

THE INFLUENCE OF PRICE, PRODUCT QUALITY, AND PROMOTION ON REPURCHASE INTEREST WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE ON MAYBELLINE PRODUCTS

Sri Dwi Ari Ambarwati

Management, Faculty of Economics and Business, "Veteran" University of National Development Yogyakarta
Email: dwiari.ambarwati@upnyk.ac.id

Abstract: This study aims to determine the effect of price, product quality, and promotion on repurchase intention, with consumer satisfaction as an intervening variable. This quantitative research uses a data collection tool in the form of a questionnaire. The population and sample in this study were 110 respondents, using primary data using the purposive sampling method. The criteria for respondents in this study were consumers who had bought and used Maybelline products at least twice. The data analysis technique used is path least squares (path analysis) with SmartPLS 3.0. The results of the study show that: 1) there is a partial and significant effect of price, product quality, and promotion on repurchase intention, 2) there is a partial and significant effect of price, product quality, and promotion on customer satisfaction, and 3) there is an effect of price, product quality, and promotion of repurchase intentions through partial and significant customer satisfaction. This research is expected to be an input for Maybelline company policy-making in marketing.

Keywords: *price, product quality, promotion, customer satisfaction, repurchase intention*

Submitted: 2023-05-09; Revised: 2023-06-08; Accepted: 2023-06-19

1. Introduction

The age of globalization is progressing year by year. The impact of growth in the age of globalization on various aspects of human life at all levels of society is immeasurable. Both are economic, social, political, technological, environmental, cultural, etc. The development of the era of globalization in the economic field is likely to accelerate competition in the business world, both in domestic and international markets.

The cosmetics industry is one of the industries affected by the development of this era of globalization. According to a study on the growth of the Indonesian cosmetics industry market from 2010 to 2015, the domestic cosmetics market in 2015 is expected to grow by 8.3% at a value of Rs 13.9 trillion compared to 2014, showing an upward trend. is what they said. 12.8 trillion at 6 rupees. From 2010 to 2015, the domestic market of the cosmetics industry grew at an average annual rate of 9.67% (<https://cci-indonesia.com>). This data proves that the demand for national cosmetics continues to grow.

Maybelline is an Indonesian cosmetic brand from the USA, manufactured by PT L'Oreal Group, adaptable to Indonesian skin tones and climate conditions. According to compas.co.id, e-commerce sales for the Maybelline brand reached 6.2 billion in its first

month in early 2021, with over 126,000 transactions recorded. This data shows that Maybelline can compete with other cosmetic companies, and Maybelline cosmetics are a product gaining significant interest in Indonesia. However, Maybelline's Top Brand Index research across multiple product categories shows that Maybelline's products cannot compete with other brands. This problem can be affected by pricing, product quality, and Maybelline product promotions.

Definition of price, product quality, and promotion among others: (1) According to Kotler and Armstrong (2016), price the amount of money charged for a product or service, or the sum of value that customers exchange for the benefits or having or using the product or service, (2) According to Kotler and Keller (2016), product quality is a product or service characteristic that influences its ability to satisfy stated or implied customer needs, (3) According to Kotler and Keller (2016), promotion is an activity that communicates product superiority and persuades target customers to buy it.

According to Kotler and Keller (2016), the purchasing decision process is a process where consumers go through five stages, namely the introduction of information seeking needs, evaluation of alternatives, purchase decisions, and post-purchase behavior. Post-purchase behavior is the stage of the process where consumers take further action after making a purchase, based on their satisfaction and dissatisfaction. Repurchase intention is one of post-purchase consumer behavior. According to Kotler and Armstrong (2016), customer satisfaction is the key to building profitable relationships with consumers, retaining and growing consumers, and accumulating customer lifetime value. According to Kotler and Keller (2016), satisfaction is a person's pleasure or disappointment resulting from comparing the perceived product or service performance (or results) with expectations. The customer is satisfied if the performance or experience falls below expectations. If it exceeds expectations, the customer is very satisfied or happy. Customer satisfaction occurs when customers are satisfied with the quality and quantity offered by a product. If customer satisfaction occurs, it will create repurchase interest for consumers.

Based on the description above, the formulation of the research problem includes the following: (1) Does the price affect repurchasing interest in Maybelline products?, (2) Does product quality affect interest in repurchasing Maybelline products?, (3) Does the promotion affect repurchasing interest in Maybelline products?, (4) Does price affect consumer satisfaction with Maybelline products?, (5) Does product quality affect consumer satisfaction with Maybelline products?, (6) Does promotion affect consumer satisfaction with Maybelline products?, (7) Does customer satisfaction affect consumer satisfaction with Maybelline products?, (8) Does consumer satisfaction mediate the effect of price on repurchasing interest in Maybelline products?, (9) Does consumer satisfaction mediate the effect of product quality on repurchasing interest in Maybelline products?, (10) Does consumer satisfaction mediate the effect of promotion on repurchasing interest in Maybelline products?

This study aimed to determine and analyze the effect of price, product quality, and promotion on repurchase intention through partial customer satisfaction with Maybelline products. This research must be carried out so that companies evaluate their performance in terms of price, product quality, and promotion so that consumers feel satisfied and will raise repurchase interest in consumers.

2. Research Method

Types of research

This study is quantitative. According to Sugiyono (2019), the quantitative method is used as a research method based on the philosophy of positivism and usually used to examine specific populations or samples. Data collection uses research instruments, and data analysis is quantitative or statistical to test established hypotheses.

Data source

Two data sources are used in this study: primary and secondary data. The preliminary data is collected from respondents through a questionnaire in the form of a Google form. The secondary data sources used by researchers in this study came from book literature on research variable theory, websites, and previous research in national and international scientific journals.

Population

According to Sugiyono (2019), a population is a generalized area of objects or subjects with specific quantities and characteristics determined by authors as objects of study and reasoning. The study population is all consumers of beauty products.

Sample

According to Sugiyono (2019), the sample is part of the number and characteristics of the population. The samples collected in this study were consumers of Maybelline products.

Sampling technique

The sampling technique used is non-probability sampling with a purposive sampling method. Based on the sampling technique by Widiyanto (2008), states that following formula is used to determine the sample when the population is large, and the number is unknown. The formula is used:

$$n = \frac{z^2}{4(Moe)^2}$$

With description:

n is the number of samples sought

z is the level of confidence in determining the sample

Moe is the maximum margin of error or error that can be tolerated, usually 10%

Based on the determination of the sample above, the number of samples in this study was 96 respondents (rounded off from 96.04).

Data collection technique

The data collection technique used in this study was a questionnaire. According to Sugiyono (2019), a questionnaire is a data collection technique that provides respondents with questions or written statements to answer. Data collection was obtained by distributing an online questionnaire using Google Forms.

Variable Measurement Scale

The variable measurement scale uses a Likert scale with a score from 1 to 5. Which a score of 1 is strongly disagree to a score of 5 is strongly agree. The data analysis technique in this study used Partial Least Square (PLS) analysis with SmartPLS 3.0 software.

Data analysis technique

The step of analyzing the data in this study was to perform descriptive analysis (description of respondent characteristics and description of the variables), then the data was

analyzed using PLS. According to Hamid and Anwar (2019), PLS is a variant-based SEM statistical method designed to solve multiple regression when data problems arise, such as small study sample sizes, missing data (missing values), and multicollinearity. PLS-SEM has two models, an outer model and an inner model.

3. Results and Discussion

3.1. Results

Analysis of Description of Respondent Characteristics

In this study, 110 respondents were obtained with the following characteristics.

a. Gender

Table 1. Respondent Characteristics from Gender

No	Gender	Total	Percentage
1	Woman	103	93,6%
2	Man	7	6,4%
TOTAL		110	100%

Source: Questionnaire Data

Based on the table above, it shows that of 110 respondents, 103 respondents are female (93.6%), and 7 other respondents are male (6.4%). The result can be concluded that women dominate users of Maybelline products.

b. Age

Table 2. Respondent Characteristics from Age

No	Age	Total	Percentage
1	17- 19	4	3,7%
2	21-25	104	94,5%
3	≥ 26	2	1,8%
TOTAL		110	100%

Source: Questionnaire Data

Based on the table above, it shows that of the 110 respondents as a sample, there were 4 respondents aged 17-19 years (3,7%), 104 respondents aged 21-25 years (94,5%), and 2 respondents aged more than 26 years (1,8%). The result can conclude that Maybelline products are most in demand by respondents aged 21-25.

c. Domicile

Table 3. Respondent Characteristic from Domicile

No	Domicile	Total	Percentage
1	Jawa	106	96,4%
2	Riau	2	1,8%
4	Sumatera	1	0,9%
5	Sulawesi	1	0,9%
TOTAL		110	100%

Source: Questionnaire Data

The table above shows that of the 110 respondents, 106 were domiciled in the Java area (96,4%), and the rest came from Riau, Sumatra, and Sulawesi. The majority of Maybelline respondents come from Java, with 106 respondents.

d. Income

Table 4. Respondent Characteristics from Income

No	Income	Total	Percentage
1	< Rp 500.000	34	31%
2	Rp 500.001 – Rp 1.000.000	38	34,5%
3	> Rp 1.000.001	38	34,5%
TOTAL		110	100%

Source: Questionnaire Data

Based on the table above shows that of 110 respondents, 34 respondents have an income of < Rp.500,000 (31%), 38 respondents have an income of Rp.500,001 - Rp.1,000,000 (34,5%), and 38 other respondents have a revenue of > Rp.1,000,001 (34,5%). The result can conclude that most Maybelline users have incomes ranging from Rp.500,000 until more that Rp 1.000.001 because both income categories have the same number of respondents, 38.

e. Job

Table 5. Respondent Characteristics from Job

No	Job	Total	Percentage
1	Student	98	89,1%
2	Government employees	0	0
3	Private employee	7	6,4%
4	Self-employed	1	0,9%
5	Etc	4	2,6%
TOTAL		110	100%

Source: Questionnaire Data

The table above shows that of the 110 respondents, 98 respondents were students (89,1%), 7 respondents were private employees (6.4%), 1 respondent was self-employed (0.9%), and 4 respondents had jobs other than the categories available in the researcher's questionnaire with a percentage of 2,6%. The result is that most Maybelline respondents are students or college students, totaling 98 respondents.

f. Whether or not you have ever bought and used Maybelline products

Table 6. Respondent Characteristic from Wheter or Not You Have Ever Bought and Use Maybelline Products

No	Whether or not you have ever bought and used Maybelline products	Total	Percentage
1	Yes	110	100%
2	No	0	0
TOTAL		110	100%

Source: Questionnaire Data

The table above shows that out of 110 respondents, all respondents have bought and used Maybelline products.

Outer Model

a. Convergent validity

According to Sugiyono (2019), convergent validity relates to the principle that the measures of a construct should be highly correlated.

Table 7. Loading Factor and Cross Loading Value

	H	KP	PR	KK	MBU	STATUS
H1	0,685	0,489	0,517	0,359	0,404	Valid
H2	0,710	0,597	0,477	0,626	0,533	Valid
H3	0,859	0,652	0,573	0,681	0,635	Valid
H4	0,688	0,395	0,312	0,359	0,455	Valid
KP1	0,537	0,693	0,561	0,448	0,466	Valid
KP2	0,643	0,720	0,539	0,510	0,451	Valid
KP3	0,538	0,736	0,651	0,624	0,496	Valid
KP4	0,578	0,773	0,621	0,668	0,506	Valid
KP5	0,608	0,819	0,632	0,675	0,567	Valid
KP6	0,459	0,658	0,611	0,554	0,532	Valid
KP7	0,526	0,711	0,555	0,578	0,397	Valid
KP8	0,474	0,714	0,542	0,569	0,466	Valid
KP9	0,476	0,751	0,567	0,580	0,476	Valid
KP10	0,553	0,709	0,582	0,579	0,586	Valid
PR1	0,379	0,581	0,712	0,453	0,423	Valid
PR2	0,497	0,580	0,786	0,588	0,661	Valid
PR3	0,458	0,537	0,733	0,506	0,461	Valid
PR4	0,336	0,598	0,661	0,401	0,335	Valid
PR5	0,561	0,588	0,648	0,510	0,451	Valid
KK1	0,615	0,774	0,606	0,802	0,577	Valid
KK2	0,638	0,598	0,561	0,877	0,697	Valid
KK3	0,585	0,652	0,604	0,844	0,759	Valid
MBU1	0,604	0,511	0,489	0,651	0,835	Valid
MBU2	0,604	0,580	0,614	0,717	0,864	Valid
MBU3	0,653	0,571	0,567	0,649	0,8870	Valid
MBU4	0,519	0,558	0,536	0,612	0,676	Valid

Source: Primary Data is Processed (2023)

In the table above, there are price variables (H), product quality (KP), promotion (PR), customer satisfaction (KK), and repurchase interest (MBU). The loading requirement used in this study is 0.60, and the results of the data processing above show that all indicators have met the loading requirements. Then the questionnaire statement items are declared to have fulfilled their convergent validity.

b. Discriminant validity

An indicator in this research is valid if the convergence validity and discriminant validity contained in the outer model have been fulfilled. According to Ghazali and Latan, (2015), discriminant validity relates to the principle that different construct measures should not be highly correlated. The cross-loading value in this study can be seen in table 3.7. Cross-loading compares one variable's indicator loading value with another's. The cross-loading value meets the value requirements, indicating that the loading indicator value for one variable must be higher than that for other variables. Table 3.7 shows that the outer model in this study has fulfilled the discriminant validity requirement. The condition related to the

value indicating the loading indicator value on one variable must be higher than the loading indicator value for other variables.

c. AVE

According to Ghazali and Latan (2015), a model can be valid if it meets the requirements for the Average Variance Extracted (AVE) value with an AVE limit value of more than 0.50. The AVE value of the data obtained can be seen in the table below:

Table 8. Value of AVE

No	Variable	Value of AVE	Status
1	Price	0,546	Valid
2	Product Quality	0,642	Valid
3	Promotion	0,557	Valid
4	Customer Satisfaction	0,708	Valid
5	Repurchase Interest	0,665	Valid

Source: Primary Data is Processed (2023)

The table above shows that all variables have met the average variance extracted (AVE) value with a value of more than 0.50.

d. Reliability

The output also presents two research instrument reliability measures, composite reliability, and Cronbach's alpha. The value of the two research instruments must be above 0.70 as a reliability requirement. The following is the value of composite reliability and Cronbach's alpha in the table.

Table 9. Value of Cronbach's Alpha dan Composite Reliability

No	Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Status
1	Price	0,729	0,827	Reliabel
2	Product Quality	0,860	0,900	Reliabel
3	Promotion	0,734	0,832	Reliabel
4	Customer Satisfaction	0,793	0,879	Reliabel
5	Repurchase Interest	0,827	0,887	Reliabel

Source: Primary Data is Processed (2023)

The table above shows that the composite reliability and Cronbach's alpha values meet the requirements above 0.70, it can conclude that the five variables are declared reliable because each variable meets the requirements for the composite reliability value and Cronbach's alpha above 0.70.

Inner Model

R-Square

The coefficient of determination uses R-squared, which shows what percentage of variation in endogenous constructs can be explained by constructs hypothesized to influence exogenous ones. The higher R-squared is used only for endogenous constructs.

Table 10. Value of R-Square

	Customer Satisfaction	Repurchase Interest
<i>R-square</i>	0,682	0,706

Source: Primary Data is Processed (2023)

The table above shows that the consumer satisfaction variable has an R-squared value of 0.702. Price, product quality, and advertising variables influence 70.2% of consumer satisfaction. This compares with 29.8%, controlled by other variables outside this study model. Variable consumer satisfaction with an R-squared value of 0.702 belongs to the moderate criteria. The R-squared value of the repurchase intention variable is 0.701, meaning that price, product quality, advertising, and consumer satisfaction affect 70.1% of the repurchase intention variable. In contrast, the remaining 29.9% are influenced by other variables outside this research model. The intent to buy again variable is included in the medium criterion with an R-squared value of 0.701.

Hypothesis testing

After testing the validity, reliability, and coefficient of determination, the next step is to test the hypothesis. Hypothesis testing with SmartPLS 3.0 software is to see the relationship between latent variables, which shows in the estimate of the path coefficient. After that, identify the significance level (p-value) on each path. If the p-value ≤ 0.05 , H_o is rejected, and H_A is accepted.

Table 11. Path Coefficients

Path	T Statistics	p-value	Status
H \rightarrow MBU	3,217	0,001	Significan
H \rightarrow KK	3,922	0,000	Significan
KP \rightarrow MBU	2,173	0,030	Significan
KP \rightarrow KK	4,778	0,000	Significan
PR \rightarrow MBU	2,407	0,016	Significan
PR \rightarrow KK	1,976	0,049	Significan
KK \rightarrow MBU	6,596	0,000	Significan

Source: Primary Data is Processed (2023)

Testing hypotheses 8,9 and 10 with mediation

The mediation test is carried out by looking at the results of the indirect effect where the bootstrapping literacy results must obtain a T-statistic value $\geq 1,96$. The indirect effect estimation results can be seen in the table below.

Table 3. 12 Specific Indirect Effect

Path	T Statistics	p-value	Status
H \rightarrow KK \rightarrow MBU	3,506	0,000	Significan
KP \rightarrow KK \rightarrow MBU	3,496	0,001	Significan
PR \rightarrow KK \rightarrow MBU	2,087	0,037	Significan

Source: Primary Data is Processed (2023)

3.2. Discussion

The effect of price on repurchasing interest

Based on the data analysis, there is a significant price effect on repurchasing intention. The more affordable the price of Maybelline products, the more interested consumers will be to make repurchasing. This result is supported by research results from Nurfitriana and Iriani (2018), Sari and Hariyana (2019), along with Salsabila et al. (2022), which state that prices have a positive effect on repurchasing interest. However, the results of this study do not support the research conducted by Fatmalawati and Andriana (2021), which states that prices partially have a negative and insignificant effect on repurchasing intentions.

The effect of product quality on repurchasing interest

Based on the data analysis, there is a significant effect of product quality on repurchasing intention. The better the quality of Maybelline products, the more interested consumers are in making repurchasing. The results of this study are in line with the research conducted by Fatmalawati and Andriana (2021), Tajudinnur et al. (2022), Sari and Hariyana (2019), and Chairunnisa et al. (2022), which states that product quality affects repurchase intention. However, this research's results differ from the study conducted by Prasetya and Yulius (2018), which says that product quality does not affect repurchase intention.

a. The effect of promotion on repurchasing interest

Based on the data analysis result, the promotion significantly affects repurchasing intention. The more attractive the promotion of Maybelline products, the more interested consumers will be to make repurchasing. The results of this research align with the study conducted by Chairunnisa, et al. (2022), which states that there is an influence between the promotion variable and repurchasing interest. However, these result differ from the study conducted by Iswahyuningtyas et al. (2022), which states that promotion does not affect repurchasing intentions.

b. Effect of price on consumer satisfaction

Based on data analysis, there is an effect of price on consumer satisfaction. It can be concluded that more affordable prices cause the impact of price on consumer satisfaction will change consumer satisfaction to increase. If the price of a product is reasonable or follows what the consumer wants, then the consumer will feel satisfied. This study's results align with the research conducted by Bali (2022), which states that price affects consumer satisfaction. In addition, the results of this research are supported by research conducted by Salsabila, et al. (2022), which states that price has a positive and significant effect on customer satisfaction. However, the results of this research differ from the study conducted by Rivai et al. (2019), which states that price does not affect consumer satisfaction.

c. Influence of product quality on consumer satisfaction

The data analysis shows an influence between product quality and consumer satisfaction. The effect of product quality on consumer satisfaction is caused by the excellent quality of Maybelline products being able to change consumer satisfaction to increase. If the quality produced from a product follows the consumer's wishes, then the consumer will feel satisfied. The results of this study are in line with the research conducted by Sari and Hariyana (2019), Tajudinnur et al. (2022), and Bali (2022), which states that product quality affects consumer satisfaction. However, this study's results differ from the research conducted by Prasetya and Yulius (2018), which states that product quality does not affect consumer satisfaction.

d. The effect of promotion on consumer satisfaction

Based on the data analysis, the result is that promotion significantly affects consumer satisfaction. The influence of promotion on consumer satisfaction is caused by the more attractive promotions that can change consumer satisfaction to increase. If the promotion offered is attractive and follows the ability and desire of the consumer, then the consumer will feel satisfied with the promotion. The results of this research are supported by Kartini et al. (2021), which state that the promotion variable positively affects consumer satisfaction.

e. The effect of consumer satisfaction on repurchasing intention

Based on the data analysis, the result shows an influence between the variable consumer satisfaction and repurchase intention. The effect of consumer satisfaction on re-buying interest is caused by increased consumer satisfaction that will increase re-buying interest in consumers. This result aligns with the research conducted by Kusumadewi and Saraswati (2020), which stated that consumer satisfaction has a positive and significant effect on repurchase intention.

f. Consumer satisfaction mediates the price effect on repurchasing intentions.

Based on the data analysis, the effect of price on repurchase intention is due to consumer satisfaction, which means that consumer satisfaction can mediate the price effect on repurchase intention. If consumer satisfaction is improved by fair pricing, the willingness to make repurchasing will increase. This result is supported by research conducted by Salsabila et al. (2022), which states that customer satisfaction mediates the effect of price on repurchase intention.

g. Consumer satisfaction mediates the effect of product quality on repurchasing intentions

Based on the data analysis, the result is an influence between product quality and repurchase intention through consumer satisfaction. This result means that consumer satisfaction can mediate the effect of product quality on repurchasing intentions. The results of this research align with the study conducted by Fuadi et al. (2021), which states that higher product quality can increase repurchase interest mediated by consumer satisfaction.

h. Consumer satisfaction mediates the effect of promotions on repurchasing intentions

Based on data analysis, the result show that the effect of promotion on repurchase intention is mediated by consumer satisfaction. This result means that consumer satisfaction can mediate the impact of promotion on repurchase intention. If the consumer is satisfied with the promotion offered by Maybelline, this will increase interest in repurchasing. This result is supported by Murwanti et al. (2017) state that there is an effect between promotion and repurchase intention through consumer satisfaction.

4. Conclusion

Based on the described research result, it can be concluded that: (1) price, product quality, and promotion affect repurchasing interest; (2) price, product quality, and promotion affect consumer satisfaction; (3) consumer satisfaction affects repurchase intention; and (4) consumer satisfaction can mediate the effect of price, product quality, and promotion on repurchase intention.

References

Bali, A. Y. (2022). Pengaruh Kualitas Produk dan Harga Terhadap Loyalitas Konsumen Dengan Kepuasan Konsumen Sebagai Variabel Intervening. *Jurnal Akuntansi*,

- Manajemen Dan Ekonomi*, 1(1), 1–14. <https://doi.org/10.56248/jamane.v1i1.7>
- Chairunnisa, R., Zebua, Y., & Pitriyani. (2022). The Influence of Price Perception, Product Quality, Promotion, Brand Image on Repurchase Intention of Wardah Lipstick Products (Study on Customers of UD. Ghaisani cosmetics Rantau Prapat). In *International Journal of Science*. Retrieved from <http://ijstm.inarah.co.id>
- Fatmalawati, D. S., & Andriana, A. N. (2021). Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Minat Pembelian Ulang Kosmetik PT. Paragon Technology and Innovation. *Jurnal Manajemen Bisnis Program Pascasarjana Universitas Muhammadiyah Tangerang*, 10.
- Fuadi, M. I., Survival, & Budiantono, B. (2021). Analisa Pengaruh Kualitas Produk terhadap Minat Pembelian Ulang dengan Kepuasan Pelanggan sebagai Variabel Mediasi. *The 2nd Widyagama National Conference on Economics and Business (WNCEB 2021)*. Retrieved from <http://publishing-widyagama.ac.id/ejournal-v2/index.php/WNCEB>
- Ghozali, I., & Latan, H. (2015). *Partial Least Square: Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0*.
- Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian*. Retrieved from www.institutpenulis.id
- Iswahyuningtyas, K., Budiono, K., & Hidayah, T. (2022). Pengaruh Perceived Ease of Use, Harga, Dan Promosi Terhadap Minat Beli Ulang Konsumen Di Shopee (Studi Kasus Pada Mahasiswa STIE Mandala). In *Jurnal Manajemen Bisnis dan Manajemen Keuangan* (Vol. 3). Retrieved from www.stie-mandala.ac.id
- Kartini, I., Wibowo, E. W., & Sugiyanto, E. (2021). Pengaruh Promosi terhadap Kepuasan Konsumen Berdampak Loyalitas dalam Berbelanja Online pada Shopee. *JURNAL LENTERA BISNIS*, 10(1), 57. <https://doi.org/10.34127/jrlab.v10i1.423>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (15th ed.). England: Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). England: Pearson Education.
- Kusumadewi, N., & Saraswati, T. G. (2020). *Pengaruh Kepuasan Pelanggan terhadap Minat Beli Ulang pada Official Store Scarlet di Shopee dan Tokopedia*.
- Murwanti, S., Anggrahini, D., & Pratiwi, P. (2017). *Pengaruh Kualitas Pelayanan dan Promosi terhadap Minat Beli Ulang dengan Kepuasan Pelanggan sebagai Variabel Mediasi*.
- Nurfitriana, S., & Iriani, F. (2018). *Citra Merek, Kualitas Produk, Harga dan Pengaruhnya pada Minat Beli Ulang Produk Kecantikan Wardah*.
- Prasetya, W., & Yulius, C. (2018). *Pengaruh Kualitas Produk dan Citra Merek terhadap Kepuasan Konsumen dan Minat Beli Ulang: Studi pada Produk Eatlah*. <https://doi.org/https://doi.org/10.3415/jurtek.v11i2.1399>
- Rivai, A. K., Suneni, & Febrilia Ika. (2019). Pengaruh Kualitas Pelayanan, Harga, dan Citra Merek terhadap Kepuasan Konsumen Pengguna Transportasi Ojek Online Grab. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 10. <https://doi.org/http://doi.org/10.21009/JRMSI>
- Salsabila, A. N., Saidani, B., & Rivai, A. P. K. (2022). *Pengaruh Kualitas Pelayanan dan Harga terhadap Minat Beli Ulang melalui Kepuasan Pelanggan sebagai Variabel Intervening: Studi Kasus Pada Pelanggan Gen Z* (Vol. 3).
- Sari, R. K., & Hariyana, N. (2019). Pengaruh Harga, Kualitas Pelayanan, dan Kualitas

- Produk terhadap Minat Pembelian Ulang dan Kepuasan Pelanggan Online Shopping pada Remaja di Situbondo. In *Electronic Commerce Research and Applications* (Vol. 11). Retrieved from <http://jurnal.unmer.ac.id/index.php/jbm>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*.
- Tajudinnur, M., Fazriansyah, Ferdian, R., Iskandar, & Ilham. (2022). Pengaruh Harga, Kualitas Produk, dan Pemasaran Digital terhadap Niat Beli Ulang dengan Kepuasan Konsumen sebagai Variabel Intervening. *Sebatik*, 26(2), 673–687. <https://doi.org/10.46984/sebatik.v26i2.2112>
- Widiyanto, I. (2008). *Pointers: Metodologi Penelitian*. BP Undip.