees (45.7%), high school (34.0%), and master’s degrees (20.3%). As many as 52.2% of respondents use local skincare products for 1-2 years, while 27.0% use them for 3-4 years. Thus, respondents are highly educated and new to using local skincare products.

Brand image, customer value, and digital marketing were the three independent variables employed in this study. One intervening variable is product quality. This study also makes use of a repurchase decision-based dependent variable. Brand image uses three indicators: strengths, uniqueness, and favorable effect (Schiffman & Kanuk, 2013). Customer value uses four indicators: emotional value, social value, performance value, and value of money (Munisih & Soliha, 2015). Digital marketing uses six indicators, namely accessibility, interactivity, entertainment, credibility, irritation, and informativeness (Yasmin et al., 2015). Product quality uses four indicators: performance, features, reliability, and conformance (Bayu et al.,

2019). Repurchase decision uses four indicators: transactional interest, referential interest, preferential interest, and explorative interest (Ho & Chung, 2020). Each indicator uses two statement items.

Following instrument testing, measurement models (the outer and inner models) were evaluated. The structural and measurement models were examined together using the goodness of fit. A hypotheses test was then conducted.

3. RESULTS

The loading factor and AVE (average variance extract) both have values larger than 0.5, based on Table 2. As a result, the research variables satisfy the requirements for convergent validity.

Table 2. Values for the loading factor and AVE

Study parameters	Indicator	Value of the outer loading factor	AVE
Brand image (X1)	X1-X1.1	0.837	0.634
	X1-X1.2	0.888	
	X1-X1.3	0.850	
Customer value (X2)	X2-X2.1	0.525	0.769
	X2-X2.2	0.982	
	X2-X2.3	0.971	
	X2-X2.4	0.606	
Digital marketing (X3)	X3-X3.1	0.922	0.696
	X3-X3.2	0.961	
	X3-X3.3	0.920	
	X3-X3.4	0.893	
	X3-X3.5	0.798	
	X3-X3.6	0.801	
Product quality (Z)	Z-Z.1	0.919	0.741
	Z-Z.2	0.858	
	Z-Z.3	0.892	
	Z-Z.4	0.886	
Repurchase decision (Y)	Y-Y.1	0.901	0.664
	Y-Y.2	0.867	
	Y-Y.3	0.949	
	Y-Y.4	0.941	

The square roots of the average variance extracted (AVEs) value serve as a proxy for discriminant validity. Table 3 shows that the values in the diagonal block (bold) are higher than the values in the same block. All variables thus meet the requirements for discriminant validity.

Table 3. Connections between latent variables

Variable	X1	X2	X3	Z	Y
X1	0.730	0.152	0.466	0.278	0.027
X2	0.152	0.608	0.020	0.328	0.175
X3	0.466	0.020	0.704	0.098	0.075
Z	0.278	0.328	0.098	0.736	0.203
Y	0.027	0.175	0.075	0.203	0.604

Note: X1 = Brand image; X2 = Customer value; X3 = Digital marketing; Z = Product quality; Y = Repurchase decision.

The research variable reliability was assessed using Cronbach’s alpha and composite reliability. Table 4 shows that the Cronbach’s alpha for each variable is more than 0.6. Furthermore, the composite reliability value is greater than 0.7. Thus, every item has met the requirements.

The average path coefficient (APC), the average R-Squared (ARS), and the average variance inflation factor (AVIF) are the three fit metrics available on WarpPLS. ARS has a p-value of 0.05, and APC has a p-value of 0.001 in the fit index model test. The APC and ARS values must be significant (less than 0.05) in order for the model to be stated to be fit (according to or supported by data). There is no multicollinearity if the AVIF value is less than 5. The analysis results are displayed in Table 5. In this instance, AVIF and APC demonstrate

the multicollinearity of the independent variables and their connections. The evaluation’s data indicate that the model is suitable.

In this inquiry, SEM analysis is utilized. This analysis determines how the predictor will impact the predicted variable. The study’s anticipated variable is the repurchase decision, and the predictors are product quality, customer value, brand image, and digital marketing. The data are subsequently coded once again using WarpPLS. Table 6 shows the hypotheses testing results.

4. DISCUSSION

Evidence supports the first hypothesis, which states that brand image improves product quality. This hypothesis is accepted because the p-value is less than 0.05, which equals 0.000, as shown in Table 6. The brand image variable has a coefficient value of 0.265 on product quality. Thus, brand image influences repurchase decisions in a positive and significant way. This demonstrates that consumers are pleased with the brand image of Indonesian-made skincare goods. This is evidenced by respondents who stated that local skincare products are well-

Table 4. Reliability results

Value Cut Off	X1	X2	X3	Z	Y	Note	
Cronbach’s Alpha	> 0.6	0.660	0.715	0.795	0.712	0.759	All items meet the requirements
Composite Reliability	> 0.7	0.773	0.780	0.854	0.823	0.750	

Note: X1 = Brand image; X2 = Customer value; X3 = Digital marketing; Z = Product quality; Y = Repurchase decision.

Table 5. Model fit quality

Title	Result	Condition	Description
Average path coefficient	0.207	> 0.100	Qualify
Average R-Squared	0.133	> 0.100	Qualify
Average variance inflation factor	1.119	< 5.000	Qualify

Table 6. Hypotheses testing

H	Influence of several factors	Normative Coefficient	P	Decision
H1	X1 → Z	0.270	0.000	Accepted
H2	X1 → Z → Y	0.066	0.045	Accepted
H3	X2 → Z	0.313	0.000	Accepted
H4	X2 → Z → Y	0.076	0.040	Accepted
H5	X3 → Z	0.000	0.499	Rejected
H6	X3 → Z → Y	0.000	0.499	Rejected
H7	Z → Y	0.244	0.000	Accepted

Note: X1 = Brand image; X2 = Customer value; X3 = Digital marketing; Z = Product quality; Y = Repurchase decision.

known and have a reputation as premium cosmetic brands. There are numerous advantages to adopting Indonesian skincare. As a result, the brand image of local products must be maintained and improved to maximize product quality's value. In order to have a good quality cosmetic brand reputation, it is also vital to market local skincare goods. The findings of this study are consistent with those of Amelia and Ayani (2020) and Prasetya and Farida (2021).

The second hypothesis is supported since the p-value, 0.045, is less than 0.05. The brand image variable has a coefficient of 0.066 on repurchase decisions based on product quality. This lends credence to the notion that brand image influences product quality, which drives repurchase decisions. This demonstrates that boosting brand image and product quality will improve the value of repurchasing options. Thus, product quality effectively mediates the relationship between brand image and repurchase decisions.

Evidence supports the third hypothesis, which states that brand image improves product quality. This hypothesis is accepted because the p-value is less than 0.05, equal to 0.000, as shown in Table 6. The coefficient value is 0.313. As a result, brand image has a considerable and beneficial impact on product quality. This shows how much local skincare products are valued, and it encourages consumers to buy local skincare products. Respondents reported that they were happy with the quality of local goods comparable to goods made in other countries. As a result, customer value must be increased to increase product quality value. It should also be mentioned that local skincare products are safe to use and improve facial skin appearance. The findings of this study are compatible with the findings of Fang et al. (2016) and Correa et al. (2021).

The fourth hypothesis is supported since the p-value, 0.040, is less than 0.05. The customer value variable's coefficient of 0.076 influences repurchase decisions indirectly through product quality. This demonstrates that the value and the customer's decision to repurchase the goods are mutually beneficial. Thus, enhancing customer value and product quality together can

enhance repurchasing decisions. This also explains why product quality acts as a moderator.

The results show that the fifth hypothesis is rejected because the p-value exceeds 0.05. This demonstrates that digital marketing does not increase customer value. This information indicates that local skincare product companies' web marketing could be better. This may also be seen in the comments of respondents who indicated that access to social media was difficult because the internet connection was not yet supported. Similarly, two-way communication is ineffective, and contacting the seller is frequently tricky. As a result, local digital skincare marketing is underutilized and should be increased. The conclusions of this study differ from those of Ginting et al. (2022) and Wandoko and Panggati (2022).

Furthermore, regarding the time respondents have used local skincare products, those who have used them for 1-2 years have the highest rate at 52.2%. This also demonstrates that respondents remain unconvinced about the product's long-term benefits. In terms of age, the respondents appear young because they are still between the ages of 18 and 30 (44.7%). This indicates that the marketing technique employed has not reached the age of 30. 45.7% of respondents had a Bachelor's degree or more, with the majority having a high school diploma.

The findings imply that the sixth hypothesis is rejected because the p-value is greater than 0.05, as shown in Table 6. This indicates no discernible indirect impact of digital marketing on customer value-driven repurchase decisions. This demonstrates that in the relationship between digital marketing and repurchase decisions, consumer value is a mediating variable that is not beneficial. As a result, local skincare businesses should employ digital marketing more often. This may be accomplished by using more of the current communication channels.

The seventh hypothesis shows that the quality of the product influences decisions to repurchase products. This evidence shows that local skincare product quality is good and is liked by us-

ers. This may also be shown in respondents' responses, indicating that people find Indonesian skincare products acceptable and of good quality. Also, local skincare products are safe and have received BPOM-RI certificates. Local skincare products are proven to be good for all ages, suitable for all weather, and can beautify the user's skin. Thus, product quality needs to be maintained and improved so that the repurchase decision value increases. Customers also need to be informed that local skincare products comply with health standards, are safe to use, and

make facial skin more beautiful. The results of this study support those of Widyaningrum et al. (2022) and Ketut (2018).

According to the impact of product quality on the decision to repurchase, improving product quality will encourage consumers to value their decision to repurchase more. These results show that product quality influences consumers' decisions to repurchase local skincare products. Thus, local skincare must be produced with excellent and superior quality to satisfy consumers.

CONCLUSION

This study aims to analyze the relationships between brand image, customer value, digital marketing, and product quality in relation to repurchase decisions for Indonesia-based skincare goods. Product quality now functions as a mediating factor. The model's conclusion is critical for researching the decision to repurchase locally manufactured skincare goods, particularly regarding brand image, customer value, and product quality. This discovery will contribute to developing a conceptual model in the skincare business that integrates brand image, customer value, digital marketing, product quality, and repurchase decisions.

This study analyzed the relationship between brand image, customer value, and digital marketing on repurchase decisions, focusing on local skincare products. Brand image and customer value positively and significantly impact product quality and, as a result, indirectly influence repurchase decisions. Product quality has a strong and positive influence on repurchase decisions. The products' efficacy and compatibility created a high interest in Indonesian skincare products.

Because the scope of this study is limited to local Indonesian skincare consumers, it is suggested that future researchers broaden the geographical scope of the research and consider additional factors that are not currently the focus of research but may influence consumer decisions to make a repeated purchase.

AUTHOR CONTRIBUTIONS

Conceptualization: Ana Komari.

Data curation: Ana Komari.

Formal analysis: Ana Komari.

Investigation: Ana Komari.

Methodology: Ana Komari.

Project administration: Ana Komari.

Resources: Ana Komari.

Software: Ana Komari.

Supervision: Ana Komari.

Validation: Ana Komari.

Visualization: Ana Komari.

Writing – original draft: Ana Komari.

Writing – review & editing: Ana Komari.

REFERENCES

1. Amelia, R., & Ayani, S. (2020). Optimization of building brand image towards customer loyalty through customer value and customer retention as intervening variables. *Jurnal Ekonomi Bisnis*, 26(1), 268-279. (In Indonesian). <https://doi.org/10.33592/jeb.v26i1.659>
2. Arnes, R. A., & Toto, R. (2020). The effect of profitability, liquidity, firm size and media exposure on corporate social responsibility disclosure in Indonesian non-banking state-owned enterprises. *Russian Journal of Agricultural and Socio-Economic Sciences*, 103(7), 140-148. Retrieved from https://rjoas.com/issue-2020-07/article_17.pdf
3. Assauri, S. (2018). *Marketing management (Basics, concepts & strategies)*. Depok: PT Raja Grafindo Persada. (In Indonesian).
4. Bayu, R., Noor, Y. L., & Diah, K. (2019). Analysis of the effect of brand image, product quality and after-sales service on repurchase decision of Samsung smartphones. *Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), 19-32. Retrieved from https://rjoas.com/issue-2019-08/article_03.pdf
5. Beneke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013). The influence of perceived product quality, relative price and risk on customer value and willingness to buy: A study of private label merchandise. *Journal of Product & Brand Management*, 22(3), 218-228. <https://doi.org/10.1108/JPBM-02-2013-0262>
6. Best, H., & Coney, C. B. (2004). *Building marketing strategy*. Boston: McGraw-Hill/Irwin.
7. Blackwell, D. R., Miniard, P. W., & Engels, J. F. (2015). *Consumer behavior*. South-Western Collage Pub.
8. Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson.
9. Compas. (2023, May 14). *The five best-selling facial care brands in Indonesian e-commerce*. (In Indonesian). Retrieved from <https://compas.co.id/article/top-5-brand-perawatan-wajah/>
10. Correa, C., Alarcón, D., & Cepeda, I. (2021). "I am delighted!": The effect of perceived customer value on repurchase and advocacy intention in B2B express delivery services. *Sustainability*, 13(11), 6013. <https://doi.org/10.3390/su13116013>
11. Coviello, N., Milley, R., & Marcolin, B. (2001). Understanding IT-enabled interactivity in contemporary marketing. *Journal of Interactive Marketing*, 15(4), 18-33. <https://doi.org/10.1002/dir.1020>
12. Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230-240. <https://doi.org/10.1016/j.indmarman.2005.08.013>
13. Cuong, D. T. (2022). The relationship between product quality, brand image, purchase decision, and repurchase intention. *Proceedings of International Conference on Emerging Technologies and Intelligent Systems* (pp. 533-545). Springer International Publishing.
14. Deepa, E., & Geeta, M. (2021). Digital marketing a catalyst in creating brand image through customer. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(4), 1308-1315. <https://doi.org/10.17762/turcomat.v12i4.1196>
15. Fang, J., Wen, C., George, B., & Prybutok, V. R. (2016). Consumer heterogeneity, perceived value, and repurchase decision-making in online shopping: The role of gender, age, and shopping motives. *Journal of Electronic Commerce Research*, 17(2), 116-131. Retrieved from http://www.jecr.org/sites/default/files/17_2Paper2.pdf
16. Fatmalawati, D. S., & Andriana, A. N. (2021). The influence of brand image, price and product quality on interest in repurchasing PT cosmetics. Paragon Technology and Innovation. *JMB: Jurnal Manajemen dan Bisnis*, 10(1), 177-186. (In Indonesian). Retrieved from <https://jurnal.umat.ac.id/index.php/jmb/article/view/4228/2432>
17. Fauzi, D. H. F., & Ali, H. (2021). Determination of purchase and repurchase decisions: Product quality and price analysis (Case study on Samsung smartphone consumers in the city of Jakarta). *Dinasti International Journal of Digital Business Management*, 2(5), 794-810. <https://doi.org/10.31933/dijdbm.v2i5.965>
18. Ghezlbash, S., & Khodadadi, H. (2017). Evaluating the impact of promotion price, product quality, service quality, customer satisfaction and repeating purchase incentives (Case study: Amiran chain stores). *The Journal of Internet Banking and Commerce*, 22(S8). Retrieved from <https://www.icommercecentral.com/open-access/evaluating-the-impact-of-promotion-price-product-quality-service-quality-customer-satisfaction-and-repeating-purchase-incentives-case-study-amiran-chain-stores.pdf>
19. Ginting, Y. M., Sinaga, A. M. R., & Nainggolan, R. D. (2022). Analysis the influence of digital marketing, product differentiation, customer value, digital marketing to purchase decision and repurchase intention of millennial generation at Shopee online shop. *Journal of Management & Business*, 4(3), 134-153. Retrieved from <https://journal.stieamkop.ac.id/index.php/seiko/article/view/2534>
20. Hair, J. F., William, C. B., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis* (7th ed.). Pearson Education Limited.
21. Hakim, L., Susanti, N., & Ujianto. (2017). Influence of customer relationship management, brand equity, perceived product quality, perceived price on customer value and purchase intention (Studies Philips light bulb in Batam). *International Journal of Economics and*

- Finance*, 9(7), 122-131. <https://doi.org/10.5539/ijef.v9n7p122>
22. Harryani, S. (2017). Customer relationship management influence on customer value, product quality and service quality in improving customer satisfaction and its implication on the customer loyalty. *Jurnal Ilmiah Ekonomi Bisnis*, 22(2). Retrieved from <http://www.ejournal.gunadarma.ac.id/index.php/ekbis/article/view/1626>
 23. Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior: Building marketing strategy* (11th ed.). McGraw-Hill/Irwin.
 24. Ho, M. H. W., & Chung, H. F. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*, 121, 13-21. <https://doi.org/10.1016/j.jbusres.2020.07.046>
 25. Hoyer, W. D., & Brown, S. P. (1990). Effects of brand awareness on choice for a common, repeat-purchase product. *Journal of Consumer Research*, 17(2), 141-148. <https://doi.org/10.1086/208544>
 26. Ilyas, G. B., Munir, A. R., Tam-sah, H., Mustafa, H., & Yusradi, Y. (2021). The influence of digital marketing and customer perceived value through customer satisfaction on customer loyalty. *Journal of Legal, Ethical and Regulatory Issues*, 24(S4), 1-14. Retrieved from <https://www.abacademies.org/articles/the-influence-of-digital-marketing-and-customer-perceived-value-through-customer-satisfaction-on-customer-loyalty-12252.html>
 27. Kartikasari, A., & Albari, A. (2019). The influence of product quality, service quality and price on customer satisfaction and loyalty. *Asian Journal of Entrepreneurship and Family Business*, 3(1), 49-64. Retrieved from <https://perwiraindonesia.com/ajefb/index.php/jurnalAJEFB/article/view/36>
 28. Ketut, Y. I. (2018). The role of brand image mediating the effect of product quality on repurchase intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 83(11), 172-180. Retrieved from https://rjoas.com/issue-2018-11/article_20.pdf
 29. Kotler, P. (2020). *Marketing management: Analysis, planning, implementation and control*. Surabaya: Perdana Printing Arts.
 30. Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). New Jersey: Pearson Prentice Hall, Inc.
 31. Kyriazos, T. A., & Stalikas, A. (2018). Applied psychometrics: The steps of scale development and standardization process. *Psychology*, 9(11), 2531-2560. <https://doi.org/10.4236/psych.2018.911145>
 32. Lemeshow, S., Hosmer Jr, D. W., Klar, J., & Lwanga, S. K. (1990). *Adequacy of sample size in health studies*. New York: World Health Organization.
 33. Malhotra, N. K., & Birks, D. F. (2007). *Marketing research: An applied approach* (3rd ed.). Pearson Education Limited.
 34. Manik, E., Sidharta, I., Coenraad, D. P., Komara, A. T., Satria, R. O., & Riadi, F. (2023). Assessing total quality management and its impact on product quality: A cross-sectional study on textile industries in Bandung, Indonesia. *International Journal of Applied Economics, Finance and Accounting*, 15(2), 71-79. <https://doi.org/10.33094/ijaefa.v15i2.820>
 35. Mowen, J. C., & Minor, M. (2016). *Consumer behavior is translated by Dwi Kartika Yahya*. Jakarta: Erlangga. (In Indonesian).
 36. Munisih, S., & Soliha, E. (2015). The influence of product quality on customer value and customer satisfaction and its impact on customer loyalty at Apotek Dela Semarang. In *Prosiding Seminar Nasional & Call For Papers*. Universitas Stikubank Semarang. Retrieved from <https://www.unisbank.ac.id/ojs/index.php/fe10/article/view/3855>
 37. Nofrialdi, R. (2021). Online shopping behavior model: Determining the factors affecting repurchase intention. *Journal of Law, Politic and Humanities*, 1(2), 88-97. Retrieved from <https://dinastires.org/JLPH/article/view/66>
 38. Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603-620. <https://doi.org/10.1108/JJMA-11-2018-0220>
 39. Panjaitan, F. A. B. K. (2019). Sharia banking image in East Java Indonesia: Reviewed from service quality, product quality, and customer value. *International Review of Management and Marketing*, 9(5), 17-22. <https://doi.org/10.32479/irmm.8342>
 40. Prasetya, D. E., & Farida, N. (2021). The influence of brand image and service quality on repurchase intention through customer value as an intervening variable (Study on bus service users of PT. Pahala Kencana, Kudus branch, Kudus department - Jakarta, executive class). *Jurnal Ilmu Administrasi Bisnis*, 10(1), 697-706. (In Indonesian). <https://doi.org/10.14710/jiab.2021.29732>
 41. Riptiono, S. (2020). The deeper of consumer knowledge towards intention to purchase halal food products in Indonesia. *Revista ESPACIOS*, 41(27), 323-332. Retrieved from <https://www.revistaespacios.com/a20v41n27/a20v41n27p27.pdf>
 42. Sakdiah, H. (2018). *The influence of customer value and customer experience on customer satisfaction in influencing repeat purchase decisions (Study on customers of USU BERSAMA stationery and accessories stores)*. Universitas Sumatera Utara. (In Indonesian).
 43. Sawicki, A. (2016). Digital marketing. *World Scientific News*, 48, 82-88. Retrieved from <http://www.worldscientificnews.com/wp-content/uploads/2015/10/WSN-48-2016-82-88.pdf>
 44. Schiffman, L. G., & Kanuk, L. L. (2013). *Consumer behavior* (8th ed.). New Jersey: Prentice Hall.
 45. Smith, K. T. (2011). Digital marketing strategies that millennials find appealing, motivating, or just annoying. *Journal of Stra-*

- tegic Marketing*, 19(6), 489-499. <https://doi.org/10.1080/0965254X.2011.581383>
46. Surianto, M., Setiawan, M., Sumiati, S., & Sudjatno, S. (2020). Cause-related marketing campaigns and repurchase intentions: The mediating role of brand awareness, consumer attitude and corporate image. *Management Science Letters*, 10(14), 3235-3242. <https://doi.org/10.5267/j.msl.2020.6.015>
 47. Sutia, S., Adha, S., & Fahlevi, M. (2019). Why do customers intend to repurchase transportation online in Indonesia? *E3S Web of Conferences*, 125, 23010. <https://doi.org/10.1051/e3sconf/201912523010>
 48. Wandoko, W., & Panggati, I. E. (2022). The influence of digital influencer, e-WOM and information quality on customer repurchase intention toward online shop in e-marketplace during pandemic COVID-19: The mediation effect of customer trust. *Journal of Relationship Marketing*, 21(2), 148-167. <https://doi.org/10.1080/15332667.2022.2035198>
 49. Wang, C. Y., & Wu, L. W. (2012). Customer loyalty and the role of relationship length. *Managing Service Quality: An International Journal*, 22(1), 58-74. <https://doi.org/10.1108/09604521211198119>
 50. Widyaningrum, H. W., Farida, N., & Prihatini, A. E. (2022). The influence of product quality and digital marketing on brand switching through customer value (Study on former Indihome customers in Semarang city). *Jurnal Ilmu Administrasi Bisnis*, 11(2), 281-289. Retrieved from <https://ejournal3.undip.ac.id/index.php/jiab>
 51. Woodruff, R. B., & Gardial, S. F. (2006). *Know your customer: New approach to understanding customer value and satisfaction* (1st ed.). Massachusetts: Blackwell Publishers Inc.
 52. Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, 1(5), 69-80. <https://doi.org/10.18775/ijms-ba.1849-5664-5419.2014.15.1006>