

Do product quality and perceived suitability influence repurchase intention?

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ABSTRACT

This research aims to determine and analyze the direct effect of product quality variables and perceived suitability on repurchase intention and indirect effects through customer satisfaction as a mediator on Indonesian skincare product users. The population in this study are consumers who have purchased and used Indonesian skincare products at least twice in the last 3 months with a minimum age of 17 years and domiciled in Indonesia. The data collection method in this research used a questionnaire, and a sample of 210 respondents was obtained through a purposive sampling technique. The analytical method used in this research is Structural Equation Modeling (SEM) with the AMOS 26 statistical tool. This research shows a significantly positive relationship between product quality, perceived suitability, and consumer satisfaction with the repurchase intention of Indonesian skincare consumers. The perceived suitability felt by consumers is crucial in deciding to continue using a product, so companies need to continue to innovate according to consumer needs.

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1. Introduction

Appearance is an essential factor everyone pays attention to because it is the aspect most often the center of attention. The appearance in question is physical appearance, an essential factor in increasing self-confidence (Kastulani & Septiana, 2023). A person's healthy skin condition supports an attractive appearance. In order to maintain a good appearance and to reduce skin problems, it is necessary to carry out proper and regular skin care (Maarif et al., 2019). Currently, skin care products have become a necessity that is classified as a primary need. Therefore, this encourages intense competition in the skincare business due to the massive demand from consumers (Dharmono et al., 2023).

In Indonesia, the skincare market is one of the potential industries, with a market value reaching 3.41 billion U.S. dollars in 2023 and expected to grow by 4.59% annually (Azhar, 2023). However, the skincare market in Indonesia is not only filled by local manufacturers but also by foreign brands such as South Korea. In 2022, Indonesia will be ranked fourth among the countries with the highest popularity of K-beauty. Indonesian consumers have certain beauty standards and consider K-beauty products as products that suit their needs (Nurhayati & Wolff, 2023a). The large number of competitors in the skincare market makes consumers feel confused and anxious in selecting and deciding which products to use, considering that it is crucial for customers to avoid factors such as skin damage (Dharmono et al., 2023).

Customers are often concerned about product quality and performance and whether the product they obtain will match the product description or be in good condition (Hult et al., 2019). Companies need to continue to improve product quality to provide consumers with a sense of satisfaction with the products consumed and to involve consumers in ethical purchases (Malini, 2021). When consumers feel satisfied after

consuming high-quality products owned by the company, it will increase consumer attitudes toward the company, which will later result in customer satisfaction with the company (Fauzi & Suryani, 2019). In addition, suitability for the skin is the primary factor consumers consider when purchasing skin care products (Nurhayati & Wolff, 2023b).

Customer satisfaction is important in the sustainability of small and large businesses. Customer satisfaction is the difference between expectations before shopping and performance after shopping (Nguyen et al., 2021). Companies must know the best methods of promoting products and find effective ways of communicating their differential value to customers to provide their services in a way that satisfies their needs (Alzoubi et al., 2020). A customer's feeling of satisfaction when the post-consumption experience has met or exceeded previous expectations will increase the customer's likelihood of repeat purchasing a particular product or service (Suttikun & Meeprom, 2021).

Purchase intention reflects consumers' interest in repurchasing certain products or services based on their attitudes and emotions (Ramadania et al., 2023). In reaching the level where consumers want to repurchase a product, the company must meet consumer expectation (Ilyas et al., 2020). When customers feel disappointed, they look for other options and open up opportunities for competitors to take advantage of the situation (Prahiawan et al., 2021). Customer repeat purchases significantly impact a company's success and profitability. Previous research shows that loyal customers make repeat purchases as a form of commitment to the company (Meilatinova, 2021).

This research is expected to serve as an additional reference for Indonesian skin care manufacturers in formulating and implementing strategies to generate consumer repurchase intention through efforts to maximize product quality and perceived suitability, which can influence consumer satisfaction to increase consumer repurchase intention.

This research is interesting because it uses the perceived suitability variable, which is part of a framework where there are still few studies that use the perceived suitability variable as a measure of repurchase intention. This research also provides an overview of the results of testing the customer satisfaction construct as a variable that mediates perceived suitability on repurchase intention by combining previous research indicators so that the results will describe the test construct that is expected to be broader.

2. Research Method

Product Quality

Product quality is defined as the overall characteristics and properties of goods and services that influence the ability to meet consumer needs (Kotler & Keller, 2021). Product quality is the most critical factor influencing repurchase intentions. Consumers will usually repeat purchases when the quality is high, even though the price is expensive (Shalehah et al., 2018). The parameters of this research include performance, conformance to specification, aesthetics, durability, and perceived quality (Kotler & Keller, 2021; Yasin et al., 2021). Product quality is the main marketing factor that determines customer satisfaction and retention. It can be concluded that product quality can influence customer satisfaction and behavior (Tian et al., 2022). When the perceived quality of a product is high, consumers feel satisfied and are more interested in repurchasing it (Tran & Le, 2020).

H1: Product quality has a significant positive effect on customer satisfaction

H4: Product quality has a significant positive effect on repurchase intention

H6: Product quality has a significant positive effect on repurchase intention, mediated by customer satisfaction

Perceived Suitability

Perceived suitability is a term used to measure and define the level of suitability of a product to consumers. Suitable means the product can be used safely and not harm the body. Perceived suitability is important because even though the product brand has a good reputation or has the most sales, it does not necessarily mean the product is suitable for everyone. When using beauty products, consumers need to see whether the product is suitable for them or not. There are 3 indicators used to measure consumer suitability perceptions, namely: compatibility with skin type, compatibility with lifestyle, and compatibility with needs (Damayanthi et al., 2023). Improving a product's suitability to consumer needs will help brands achieve customer satisfaction and can even help explain consumer attitudes toward the brand (Kumar & Kaushal,

2021). Research conducted by Damayanthi et al. (2023) proves that skin care product users consider their suitability for the product to repurchase certain products.

H2: Perceived suitability has a significant positive effect on customer satisfaction

H5: Perceived suitability has a significant positive effect on repurchase intention

H7: Perceived suitability has a significant positive effect on repurchase intention, mediated by customer satisfaction

Customer Satisfaction

Customer satisfaction refers to the feeling of satisfaction or vice versa experienced by consumers by comparing a product's actual performance with the expected performance (Antwi, 2021). The existence of customer satisfaction makes customers happier when making ethical decisions to repurchase products they are interested in (Jasin & Firmansyah, 2023). Consumers usually decide to purchase or continue purchasing after assessing whether their experience with the service or product was satisfactory or enjoyable (Majeed et al., 2022). This research uses 3 indicators to measure customer satisfaction: product quality, price, and convenience. Based on these indicators, customer satisfaction can positively impact repurchase intention (Ginting et al., 2023). Previous research also found that customer satisfaction is a crucial factor that impacts consumer's repurchase intention (Ashfaq et al., 2019; Trivedi & Yadav, 2020).

H3: Customer satisfaction has a significant positive effect on repurchase intention

Repurchase Intention

Repurchase intention is the intention to choose to purchase the same product previously or a different product (Jasin & Firmansyah, 2023). Consumers tend to make repeat purchase decisions based on their level of satisfaction with previous experiences (Zhu et al., 2020). There are 4 parameters used to measure repurchase intention: transactional, referential, preferential, and exploratory (Putri et al., 2019). Research by Bustoni & Tjhin (2023) shows that customer satisfaction in consuming a product is closely related to consumer interest in continuing to use the product. The satisfaction felt after consuming a product can also motivate consumers to promote products they like to other people (Mashur et al., 2019). Thus, repurchase intention can also be done through other people (Ilyas et al., 2020).

Conceptual Framework

Based on the description above, the following research framework was created:

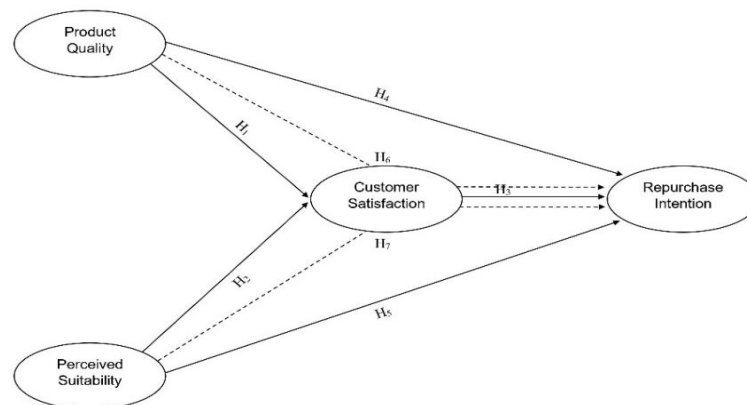


Figure 1. Research framework

Research Methodology

This research is categorized as causal associative research. The data in this study was taken using a questionnaire distributed to individuals deemed to meet the criteria. The questionnaire uses a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The product quality variable is measured using 5 items by Kotler & Keller (2021) and Yasin et al. (2021). Perceived suitability was measured using 3 items Damayanthi et al. (2023). Perceived suitability was measured using 3 items (Wibowo, 2018). Repurchase intention is measured using 4 items by (Ho & Chung, 2020).

The number of samples collected and researched was 210 respondents. The samples involved were consumers who had purchased and used Indonesian skincare products at least twice in the last 3 months. Sampling locations were distributed to various islands in Indonesia via an online questionnaire.

Structural Equation Modeling (SEM) is used in this research, assisted by the AMOS 26 statistical tool to analyze and evaluate measurement and structural models of the research constructs being built. The fit test model will be assessed based on goodness of fit index parameters such as chi-square (χ^2), CMIN/DF, Root Mean Square Error of Approximation (RMSEA), root mean squared residual (RMR), goodness of fit index (GFI), Tucker Lewis Index (TLI), Incremental Fit Index (IFI), Comparative Fit Index (CFI), Normed Fit Index (NFI).

3. Results And Discussions

Respondent Characteristics

The analysis of respondent profiles in this survey is based on the following demographics:

Table 1. Characteristics of respondents

Category	Item	f	%
Gender	Male	61	29%
	Female	149	71%
Age	17 – 20 years old	45	21.4%
	21 – 30 years old	149	71%
	31 – 40 years old	16	7.6%
Domicile	Kalimantan	60	28.6%
	Jawa	101	49%
	Papua	5	2.4%
	Sulawesi	14	6.7%
	Sumatera	28	13.3%
Latest Education	Middle/Junior High School	1	0.5%
	High School	138	65.7%
	D1/D2/D3 (Diploma)	12	5.7%
	Bachelor Degree	57	27.1%
	Post-graduate	2	1%
Job	Student	6	2.9%
	College Student	117	55.7%
	Civil Servant	15	7.1%
	Entrepreneur	22	10.5%
	Private Sector Employee	41	19.5%
	POLRI/TNI	1	0.5%
	BUMN	6	2.9%
	Freelancer	2	0.9%
Income per month (for those who are already working)	< IDR 2 million	26	12.4%
	> IDR 2 million – IDR 4 million	35	16.7%
	> IDR 4 million – IDR 6 million	31	14.8%
	> IDR 6 million – IDR 8 million	20	9.5%
	> IDR 8 million – IDR 10 million	7	3.3%
	> IDR 10 million	3	1.4%
	Not yet working	88	41.9%
Allowance per month (for those who have not worked)	< IDR 1 million	25	11.9%
	> IDR 1 million – IDR 1.5 million	33	15.7%
	> IDR 1.5 million – IDR 2 million	16	7.6%
	> IDR 2 million – IDR 2.5 million	4	1.9%
	> IDR 2.5 million	10	4.8%
	Already Working	122	58.1%

Measurement Models

The result of the suitability, validity, and reliability test can be seen in the information below.

Table 2. Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

	Items	SLF	CR	AVE
<i>Product Quality</i>	Indonesian skincare products can be used for teenage to adult skin.	0.812	0.932	0.613
	The quality of Indonesian skin care products is in accordance with	0.817		

	Items	SLF	CR	AVE
	the specifications stated on the product.			
	Indonesian skincare products have an attractive product appearance.	0.729		
	Indonesian skincare products do not fade easily (weather resistant).	0.751		
	Indonesian skincare products have high quality.	0.801		
<i>Perceived Suitability</i>	Indonesian skincare products do not damage my skin.	0.820	0.894	0.641
	Using Indonesian skincare products suits my lifestyle.	0.783		
	Indonesian skincare products suit my needs.	0.798		
<i>Customer Satisfaction</i>	I am satisfied with using Indonesian skincare products.	0.818	0.898	0.629
	I am satisfied with the price of the products offered by Indonesian skincare.	0.807		
	I am satisfied with the ease of transactions for Indonesian skincare products.	0.753		
<i>Repurchase Intention</i>	I intend to repurchase the newest Indonesian skincare products in the future according to my skin condition.	0.914	0.932	0.734
	I will recommend Indonesian skincare products to friends and family.	0.844		
	I am more interested in buying Indonesian skincare products than brands from other countries.	0.806		
	I am always looking for information about Indonesian skincare products that I am interested in.	0.860		

Based on Table 2, the results of the validity and reliability tests indicate that the indicators of the model built meet the criteria for validity and reliability. Existing indicators have Standardized Stress Factor (SLF) values above 0.50. This result indicates that the overall metrics are valid and adequate to measure the composition of the overall model produced. The Construct Reliability (C.R.) test value is more than 0.70. This indicates that all instruments are reliable and can consistently measure structure throughout the models built.

Table 3. Goodness fit of index

Goodness of Fit Index	Cut off Value	Results
χ^2	Expected to be low	111.774
Df		85
χ^2 - Significance Probability	≥ 0.05	0.027
CMIN/DF	≤ 3.00	1.315
RMSEA	≤ 0.08	0.035
RMR	< 0.05	0.039
NFI	≥ 0.90	0.940
IFI	≥ 0.90	0.985
TLI	≥ 0.90	0.981
CFI	≥ 0.90	0.985

The model suitability test results shown in Table 3 show that the model suitability requirements have been met and can be declared suitable. Seven measurements showed good agreement. If there are 3-4 measurements with a good level of agreement or above the cut-off value, then the research model configuration can be declared adequate and accepted.

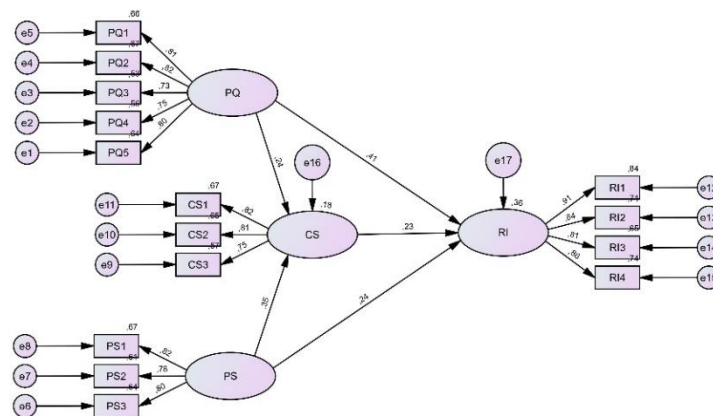


Figure 2. Full model testing

Hypothesis Testing

The results of testing the relationship between variables in the research carried out in conducting this research can be presented as follows.

Table 4. Hypothesis testing

Hypothesis	Path	Estimate	S.E.	C.R.	P
H ₁	Product_Quality --> Customer_Satisfaction	0.222	0.072	3.075	0.002
H ₂	Perceived_Suitability --> Customer_Satisfaction	0.314	0.074	4.256	***
H ₃	Customer_Satisfaction --> Repurchase_Intention	0.331	0.113	2.939	0.003
H ₄	Product_Quality --> Repurchase_Intention	0.560	0.097	5.757	***
H ₅	Perceived_Suitability --> Repurchase_Intention	0.321	0.097	3.300	***

Based on Table 4, the t-value and p-value support the proof of the first hypothesis. Product quality is related to customer satisfaction with a calculated t value of 3.075, indicating a more significant value than the t table value of 1.96. Likewise, the p-value shows 0.002, which is less than 0.05 ($\alpha = 0.05$). The results of the second hypothesis are also accepted. Perceived suitability is closely related to customer satisfaction. The calculated t-value for the perceived suitability variable on customer satisfaction is 4,256, and the p-value shows a number less than 0.05, depicted with a label of three stars. The third hypothesis was also proven valid. Customer satisfaction is closely related to repurchase intention, with a t-value of 2.939. Likewise, the p-value shows 0.003, which is smaller than 0.05. The fourth hypothesis is also accepted. Product quality is closely related to repurchase intention. The t-calculated value for the product quality and repurchase intention variables is 5.757, which is more significant than the t-table value of 1.96. Also, the p-value shows a number below 0.05. The fifth hypothesis from this research was also proven valid, where perceived suitability is closely related to repurchase intention. The t-calculated value of perceived suitability on repurchase intention is 3,300. Likewise, the p-value is lower than 0.05 ($\alpha = 0.05$).

Table 5. Sobel test - significance of mediation

	Sobel test statistic	Two- tailed probability
Product_Quality --> Customer_Satisfaction --> Repurchase_Intention	2.12	0.03370
Perceived_Suitability --> Customer_Satisfaction --> Repurchase_Intention	2.41	0.01593

Based on the Sobel test in Table 5, the first Sobel test statistic is 2.12, with a p-value of 0.03370. The statistical value of the Sobel test is higher than the t-table value of 1.96. Thus, the p-value is <0.05 ($\alpha = 0.05$). These results show an indirect relation between product quality and repurchase intention through customer satisfaction. The second test was 2.41, with a p-value of 0.01593. These results also show a critical indirect relation between perceived suitability to repurchase intention through customer satisfaction.

Discussion

Product Quality and Customer Satisfaction

Table 4.4 shows that the seven hypothesis in the research are acceptable. The results show that product quality is closely related to customer satisfaction. The higher the product quality produced, the more consumer satisfaction will increase. Likewise, if product quality is lower, consumers will feel dissatisfied. In line with the research results by Meilatinova (2021), Sao Mai et al. (2021) and Tran & Le (2020), which shows that product quality is closely related to customer satisfaction.

Perceived Suitability and Customer Satisfaction

Results of hypothesis testing shows that perceived suitability is closely related to customer satisfaction. The higher the perceived suitability experienced by consumers, the higher the sense of satisfaction felt by consumers. These results align with research conducted by Kumar & Kaushal (2021) which proves a significant positive relationship between perceived suitability and customer satisfaction.

Customer Satisfaction and Repurchase Intention

This research shows a strong relationship between customer satisfaction and repurchase intention. The more satisfied consumers are with their experience consuming Indonesian skincare products, the more interest they will have in repeat purchases. These results support the research by Bustoni & Tjhin (2023), Lin et al. (2022) and Majeed et al. (2022), which shows that customer satisfaction is closely related to repurchase intention.

Product Quality and Repurchase Intention

Furthermore, the results show a strong relationship between product quality and repurchase intention among Indonesian skincare consumers. This indicates that quality products can make consumers increasingly like and interested in repurchasing Indonesian skincare products. On the other hand, low product quality will make consumer's repurchase intention decrease. These results are in line with the research conducted by Shalehah et al. (2018) , Suttikun & Meeprom (2021) and Yasin et al. (2021), which proves that there is a strong relationship between product quality and consumer repurchase intention. However, these results do not agree with the research results conducted by Ginting et al. (2023), which state that product quality does not affect someone's repurchase intention.

Perceived Suitability and Repurchase Intention

This research also indicates that perceived suitability is closely related to consumer repurchase intention. This shows that the better consumers feel perceived suitability when consuming Indonesian skincare products, the more they will attract consumers to repeat purchases. These results align with research conducted by Damayanthi et al. (2023), which shows that perceived suitability is closely related to repurchase intention.

Product Quality and Perceived Suitability on Repurchase Intention mediated by Customer Satisfaction

Apart from that, the Sobel test results in Table 4.5 in this research also show that the indirect influence of product quality and perceived suitability on repurchase intention mediated by customer satisfaction. Research results by Ginting et al. (2023), Jasim & Firmansyah (2023) and Sari & Giantari (2020) also prove that there is a close relationship between product quality variables and repurchase intention, mediated by customer satisfaction.

4. Conclusion

Based on the results and data above, all of the research hypotheses are accepted. This shows that product quality, perceived suitability, and customer satisfaction have a positive significant effect on consumer repurchase intention. This research has also provided an overview of the construct of the role of customer satisfaction in mediating the indirect influence of product quality and perceived suitability on a consumer's repurchase intention. The high quality of a product and the suitability felt by consumers in consuming the product will satisfy them, thus leading them to make repeat purchases.

The quality of Indonesian skincare products, which are now developing rapidly, is one of the attractions for consumers compared to products from other countries and is an important aspect that can influence someone's repurchase interest. So, it is recommended for Indonesian skincare producers to maintain and improve the quality of skincare products according to consumer expectations. Consumer needs are important for exploring company creativity to improve product quality. If the product being marketed is attractive and needed by consumers, they will feel satisfied and interested in making repeat purchases.

This research contributes information to the marketing field, focusing on increasing consumer repurchase interest. By developing product quality and improving the perception of suitability felt by consumers in this study, it is able to increase consumer satisfaction, which encourages them to make repeat purchases.

This research also has limitations on the variables and objects being studied. Research was conducted on Indonesian skincare products, which may have different results from those from other countries. Aside from that, there still needs to be more reference made to the variable of perceived suitability in this research. It is recommended that future researchers conduct a more in-depth study regarding the perceived suitability variables with a combination of different variables in order to produce widespread development and results. This is important because the perception of suitability is crucial for consumers in deciding whether to continue using a product. Therefore, companies need to develop product innovations that suit consumer needs.

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