PREDICTING THE REPURCHASE INTENT OF LOCAL BRAND SKINCARE CONSUMERS:
Does Brand Image and Service Quality Influence?

Dewi Nur Indah Safitri[1*], Usep Suhud[2], Andi Muhammad Sadat[3]
[1]Undergraduate Student of Management Study Program, Faculty of Economics,
State University of Jakarta
[2,3]Lecturer at Faculty of Economics, State University of Jakarta
E-mail: [1)] dewinurindahsafitri4@gmail.com

Abstract
The purpose of this study is to examine the effect of brand image and service quality on repurchase intention and customer satisfaction, and investigate whether customer satisfaction mediates the influence of brand image and service quality on repurchase intention. The data collection method uses a survey instrument in the form of a questionnaire. The object of this study is consumers of local brand skincare products, namely MS Glow, with samples who have purchased these products. Data analysis uses Amos to process and analyze research data. The results of the analysis show that brand image and service quality have a partial effect on repurchase intention, and that they also have a partial effect on customer satisfaction. Additionally, repurchase intention is found to mediate the relationship between brand image and service quality variables and customer satisfaction.

Keywords: Brand Image, Customer Satisfaction, Local Brand Skincare, Repurchase Intention, Service Quality

1. INTRODUCTION

The rapid development of globalization has led to the evolution of human needs, encompassing both basic and personal needs (Apdillah et al., 2022). These needs are equally important for both men and women. In fulfilling their personal needs, particularly women, they focus on maintaining their appearance with a variety of options, including fashion and beauty care.
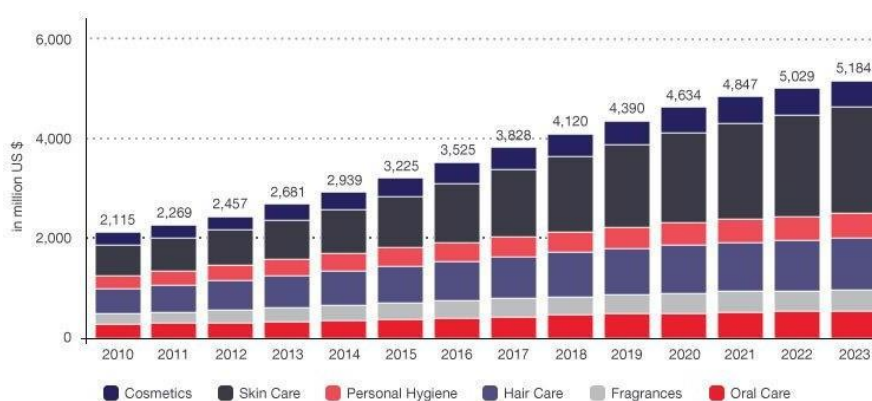
Figure 1. Growth of Cosmetic Market Value in Indonesia 2010-2013
Source: technobusiness.id (2022)

Based on sources from Techno Business Media (2020), the growth rate of skincare in Indonesia from 2010-2023 is expected to continue to increase. This growth will help boost economic development, especially in the field of beauty in Indonesia. The market for Indonesian cosmetics, especially skincare, has been flooded with both local and imported brands, leading to a growth in their value. With people's lifestyles becoming more health-conscious, there are plenty of business opportunities for beauty companies to pioneer and compete in the beauty market. Many local beauty clinic brands are competing by providing various types of services and products, especially at MS Glow beauty clinics.

Ms Glow is one of the Indonesian women's beauty brand that won the Best Brand Award in 2020 in the category of facial care that is sold exclusively. This award was achieved thanks to the trust, loyalty, and satisfaction of consumers with MS Glow's products. Winning the IBBA award in 2020 has helped improve MS Glow's brand image in beauty products, especially in screencare. As the brand image becomes higher and more positive in the eyes of consumers, they are more likely to prioritize purchasing products from MS Glow (Amilia, 2017). A company's product brand with good service quality can have a positive impact on the company's brand image and market share in the market, and can attract people's buying intention on the product brand (Aryani & Rosinta, 2011). MS Glow has also invited several well-known Indonesian artists and celebrities to become brand ambassadors for their products, both for MS Glow for Men and for women. These include Nagita Slavina, Raffi Ahmad, Sarwenda, Ruben Onsu, Boy William, and even Korean actor Cha Eun Woo. This has made MS Glow's products increasingly well-known in the wider community, leading to increased sales and a better brand image for MS Glow's products.

According to the IBBA, MS Glow has become the most remembered brand by consumers in the beauty product category, especially in the best facial skincare, which has led to a high level of consumer buying interest (Laksmi & Wardana, 2015). Purchase intention is an attitude that consumers have towards the product itself, which consists of consumer trust in the product brand and evaluation of the product. Therefore, both factors can cause the intention to buy again. MS Glow's brand image, built by collaborating with various artists and influencers, has a significant effect on consumer buying interest, which is mediated by consumer satisfaction (Fakaubun, 2019) Hence, building brand image by collaborating with artists and influencers is a suitable strategy for MS Glow to increase its brand awareness and consumer satisfaction.

To create a good brand image, companies need to create products that are attractive, unique, and recognizable by consumers, thus minimizing the risk of purchase and increasing satisfaction through product differentiation. Paying attention to brand image is also essential for companies to defend themselves against competition ((Maulana, 2016). Therefore, companies must provide added value to their products or services. MS Glow not only relies on brand ambassadors and awards to improve its brand image, but it also creates products that are easily recognizable by consumers, such as giving an easy name, MS Glow, using unique silver packaging that distinguishes it from competing products, and offering affordable prices to all consumers.

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MS Glow has gained numerous advantages in the beauty industry, and it has now entered the local skincare market for various age groups, including kids, teenagers, adults, and the elderly. MS Glow offers a wide range of products not only for women but also for men. The high demand for skincare products is reflected in the high sales figures of the best-selling local skincare brand categories on e-commerce platforms. MS Glow is one of the 10 best-selling local skincare brands on e-commerce platforms, with total sales reaching 38.5 billion in the period of 1-18 February 2021 (compas.co.id, 2021).
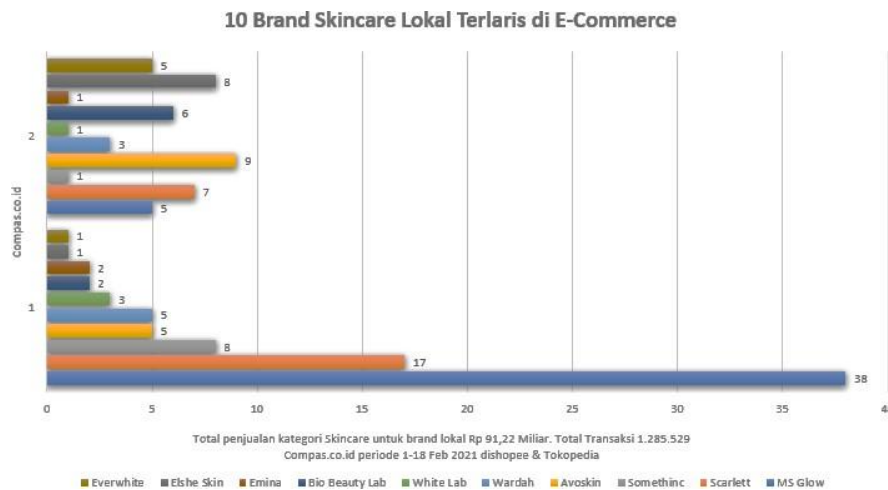

Figure 2. Graph of Sales Rate of Local Skincare Brand
Source: Compas.co.id (2021)

The data presented on the Compas dashboard demonstrates a high increase in brand sales for the top 10 best-selling local brands in the e-commerce category. This undoubtedly indicates a good market potential for expanding the share of local products in the local market category. This also indicates that brand image and service quality, which a company must create optimally, are crucial in boosting consumer buying interest by increasing their satisfaction, as pointed out by previous studies (Miranthi & Idris, 2017).

This study examined the independent variables of brand image and service quality, the dependent variable of repurchase intention, and the intervening variable of customer satisfaction. The main objective was to determine whether brand image and service quality can affect repurchase intention and customer satisfaction and whether customer satisfaction mediates the impact of brand image and service quality on repurchase intention.

2. LITERATURE REVIEW
2.1. Repurchase Intention

Repurchase intention is the stage of consumer desire to behave before consumers make purchases that are actually made by consumers(Martinez & Kim, 2012). According to (Wijaya, 2014), purchase intention is one of the positive consumer attitudes towards a product brand that attracts consumers to repurchase the product brand. (Shafiee et al.,

2014)state that repurchase intention is a model and theory used to investigate how factors influence consumer buying behavior through surveys of consumers who are assessed at the end of the purchase process.

2.2. Customer Satisfaction

According to the theory put forward by (Hartanto, 2019), satisfaction is a feeling of contentment or disappointment felt by consumers obtained from comparing the benefits and advantages of products with their expectations. If the product brand does not have benefits and uses that are optimal in its use, consumers will not feel satisfied. However, if the product brand has benefits and uses that meet consumer needs and expectations, then consumers will feel satisfied.

2.3. Brand Image

Brand image has a high value in attracting consumers to make repeated purchases of products they perceive as good (Tarigan & Raja, 2022). The more positive the image a brand has in the eyes of consumers, the more likely they are to prioritize purchasing its products (Amilia, 2017) Tjiptono (2008) defines brand image as the image of consumer confidence in a brand's products.

2.4. Service Quality

Good service quality can be achieved through quality management of services provided to consumers (Hadisurya, 2008). According to Wirtz & Lovelock (2021), service quality requires direct interaction between companies and consumers, and differences in services between companies can be seen from the employees' expertise in serving consumers and their attitudes towards them. Service quality is a priority in maintaining business relationships between service providers and consumers. By improving service quality, customer satisfaction can increase, leading to repeat purchases of the same product from the company (Wulandari & Marlena, 2020).

2.5. Theoretical framework and hypotheses
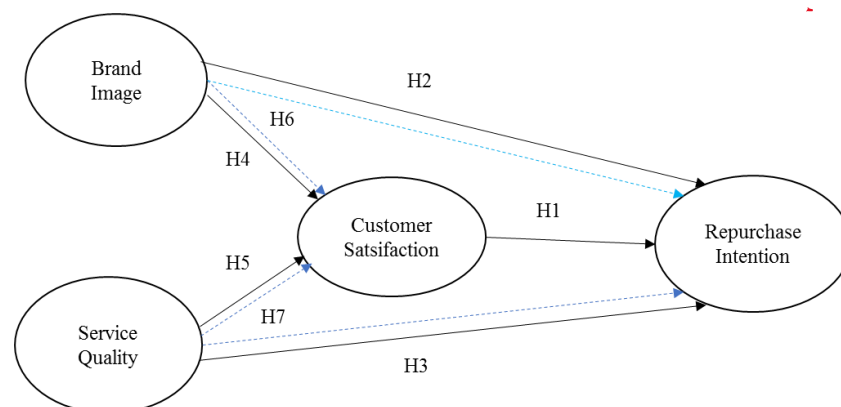
Figure 3. Theoretical Framework
Source: Data processed by researchers (2021)

2.6. Research Hypothesis

A hypothesis is a provisional statement or provisional conjecture that is still being tested for truth by a researcher. Based on the problem formulation, literature review, and previous research results, the following constant hypotheses will be tested:

H1: There is a positive and significant effect of customer satisfaction on repurchase intention.

H2: There is a positive and significant effect of brand image on repurchase intention.

H3: There is a positive and significant effect of service quality on repurchase intention.

H4: There is a positive and significant effect of brand image on customer satisfaction.

H5: There is a positive and significant effect of service quality on customer satisfaction.

H6: The effect of brand image on repurchase intention is mediated by customer satisfaction.

H7: The effect of service quality on repurchase intention is mediated by customer satisfaction.

3. RESEARCH METHODS

This research was conducted to investigate the influence of brand image and service quality on MS Glow products. The researchers selected the Jabodetabek area as the research location and the target respondents were people who use a series of products from MS Glow. The data was collected through an online survey using a Google form and was disseminated through various social media platforms. The research was conducted for two months, from July 2022 to August 2022, using a common technique of random sampling to select the population or sample.

The researchers used an explanatory research design with descriptive and causal types to describe and test the hypotheses that have been set. The population used in this study included women and men who use MS Glow skincare products, including those who were new to using MS Glow, had used it for a long time, and had never used it before in the Jabodetabek area and have consulted MS Glow. As an infinite population, the exact number of skincare users in the Greater Jakarta area is unknown. The researchers took a sample of 218 respondents in this study. The data collection method used was a survey, and the researchers distributed questionnaires to customers of MS Glow skincare products in the Jabodetabek area.

Based on the researchers' considerations, non-probability sampling was used for this study, as it required specific criteria that were in line with the study's objectives. The sample characteristics for this research were as follows:

a) Individuals residing in the Jabodetabek area

b) Individuals who were familiar with MS Glow products

c) Individuals who had sought consultation services from MS Glow

d) Individuals who had used and purchased MS Glow products at least once

e) Individuals aged 13 to above 45 years old.

In collecting the data, the researcher distributed questionnaires online and shared them on various social media platforms to target 100 respondents who met the questionnaire's criteria. The respondents were required to be MS Glow skincare users in

the Jabodetabek area, whether they were new to using MS Glow or have used it before. The researcher conducted the data collection through a survey using the Likert scale, which used even categories of 4 choices, 6 choices, and 8 choices. The Likert scale was used to measure the respondents' agreement or disagreement with the statements provided in the questionnaire. The data collected was then analyzed using SEM (Structural Equation Modeling) through the application of Analysis of Moment Structure (AMOS). The data analysis techniques aimed to process the data into useful information that can help to solve the research problems.

4. RESULTS AND DISCUSSION
4.1. Respondent Profile Description

In this study, samples were obtained from the distribution of questionnaires conducted by the researchers through Google Forms, which were distributed through social media platforms such as WhatsApp and Instagram. The questionnaire distribution resulted in 225 responses. Out of the total number of responses, 218 were accepted as valid samples, as they were from individuals who had used MS Glow skincare products and services in the last year, and had used MS Glow skincare products and services at least once. The data collected from the respondents are presented in table form below:

Table 1. Characteristics of Respondents

	Characteristic	Frequency	Percentage
Gender	Woman	167	76,60%
	Man	51	23,40%
Employment Status	No/not working yet	77	35,30%
	Work	114	52,30%
	Pension	4	1,80%
	Have your own business	23	10,60%
Age	17-20	33	15,10%
	21-25	126	57,80%
	26-30	30	13,80%
	31-35	11	5,00%
	36-40	0	0%
	41-45	5	2,30%
	46-50	10	4,60%
	More than >50	3	1,40%
Marital status	Not married/unmarried	163	74,80%
	Marry	47	21,60%
	Separation/divorce	4	1,80%
	Spouse dies	4	1,80%
Education level	Less than high school	15	6,90%
	High School	121	55,50%
	Diploma	29	13,30%
	Bachelor	46	21,10%
Income level	Less than Rp. 1.000.000	64	29,40%
	IDR 1,000,000-IDR 5,000,000	90	41,30%

IDR 5,000,001-IDR 10,000,000	49	22,50%
More than Rp. 10.000.000	15	6,90%

Based on Table 1, it can be explained that the respondents are predominantly women, with 167 respondents or 76.6%, while men respondents make up 23.4%, with 51 respondents. In terms of employment status, there are respondents with various backgrounds, with 114 respondents or 52.3% being employed, 77 respondents or 35.3% not working, 23 respondents or 10.6% having their own business, and 4 respondents or 1.8% being retired.

Regarding the age of the respondents, the researchers found that 126 respondents or 57.8% were aged 21-25 years, 33 respondents or 15.1% were aged 17-20 years, 30 respondents or 13.8% were aged 26-30 years, 11 respondents or 5.0% were aged 31-35 years, 5 respondents or 2.3% were aged 41-45 years, 10 respondents or 4.6% were aged 46-50 years, and 3 respondents or 1.4% were over 50 years old. There were no respondents aged 36-40 years.

The characteristics of respondents based on marital status can be explained as follows: the majority of respondents are unmarried, with 163 respondents or 74.8%, followed by married respondents with 47 respondents or 21.6%, separated or divorced respondents with 4 respondents or 1.8%, and respondents with deceased spouses with 4 respondents or 1.8%.

Regarding the level of education, the majority of respondents in this study completed their education up to late high school, with 121 people or 55.5%. This is followed by respondents with bachelor's degrees, with 46 people or 21.1%, diplomas with 29 people or 13.3%, less than high school education with 15 people or 6.9%, and finally, respondents with master's or doctorate degrees with 7 people or 3.2%.

The characteristics based on income level show that the majority of respondents earn between Rp. 1,000,000 to Rp. 5,000,000, with 90 people or 41.3%, followed by respondents earning less than Rp. 1,000,000 with 64 people or 29.4%. Respondents with income between Rp. 5,000,001 to Rp. 10,000,000 are 49 people or 22.5%, and finally, respondents with income above Rp. 10,000,000 are 15 people or 6.9%..

4.2. Data Analysis Techniques
4.2.1. Test Validity and Reliability
According to Hair et al. (2021), the results of the EFA instrument test are considered valid if they have a loading factor greater than 0.7. In this study, researchers also conducted reliability tests using Cronbach's Alpha to ensure that the research instrument used was trustworthy and the extent to which the instrument's value was free from measurement errors. An alpha value less than 0.6 can be considered poor, while 0.7 is still acceptable, and 0.8-1 is good (Hair Jr et al., 2021). The following are the results of the EFA validity and reliability tests using Cronbach's Alpha in this study.

Table 2. EFA and Cronbach's Alpha

Variable		Factor loadings	Cronbach's Alpha
Brand image	BI05	0,913	0,928
	BI06	0,899	
	BI03	0,857	
	BI04	0,824	
	BI01	0,777	
	BI08	0,77	
	BI02	0,756	
	BI07	0,756	
Service Quality	SQ05	0,841	0,892
	SQ03	0,767	
	SQ06	0,758	
	SQ07	0,757	
	SQ01	0,747	
	SQ08	0,739	
	SQ04	0,736	
	SQ02	0,734	
Customer Satisfaction	CS04	0,891	0,906
	CS02	0,885	
	CS01	0,874	
	CS03	0,782	
	CS06	0,773	
	CS05	0,739	
Repurchase Intention	RP01	0,914	0,926
	RP07	0,892	
	RP05	0,887	
	RP03	0,798	
	RP02	0,793	
	RP04	0,778	
	RP06	0,775	

Based on Table 2, the brand image variable shows that no dimensions are formed and no indicators are omitted. The brand image has eight indicators with a loading factor of 0.913-0.756, indicating that all indicators are valid. Additionally, this variable has a Cronbach's alpha value of $\alpha = 0.928$, indicating that this variable is reliable.

The service quality variable shows that no dimensions are formed, and no indicators are omitted. The service quality has six indicators with a loading factor of 0.841-0.734, indicating that all indicators are valid. Additionally, this variable has a Cronbach's alpha value of $\alpha = 0.892$, indicating that this variable is reliable.

The customer satisfaction variable shows that no dimensions of customer satisfaction are formed, and no indicators are omitted. Customer satisfaction has six indicators with a loading factor of 0.891-0.739, indicating that all indicators are valid. Additionally, this variable has a Cronbach's alpha value of $\alpha = 0.906$, indicating that this variable is reliable.

The repurchase intention variable shows that the variable has no dimension formed, and no indicator is omitted. Repurchase intention has seven indicators with a loading factor of 0.914-0.775, indicating that all indicators are valid. Additionally, this variable has a Cronbach's alpha value of α = 0.926, indicating that this variable is reliable.

4.3. Hypothesis Testing

Table 3. Hypothesis Test Results

Hypothesis	Line	P	C.R	Result
H1	*Customer Satisfaction → Repurchase Intention*	0,09	5,436	Significant
H2	*Brand Image → Repurchase Intention*	0,088	6,145	Significant
H3	*Service Quality → Repurchase Intention*	0,058	3,55	Significant
H4	*Brand Image → Customer Satisfaction*	0,061	3,706	Significant
H5	*Service Quality → Customer Satisfaction*	0,076	7,292	Significant
H6	*Brand Image → Customer Satisfaction → Repurchase Intention*	0,084	6,027	Significant
H7	*Service Quality → Customer Satisfaction → Repurchase Intention*	0,107	5,723	Significant

Source: Processed by Researchers (2022)

Based on Table 3, the results of the hypothesis test indicate the following relationships in the research:

In the customer satisfaction variable against repurchase intention, this model has a C.R of 5.436, which is greater than 1.96. This result means that there is a positive influence of customer satisfaction on repurchase intention. Thus, the hypothesis that customer satisfaction is positively related to repurchase intention is accepted. These results are consistent with previous studies by Savitri and Wardana (2018), Saidani and Arifin (2012), and Cahyani and Alvianto (2020).

In the brand image variable to repurchase intention, this model has a C.R of 6.145, which is greater than 1.96. This result means that there is a positive influence of brand image on repurchase intention. This supports the first hypothesis that brand image has a positive effect on acceptance. The results of this study are in accordance with previous studies by Soltani et al. (2016), Wu et al. (2011), Sunarti and Mawardi (2015).

In the variable brand image to customer satisfaction, this model has a C.R of 3.706, which is greater than 1.96. This result means that there is a positive influence of brand image on customer satisfaction. Thus, the hypothesis that brand image is positively related to customer satisfaction is accepted. The results of this study are consistent with previous studies by Yang et al. (2017), Hendrison and Husda (2020), and Savitri and Wardana (2018).

In the variable service quality to customer satisfaction, this model has a C.R of 7.292, which is greater than 1.96. This result means that there is a positive influence of service quality on customer satisfaction. Thus, the hypothesis that service quality is positively related to customer satisfaction is accepted. The results of this study are consistent with previous studies by Gunardi and Erdiansyah (2019), Subagio and Saputra (2012), and Lubis and Andayani (2017).

In the brand image variable of repurchase intention through customer satisfaction, this model has a C.R of 6.027, which is greater than 1.96. This result means that there is a positive influence of brand image on repurchase intention through customer satisfaction. Thus, the hypothesis that brand image is positively related to repurchase intention through customer satisfaction is accepted. The results of this study are consistent with previous studies by Fakaubun (2020), Cahyani and Hidayat (2020), and Miranthi and Idris (2017).

In the variable service quality to repurchase intention through customer satisfaction, this model has a C.R of 5.723, which is greater than 1.96. This result means that there is a positive influence of service quality on repurchase intention through customer satisfaction. Thus, the hypothesis that service quality is positively related to repurchase intention through customer satisfaction is accepted. The results of this study are consistent with previous studies by Nyarmiati and Astuti (2021), Wulandari and Marlena (2020), and Miranthi and Idris (2017).

This research has the potential to expand and deepen the understanding of brand image, service quality, customer satisfaction, and repurchase intention in the context of local skincare. The novelty of this research is still rare, making it a valuable contribution for readers, future researchers, and business people who aim to develop their businesses.

However, this study has some limitations. One of them is the uneven distribution of questionnaire surveys, even though the respondents' criteria are already represented. In addition, the researchers did not take full advantage of popular social media platforms such as Instagram, Facebook, Twitter, and TikTok to speed up data collection, which resulted in a longer time to collect the sample. This is because the researchers were not very active in using social media. Moreover, during the questionnaire distribution, some respondents did not fill in all the data properly, which could have affected the results.

5. CONCLUSION

The variable of customer satisfaction has a significant and positive influence on repurchase intention, as evidenced by the C.R (critical ratio) value of 5.436>1.96. The variable of brand image also has a significant and positive influence on repurchase intention, as evidenced by the C.R (critical ratio) value of 6.145>1.96. The variable of service quality has a significant and positive influence on repurchase intention, as evidenced by the C.R (critical ratio) value of 3.550>1.96. The variable of brand image has a significant and positive influence on customer satisfaction, as evidenced by the C.R (critical ratio) value of 3.706>1.96. The variable of service quality also has a significant and positive influence on customer satisfaction, as evidenced by the C.R (critical ratio) value of 7.292>1.96. Furthermore, the variable of brand image has a significant and positive influence on repurchase intention through customer satisfaction, as evidenced by the C.R (critical ratio) value of 6.027>1.96. Similarly, the variable of service quality has a significant and positive influence on repurchase intention through customer satisfaction, as evidenced by the C.R (critical ratio) value of 5.723>1.96.

The conclusion of the study provides some suggestions for future research to expand and deepen the study of brand image, service quality, customer satisfaction, and repurchase intention in the local skincare industry. One suggestion is to use the same variables with different objects, considering that there are still many Indonesians who use

other local skincare products. This can provide insights into how these variables may differ in relation to different products. Another suggestion is to replace the variables to create a more diverse range of variables in the study, such as quality of the product, celebrity endorsement, and service value, while maintaining the same object. This can help researchers to explore other factors that may affect customer behavior in the local skincare industry. Lastly, researchers can employ different methods, data collection techniques, and analysis techniques to further refine the study and improve its validity and reliability.

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