

The Influence of Brand Equity, Product Quality, and Customer Satisfaction on Repurchase Intention of Scarlett Skincare in Batam City

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Abstract

Due to air pollution and also the trend of the global skincare industry which has been experiencing rapid growth in recent years, this has increased the demand for skincare products that focus on skin protection in Batam City. The evaluation of a customer's intention to repurchase a product can be determined by two key factors. One of the crucial factors for customers when deciding to repurchase is the quality of the product. Despite this, some users have reported issues with Scarlett products, such as skin irritation, breakouts, and ineffective results like brightening or moisturising. The main goal of the researcher is to examine how independent variables like brand equity, product quality, and customer satisfaction impact the likelihood of a customer repurchasing a product. The research approach utilised in this study is quantitative. There are two types of variables involved in this investigation - independent variables (brand equity, product quality, and customer satisfaction) and a dependent variable known as repurchase interest. The findings from this study indicate that brand equity, product quality, and customer satisfaction play a significant role in influencing the interest in repurchasing Scarlett skincare products in Batam City. Brand equity and product quality contribute to customer loyalty, while customer satisfaction promotes repeat purchases.

Keywords: Brand Equity, Customer Satisfaction, Product Quality, Repurchase Intention, Skincare Product.

1. Introduction

The global skincare industry has experienced rapid growth in recent years. This is one of the factors driving the high demand for skincare products. The emergence of various skincare product innovations that offer various benefits, such as skin brightening, anti-aging, and skin protection from ultraviolet (UV) exposure, where customers tend to repurchase product brands that have been trusted and have provided the expected results. Similar conditions also occur in tropical countries such as Indonesia. In Indonesia, skincare trends have shifted significantly. Lately, the Indonesian population is increasingly aware of the need to maintain health, one of which is skin health, both for aesthetic purposes, and for health (Tarigan & Nuvriasari, 2023). Especially in the midst of coastal climate conditions such as in Batam City, where skin care must be done more intensively than other regions in Indonesia.

Batam City is surrounded by waters and small islands with wide beaches, and is very close to Singapore. Thus, the hot air due to the geographical location can affect skin health, such as accelerating premature aging, dark spots on the skin, and causing skin irritation (Vinolaningsih, 2020). The prime positioning of Batam City, situated beside Singapore, gives it an advantageous location as a layover city, being recognised as an industrial hub. Numerous



factories engage in manufacturing activities, which may have a notable adverse effect on the air quality within Batam City. Due to air pollution as well as the global skincare industry trend that has been experiencing rapid growth in recent years, this has increased the purchase demand for skincare products that focus on skin protection in Batam City. The purchase of skincare products can be influenced by customer purchase intention. Purchase intention occurs when a person has the urge to buy a desired skin care product. Purchase intention can also arise when there are several impulses that influence customers to buy skin care products of interest (Nadiya & Ishak, 2022). Customers who are satisfied with the skin care products purchased will reuse the products offered. This will build interest in repurchasing a product (Muetya et al., 2022).

Customer loyalty is when customers choose to buy a product again because they had good experiences with it before (Yuliza et al., 2023). To encourage customers to be loyal and purchase again, it's important to understand the factors that affect their decision to repurchase (Ramdhani & Widyasari, 2022). Repurchase interest can be measured through two main aspects in evaluating customer decisions to repurchase a product, namely: consumers decide to buy the same product again, and the number of these products that will be purchased by customers (Renaningtyas et al., 2022). However, based on the results of the study, some users reported incompatibility of Scarlett products with their skin, such as redness, breakouts, or not giving the desired effect such as brightening or moisturising. These incompatibilities led to some customers not intending to repurchase due to unsatisfactory results. Overall, while Scarlett's skincare products are attractive in terms of packaging, there are many negative reviews about product incompatibility and performance that do not represent customer expectations. This shows that the quality of the product has not been able to fulfil the needs at large, thus affecting repurchase intention. This explains that customer satisfaction with Scarlett's skincare products is uneven, with the majority of customers leaving negative reviews due to dissatisfaction such as product quality, packaging safety, and effects on customers' skin, and only a few customers being satisfied.

Product quality is one of the important criteria for customers in determining repurchase interest (Azzuhra & Adlina, 2023). When product quality meets expectations, the price or sacrifice, especially repurchase interest required to buy the product, is no longer a major factor (Andili, 2022). Research conducted by Ananda and Jamiat (2021), which is indexed by Scopus shows that product quality significantly affects repurchase intention. When product quality meets or even exceeds expectations, customers tend to feel satisfied and loyal. This can encourage repurchase interest. The researcher's goal is to study how factors like brand equity, product quality, and customer satisfaction impact the likelihood of customers repurchasing a product. This study is anticipated to provide valuable insights for enhancing product quality in the future.

2. Literature Review

2.1. Brand Equity

Brand equity is the perception of value that consumers have towards a brand. According to Aaker (1991), brand equity is made up of five primary components: recognition of the brand, association with the brand, the perceived quality of the brand, loyalty to the brand, and the market value of the brand. In the context of skincare products, brand equity strongly influences purchase decisions and repurchase intention. Brands that have strong equity will more easily attract consumer attention (Besharat et al., 2023) and create a sense of trust (Doyle et al., 2024; Raza et al., 2023). In line with the hypothesis presented by (Keller, 2003),

which states that high brand equity will affect consumers' perceptions of product quality and increase their loyalty to the brand.

2.2. Product Quality

Product quality is a very important aspect in determining satisfaction and repurchase interest. According to Parasuraman et al. (1985) product quality can be measured by several dimensions, such as durability, ease of use, and product effectiveness. A good quality product will meet or even exceed consumer expectations, thereby increasing satisfaction and the likelihood of repeat purchases. In research by Sari and Prihartono (2021), which indicated that high product quality plays a key role in influencing customers to consider making a repeat purchase. This is because when a product delivers on its promises, it strengthens the bond between the consumer and the brand, fostering loyalty.

2.3. Customer Satisfaction

Customer satisfaction is the result of a person's contentment or dissatisfaction based on how well a product meets their expectations (Kotler & Keller, 2012). In research by Lestari and Iswati (2021), customer satisfaction is defined as the extent to which a product or service meets customer expectations. If the product provides results that match expectations, then satisfaction is achieved. Customer satisfaction is closely related to repurchase intention, because satisfied consumers tend to be more loyal and have a higher probability of repurchasing products that they have used before (Muetya et al., 2022). Therefore, maintaining customer satisfaction is essential to ensure that they continue to choose the same product in the future.

2.4. Repurchase Intention

Consumer loyalty is when a customer shows a strong preference or enthusiasm for repurchasing the same product or service in the future. Liantifa et al. (2024) explains that frequently, the rate at which customers repurchase products can reveal their loyalty, which in turn may be influenced by factors like the quality of the product, customer satisfaction, and the reputation of the brand. Repurchase interest can be measured through several indicators, including the intention to repurchase the same product, the number of product purchases, and the desire to recommend the product to others (Ananda & Jamiat, 2021). Research by Ermatasari et al. (2024) also shows that factors like the quality of the product, customer happiness, and positive interactions with the product have a significant impact on whether consumers decide to buy the product again.

2.5. Factors that Influence Repurchase Interest

According to research by Irvan et al. (2023), there are numerous elements that can impact the desire to make a repeat purchase, such as:

- a. Product Quality: High-quality products are more likely to increase satisfaction and encourage repeat purchases.
- b. Price: Products with reasonable and competitive prices are more likely to make consumers feel they are getting good value and encourage repeat purchases.
- c. Service Quality: Good service will increase consumer satisfaction and influence their decision to make repeat purchases.
- d. Emotional Factors: Positive emotional experiences, such as a sense of pride in using a particular product, can increase repurchase intention.
- e. Ease of Obtaining Products: Easy access to products, such as wide distribution or affordable prices, also affects repurchase decisions.

3. Methods

This study utilises quantitative research methodology. In this particular research, there are two variables being examined: the independent variables, which consist of brand equity (X1), product quality (X2), and customer satisfaction (X3), and the dependent variable, which is repurchase intention (Y). Data for this study was collected through a questionnaire featuring a Likert scale. This scale is employed to gauge respondents' level of agreement or disagreement with various statements (Syahroni, 2022). The objective of this study is to explore how brand equity, product quality, and customer satisfaction impact repurchase intention. The aim is to provide valuable insights that can enhance future product quality assessments and decision-making. Based on its objectives, this research can be classified as quantitative descriptive research. This research also utilises the SPSS 25 data analysis tool to process information obtained through questionnaires. The questionnaire used was a closed question, where respondents were given a number of questions to answer. This tool places emphasis on elements like brand value, the quality of the product, and the satisfaction of customers which influence the likelihood of customers repurchasing Scarlett skincare products in Batam City. The term "research location" signifies the specific area being investigated, where the researcher can observe and gather data. In accordance with the defined problem boundaries in chapter I, this study was done in Batam City, Riau Islands. The researcher conducted the study over a period of four months, starting from September 2024 until December 2024.

4. Results and Discussion

4.1. Research Result

The findings from analysing the data collected through a questionnaire and input into SPSS Version 25 illustrate the breakdown of respondents' gender. This data is summarised in the table below.

Table 1. Characteristics of Respondents Based on Gender

Gender	Frequency	Percentage
Male	25	25 %
Female	75	75 %
Total	100	100 %

Source: SPSS 25 Data Processing (2024)

In the table 1, it is evident that out of 100 participants, the majority are females rather than males. The female representation stands at 75%, whereas the male representation is only 25%. This data clearly indicates a stronger presence of female respondents compared to male respondents. The analysis of questionnaire responses through SPSS Version 25 software reveals the breakdown of respondents' ages, which is outlined in the subsequent table:

Table 2. Characteristics of Respondents Based on Age

Age	Frequency	Percentage
18 - 25 years	73	73 %
26 - 32 years	23	23 %
33 - 45 years	4	4 %
Total	100	100 %

Source: SPSS 25 Data Processing (2024)

According to the data in Table 2, the largest proportion of participants fall within the 18-25 age bracket, accounting for 73% of the total. The second highest percentage, 23%, is represented by participants aged between 26-32 years old, while respondents aged 33-45 years old are only 4%. This shows that the research respondents are dominated by young individuals, specifically 18-25 years old, which may be the most relevant population segment to the research topic. Furthermore, to answer the results of the objectives of this study, the authors present a table of multicollinearity test results. If all independent variables have a Variance Inflation Factor (VIF) value less than 10, it is believed that multicollinearity symptoms are not present. The multicollinearity test results below display the VIF values for each individual variable.

Table 3. Multicollinearity Test Results

Collinearity Statistics		
Model	Tolerance	VIF
(Constant)		
1 Brand Equity	.204	4,908
Product Quality	.135	7,427
Customer Satisfaction	.175	5,728
Dependent Variable: Y		

Source: SPSS 25 Data Processing (2024)

According to the results of the multicollinearity test presented in Table 3, the Variance Inflation Factor (VIF) values for the brand equity, product quality, and customer satisfaction variables are 4.908, 7.427, and 5.728, respectively. These VIF values are all below the threshold of 10, indicating that there are no signs of multicollinearity among the independent variables in this model. Therefore, these variables can be considered suitable for use in regression analysis. Multiple linear regression analysis is utilised to forecast the impact of two or more variables on a specific dependent variable. The primary aim of this analysis is to determine whether there is a significant connection between the variables being studied and to assess the level to which each independent variable influences the dependent variable. Put simply, multiple linear regression assists in comprehending how various factors interact and how they affect the predicted outcome.

Table 4. Multiple Linear Regression Analysis Test Results

Coefficients ^a					
Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	
	B	Std. Error Beta			
(Constant)	-2,924	1,836	-1,593	0,115	
1 Brand Equity	0,319	0,144	0,243	2,215	0,029
Product Quality	0,551	0,191	0,389	2,879	0,005
Customer Satisfaction	0,384	0,164	0,277	2,337	0,022
a. Dependent Variable: Repurchase Interest					

Source: SPSS 25 Data Processing (2024)

Based on the attached Table 4, the multiple linear regression equation can be formulated as follows:

$$Y = -2.924 + 0.319X_1 + 0.551X_2 + 0.384X_3.$$

The explanation of the equation is as follows:

The fixed figure of -2.924 suggests that even without any input from brand equity, product quality, and customer satisfaction, the repurchase intention will still have a value of -2.924. Although this constant number is negative, in a practical context, it is irrelevant because these variables are not zero in real situations. The regression analysis shows that as brand equity (X1) increases by 1 unit, there is a corresponding increase of 0.319 in repurchase intention. This suggests a direct correlation between brand equity and customers' likelihood to repurchase, with stronger brand equity leading to higher repurchase intention. Similarly, an increase in product quality (X2) by 1 unit is associated with a 0.551 increase in repurchase intention, indicating a positive relationship between the two variables.

The positive coefficient indicates that an improvement in product quality will lead to a higher likelihood of consumers repurchasing. The regression coefficient for customer satisfaction (X3) is 0.384, meaning that for every 1 unit increase in customer satisfaction, the likelihood of repurchase also increases by 0.384. This suggests that as customer satisfaction increases, the probability of them buying the product again also increases. Additionally, the coefficient of determination (R^2) test results in the table display:

Table 5. R Square Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,874 ^a	,764	,757	2,26376

Predictors: (Constant), Customer Satisfaction, Brand Equity, Product Quality
Dependent Variable: Repurchase Intention

Source: SPSS 25 Data Processing (2024)

After analysing the Model Summary Table, it is evident that the Adjusted R Square value is 0.764, which translates to 76.4%. This indicates that 76.4% of the influence on the repurchase interest variable (Y) comes from the independent variables such as brand equity (X1), product quality (X2), and customer satisfaction (X3), leaving only 23.6% unaccounted for, cannot be explained because there is no research on other variables that might affect the results. Furthermore, the t test results table is as follows:

Table 6. T Test Results

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	-2,924	1,836		-1,593
	Brand Equity	,319	,144	,243	,029
	Product Quality	,551	,191	,389	,005
	Customer Satisfaction	,384	,164	,277	,022

Dependent Variable: Repurchase Intention

Source: SPSS 25 Data Processing (2024)

According to the information provided in the table, an analysis was conducted on the impact of brand equity variables, product quality, and customer satisfaction on repurchase intention. The findings are as follows: To begin with, brand equity (X1) demonstrated a tstatistic value of 2.215, exceeding the ttable value of 1.984, with a significance level of 0.029, lower than 0.05. This suggests that brand equity plays a significant role in influencing repurchase intention. Likewise, product quality (X2) displayed a tstatistic value of 2.879, surpassing the ttable value of 1.984, with a significance level of 0.005, also below 0.05. This indicates that product quality has a substantial impact on repurchase interest. Furthermore, customer satisfaction (X3) exhibited a tstatistic value of 2.337, higher than the ttable value of 1.984, with a significance level of 0.022, lower than 0.05. This demonstrates that customer satisfaction also has a noteworthy effect on repurchase intention. In conclusion, the outcomes suggest that brand equity, product quality, and customer satisfaction all play critical roles in influencing repurchase intention, underscoring the significance of these factors in encouraging consumer loyalty and driving repeat purchases.

Table 7. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1592,785	3	530,928	103,603	,000 ^b
	Residual	491,965	96	5,125		
	Total	2084,750	99			

Dependent Variable: Repurchase Intention

Predictors: (Constant), Customer Satisfaction, Brand Equity, Product Quality

Source: SPSS 25 Data Processing (2024)

The analysis using the F test in this research indicates that the combined independent variables have a clear impact on the dependent variable. In Table 7, the results of the F test show an Fstatistic of 103.603, which is higher than the Ftable value of 2.70, and a significance value of 0.000, indicating a strong effect ($F. Sig\ 0.000 < \alpha\ 0.005$). This discovery demonstrates that each independent variable, including brand equity, product quality, and customer satisfaction, significantly influences repurchase intention on its own. Therefore, the regression model employed is reliable for predicting the dependent variable (Y) based on the explained independent variables.

After examining the data, it can be inferred that Scarlett skincare products in Batam City are influenced by brand equity, product quality, and customer satisfaction when it comes to repurchase intention. Specifically, brand equity was found to greatly impact repurchase intention, demonstrating that a strong brand can foster customer loyalty and encourage repeat purchasing. Product quality is also shown to play an important role, where products that meet or exceed customer expectations can increase satisfaction and encourage repeat purchases. In addition, customer satisfaction is also shown to have a significant influence, where satisfied consumers tend to be more loyal and have a higher probability of making repeat purchases.

4.2. Discussion

4.2.1. The Effect of Brand Equity on Repurchase Interest

The findings indicated a notable correlation between brand value and the intention to repurchase Scarlett skincare products in Batam City. This can be observed in the data presented in table 6, where the observed t-value (2.215) surpasses the critical t-value (1.984)

and the significance level of 0.029 is lower than 0.05. Therefore, it is safe to say that the first hypothesis (H1) is supported. Which means Brand Equity (X1) plays an important role in encouraging repurchase interest (Y) in Scarlett products. Strong brand equity, including reputation, loyalty, and perceived brand quality, increases consumer confidence, thus motivating them to continue using Scarlett products. The findings align with previous studies carried out by scholars, Salsabila and Nurhajati (2020) and Sakti (2022), that confirm that the influence of brand value on the desire to make repeat purchases is strong and beneficial.

4.2.2. The Effect of Product Quality on Repurchase Interest

The findings indicated a notable correlation between Product Quality and Repurchase Interest at Scarlett Skincare in Batam City. According to data in table 6, the tstatistic value (2.879) is higher than the ttable value (1.984) at a significance level of 0.005, which is less than 0.05. Therefore, it can be affirmed that H2 has been validated. This means that product quality (X2) has an important role in encouraging repurchase interest (Y) in Scarlett products. Superior product quality increases consumer confidence in the product, thereby encouraging customer loyalty and repurchase interest in Scarlett skincare products.

The findings of this research align with previous studies, specifically (Saputra, 2021), indicating that there is a strong correlation between product quality and the likelihood of customers repurchasing. Customers tend to be attracted to products that are considered to have high quality standards because they are believed to be able to provide satisfying value and meet their expectations.

4.2.3. The Effect of Customer Satisfaction on Repurchase Interest

The study findings reveal a strong and meaningful link between customer contentment and the likelihood of repeat purchases of Scarlett skincare products in Batam City. As illustrated by table 6, the tstatistic value of 2.337 exceeds the ttable value of 1.984, with a significance level of 0.022 less than 0.05. This discovery validates the idea that higher levels of customer satisfaction with Scarlett items lead to increased repurchasing behaviour. Positive product experiences, satisfaction with outcomes, and satisfactory service all play a role in influencing customers to repeatedly choose Scarlett skincare. This finding is consistent with previous research conducted by General of Strengthening Research and Development (2022), Ramdhani and Widyasari (2022), Rohman (2022), and Nurfitriah et al. (2023). The findings from the four studies support the idea that customers who are satisfied with Scarlett skincare products are more likely to repurchase them.

4.2.4. The Effect of Brand Equity, Product Quality, and Customer Satisfaction on Repurchase Interest

The analysis findings suggest that Scarlett skincare repurchase intention in Batam City is positively influenced by brand equity, product quality, and customer satisfaction. The Fstatistic value of 103.603 surpasses the Ftable value of 2.70, with a significance level of 0.000 (F. Sig 0.000 < α 0.05), indicating a strong relationship. Improving these factors continuously can enhance the effectiveness of the marketing strategy. By strengthening brand equity elements such as brand loyalty, improving product quality, and maintaining customer satisfaction, the company has the potential to increase sales while encouraging customer trust and loyalty to Scarlett skincare products.

5. Conclusion

After carefully examining and discussing the findings outlined earlier, a number of conclusions can be drawn from this research. Initially, there is substantial proof demonstrating how brand equity factors impact the likelihood of customers repurchasing Scarlett skincare products. This highlights the significant role that brand power plays in fostering customer loyalty and influencing repeat purchases. Secondly, data analysis also corroborates the findings regarding the significant influence between product quality variables and repurchase intention of Scarlett skincare products. Products that meet or exceed customer expectations are proven to increase satisfaction and encourage repeat purchases. Moreover, the data analysis reveals that customer satisfaction plays a crucial role in influencing the likelihood of consumers repurchasing Scarlett skincare products. Additionally, the comprehensive analysis underscores the importance of brand equity, product quality, and customer satisfaction in influencing customers' intention to repurchase Scarlett skincare products. These insights shed light on the factors that impact customer loyalty and offer valuable guidance for enhancing Scarlett's marketing strategies moving forward.

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