

The Influence Of Perceived Quality On Repurchase Intention With The Mediating Customer Satisfaction And Perceived Value Of Cosmetic Products In Jabodetabek

*Perceived Quality
and Repurchase
Intention*

1409

Dita Satriana Purnamasari¹& Jual Aidil Fadli²
Universitas Esa Unggul
Email: ditasatriana99@gmail.com

Submitted:
NOVEMBER 2023

Accepted:
DECEMBER 2023

ABSTRACT

The increasing development of cosmetic products leads to fierce business competition. Cosmetic products are a basic necessity for women and part of a woman's lifestyle to look beautiful and confident. Almost all women depend on cosmetic products. This study aims to determine the effect of perceived quality, customer satisfaction and perceived value on repurchase intention. This research was conducted on female customers aged 17 years and over who have experience more than 2 times buying cosmetic products for at least the last 6 months in Jabodetabek. The sampling method used purposive sampling with a total sample of 95 respondents. The number of statements given to respondents was 19 statement items. The results of this study indicate a significant effect on perceived quality on customer satisfaction and perceived quality on perceived value, as well as an insignificant effect on customer satisfaction on repurchase intention, perceived value on repurchase intention and perceived quality on repurchase intention.

Keywords: *Perceived Quality, Customer Satisfaction, Perceived Value, Repurchase Intention*

INTRODUCTION

Cosmetic products seem to be a primary need for some women. Almost all women depend on cosmetics. This phenomenon occurs because they are aware that cosmetics have become a necessity to fulfill their lifestyle. In order to satisfy consumer needs, hundreds of cosmetic products in one category compete with each other (Chandra et al., 2019; Febriani et al., 2023; Ghazmahadi et al., 2020). This is a big challenge for marketers to be able to retain their consumers or even attract new consumers (Khasanah et al., 2021; Mariam et al., 2021; Mariam & Ramli, 2022; Utama et al., 2020). Marketing management manages all the company's marketing, therefore marketing management is very important for a business to achieve its goals (Ramli, 2019b; Sukarno et al., 2020). Many competitors sell similar cosmetic products, so companies must be able to determine the right strategy and create new innovations to keep up with the times so that customers return to buy cosmetic products made by the company (Dewi & Ramli, 2023; Novarian & Ramli, 2020; Steven et al., 2023; Sukarno et al., 2020). In this case, of course efforts are needed to increase the intention to repurchase cosmetic products so that sales increase (Bachtiar et al., 2023; Mariam et al., 2022; Mariam & Ramli, 2020; Supiati et al., 2021).

According to Kumar & Anjaly (2017) repurchase intention plays a very important role in evaluating the success of a company, because customers will evaluate the brand used after they use it so that repurchase intention will be created based on this evaluation. Repurchase intention occurs when consumers repurchase a product for the second time or more, where the reason for repurchasing is based on the customer's experience with the product they purchased (Imran, Arvian, et al., 2020; Ramli, 2019a; Rumaidlany et al., 2022; Savitri & Wardana, 2018). One of the things that determines repurchase intention is perceived quality.

High perceived quality will make customers make repeat purchases with certain products. If customers feel the products they use are of high quality, they will feel satisfied. According to research by Larasati & Baehaqi (2022), a good perception of the product can

JIMKES

Jurnal Ilmiah Manajemen
Kesatuan
Vol. 11 No. 3, 2023
pp. 1409-1422
IBI Kesatuan
ISSN 2337 - 7860
E-ISSN 2721 - 169X
DOI: 10.37641/jimkes.v11i3.2311

satisfy consumers, where the higher the perceived quality value, the more customer satisfaction will increase. Perceived quality can also increase perceived value based on the quality and value of the products consumed by customers, where the higher the quality of the product offered, the higher the value it contains, so that customers feel fulfilled with their wants and needs (Diatmono et al., 2020; Mulyadi et al., 2020; Ramli & Novariani, 2020; Saputri & Kurniawati, 2015). Perceived quality is an important factor for consumers in making repeat purchases, because consumer intention to repurchase increases along with an increase in perceived quality, when perceived quality decreases it also causes a decrease in consumer repurchase intention (Fadzri Kusuma & Wijaya, 2022; Mariam et al., 2023; Salma & Ramli, 2023; Takaya et al., 2019). Apart from perceived quality, what determines repurchase intention is customer satisfaction.

Customer satisfaction can be assessed when customer expectations on a product are actually met. When a product fails to meet the expectations expected by customers, then of course customers cannot feel satisfaction (Liung & Syah, 2017). Satisfaction is the most important factor in running a business, because the main purpose of a business relationship is to create and maintain mutual value between sellers and buyers (Samudro et al., 2020; Yunus et al., 2023). Then Tan & Le (2023) revealed that customer satisfaction affects repurchase intention. Where customers who are satisfied with the product they receive will buy or reuse the product in the future. In addition, satisfied customers are more likely to recommend products to others, thus helping manufacturers expand their market. Apart from perceived quality and customer satisfaction, what determines repurchase intention is perceived value in previous purchases.

Perceived value can affect the way customers think about the company to think about many aspects and the feedback they feel from the company, whether it is feasible for customers to make repurchase intentions in the same company or not (Mogea et al., 2022). That is, perceived value refers to the extent to which consumers get benefits from the product for the price they have paid. High consumer perceived value will increase future repurchases. Research on the effect of perceived value on repurchase intention was conducted by Tan & Le (2023). The results show that perceived value has an effect on repurchase intention. Where when consumers have felt the value of a product through positive experiences that have been obtained previously, feelings of pleasure and satisfaction will arise. This will result in customers who intend to repurchase because of the emotional bond from the experience they have gained.

Research related to repurchase intention variables, perceived quality, customer satisfaction and perceived value has been conducted previously. Where perceived quality increases customer satisfaction (Joung et al., 2016; Aprillia & Vidyanata, 2022; Izzudin & Novandari, 2018), perceived value (Adnyani & Sukaatmadja, 2019; Najib et al., 2016; Gunawan, 2019), and repurchase intention (Aquinia & Soliha, 2020; (Widjajanta et al., 2020; Wijaksono & Ali, 2019). Customer satisfaction has a positive effect on repurchase intention (Ali & Bhasin, 2019; Rizan et al., 2015; Widyanita & Rahanatha, 2022; Irmawati et al., 2021; Bellyanti & Rahyuda, 2019). Perceived value has a positive influence on repurchase intention (Tan & Brahmana, 2019; Efdison et al., 2022). Perceived quality has a positive effect on repurchase intention through customer satisfaction (Larasati & Baehaqi, 2022; Gultom et al., 2021). Perceived quality has a positive effect on repurchase intention through perceived value (Audrina & Immanuel, 2023).

Previous research related to repurchase intention has been conducted by Tan & Le (2023), however, this study only looks at customer satisfaction, perceived value, perceived price and quality of delivery on repurchase intention in online sales in Vietnam, while in this study perceived price and quality of delivery are replaced by perceived quality in cosmetic products in Jabodetabek.

The purpose of this study was to determine the effect of perceived quality, customer satisfaction and perceived value on repurchase intention on cosmetic products in Jabodetabek. It is hoped that this research can contribute to the scientific level of marketing management by developing a better theoretical understanding of the variables

studied and can provide positive managerial implications for the application of repurchase intention in the product purchase sector.

Consumers who make repeat purchases are one of the goals of the company's marketing activities. The repurchase period occurs after a consumer makes a purchase, where after consumers buy a product produced by the company and in accordance with consumer expectations, consumers intend to repurchase the same product. This is as stated by Goh et al. (2016) that repurchase intention is the desire to repurchase the same brand or product because of good experiences and expectations. Meanwhile, according to Punuindoong et al. (2020) repurchase intention is a positive evaluation of customer performance that has been done before and makes consumers make purchases again.

Aghivirwiati et al. (2018) defines repurchase intention as consumer involvement that occurs after buying a product or service. Ali & Bhasin (2019) also define that repurchase intention is the process by which customers request products and services from similar companies and the reason for this intention is due to experience in previous purchases. From the above definition, it can be concluded that repurchase intention is the action of consumers when making a purchase for the first time and will experience repeated purchases in the future.

Perceived quality is the result of an evaluation of the quality of a product or service, so the understanding of perceived quality cannot be separated from the concept of quality itself (Halim, 2017). According to Nuzula & Wahyudi (2022) perceived quality is defined as consumer assessment of the superiority of a product. High perceived quality makes customers make repeat purchases and are happy with the product. According to García-fernández et al. (2017) perceived quality is a consumer's evaluation of the superiority of a company's product or service. Meanwhile, Neto et al. (2021) state that perceived quality is a subjective consumer assessment of the product as a whole and the suitability of the product for its function. From the above definition, it can be concluded that perceived quality is a customer's assessment of the overall superiority of a product or service, by comparing existing alternatives.

One of the crucial elements in the correlation between providers of goods or services and their customers is customer satisfaction. Customer satisfaction is a response to a collection of shopping and consumption experiences carried out by customers towards a brand (Syah & Olivia, 2022). Özturk (2015) also stated that satisfaction is a consumer's emotional response to the experience felt through a particular product. Satisfaction can also be assessed when consumer expectations for a product are actually met. When a product fails to meet the expectations expected by consumers, then of course the customer cannot feel satisfaction (Harahap & Ramli, 2023; Imran, Mariam, et al., 2020; Mariam et al., 2022; Rinaldi & Ramli, 2023; Situmorang et al., 2023). While Choi et al. (2019) explain customer satisfaction as a customer assessment based on their online shopping experience when buying a product or service. Hasfar et al. (2020) also stated that *customer satisfaction* is the extent to which the perceived benefits of a product meet customer expectations.

The effect of customer satisfaction will certainly create an impression of loyalty to a product, so that when consumers are satisfied, it will affect their behavior in buying the product. From the definitions above, it can be concluded that customer satisfaction is determined by whether or not customer expectations are met. These expectations become the standard for evaluating the actual performance of the product or service. When expectations are met in accordance with customer expectations, customer satisfaction will be created. Conversely, if the customer is not satisfied, the customer will feel disappointed.

Perceived value refers to consumers' opinions and assessments that the benefits offered are commensurate with the price or sacrifices made to obtain the product. Perceived value can also refer to customers' efforts to compare certain products or services with competitors in terms of benefits, quality and price. Shinta et al. (2020) and (Febriani et al., 2023; Ramli, 2020) defines perceived value as a consumer's overall assessment of the usefulness of a product or service based on perceptions of what is received and what is given. Platania et al. (2016) revealed that perceived value is an overall evaluation of the

effectiveness of a product or service with an exchange between the perceived benefits and the costs paid for the product or service. Meanwhile, perceived value according to Samudro et al. (2020) is to compare the benefits for consumers and the costs incurred by consumers in carrying out transactions with the company. Zhang et al. (2020) believes that perceived value is an evaluation of the usefulness of a service or product based on its advantages and disadvantages. From the definition above, it can be concluded that perceived value is defined as product evaluation by customers which is carried out by comparing the benefits of the product with the costs paid to obtain a product or service.

Relationship between perceived quality and customer satisfaction

Based on research from Jung et al. (2016) women pay more attention to product quality to achieve a certain level of satisfaction. According to Aprillia & Vidyana (2022) perceived quality has a positive impact on customer satisfaction where by meeting customer expectations regarding product quality, customer satisfaction will be formed. The results of the same research were also carried out by Izzudin & Novandari (2018) that the better the consumer's perceived quality, the greater the influence on consumer satisfaction and habits of using the product over time. Based on the explanation above, the hypothesis proposed is: **H1: Perceived quality has a positive effect on customer satisfaction.**

Relationship between perceived quality and perceived value

According to Adnyani & Sukaatmadja (2019) customer value is strongly influenced by perceived quality of the product or service offered by the company. Research by Najib et al. (2016) states that perceived quality has a positive impact on perceived value. This means that the higher the perceived quality, the higher the perceived value. The same research was conducted by Gunawan (2019) which states that perceived quality has a positive effect on perceived value, where the better the quality of a product, it can increase the value of the product perceived by customers. Based on the theoretical logic and empirical results above, the following hypothesis is proposed: **H2: Perceived quality has a positive effect on perceived value.**

Relationship between customer satisfaction and repurchase intention

Customer satisfaction is considered an important factor for companies because the products or services made by companies aim to meet the needs of buyers (Ali & Bhasin, 2019). According to Rizan et al. (2015) customer satisfaction has a positive effect on repurchase intention. High repurchase intention comes when customers buy products and feel satisfied with the product provider both in terms of products and services based on a pleasant shopping experience. And also because customer satisfaction affects repurchase intention, the company must improve product quality so that customers feel satisfied and are interested in buying again. The same research conducted by Widyanita & Rahanatha (2022) shows that customer satisfaction has a positive effect on repurchase intention where satisfaction encourages consumers to repeat purchases due to positive experiences. Research conducted by Irmawati et al. (2021) found that customer satisfaction has a positive effect on repurchase intention, meaning that the higher the customer satisfaction, the higher the repurchase intention of the customer. Other research conducted by Bellyanti & Rahyuda (2019) found that customer satisfaction has a positive effect on repurchase intention, this shows that the more satisfied the customer is with the product or service offered, the higher the repurchase. Based on the description above, the hypothesis proposed in this study is as follows: **H3: customer satisfaction has a positive effect on repurchase intention.**

Relationship between perceived value and repurchase intention

Tan & Brahmana (2019) state that perceived value has a positive effect on repurchase intention because buyers feel the benefits of perceived value so that buyers decide to buy goods again at the same store or seller because buyers feel profitable benefits. The same research was conducted by Efdison et al. (2022) which reveals that perceived value has a direct effect on repurchase intention because the higher the value of a product that consumers perceive, the higher their desire to repurchase. Based on the information and

findings above, the following hypothesis is formulated: **H4: Perceived value has a positive effect on repurchase intention.**

Relationship between perceived quality and repurchase intention

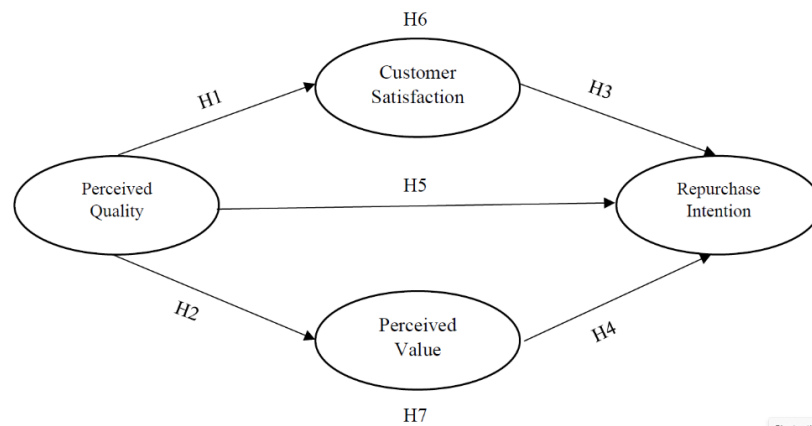
Perceived quality is an important factor in determining the consumer repurchase process. Based on research by Aquinia & Soliha (2020), it shows that perceived quality is good and positive in consumers' perspectives on company products, has a greater influence on the desire to repurchase these products. Similar research was also conducted by Widjajanta et al. (2020) which states that high perceived quality can increase repurchase intention, where if customers have a positive perception of the quality of the products they receive, they tend to have high satisfaction and are likely to have the intention to repurchase the product or reuse the product in the future. Wijaksono & Ali (2019) order said that the higher the perceived quality in the minds of consumers, the greater the intention and desire of consumers to buy products repeatedly. If the product is perceived to be of good quality, then consumers will feel that the product is worth buying again. Based on the theoretical logic and empirical results above, the following hypothesis is proposed: **H5: Perceived quality has a positive effect on repurchase intention.**

Mediating role of Customer Satisfaction on Perceived Quality and Repurchase Intention

Based on research by Larasati & Baehaqi (2022) which states that perceived quality has a positive effect on repurchase intention through customer satisfaction where the higher the quality of the product perceived by consumers, the higher the level of customer satisfaction and indirectly affects repurchase intention. According to Gultom et al. (2021) when customers feel that the products they receive are of high quality, they tend to be satisfied with the experience, where satisfied customers will tend to have greater motivation to buy products or services from the company again. This can happen because customer satisfaction reflects the fulfillment of their needs and expectations, which in turn results in loyalty to the brand or company. In this context, customer satisfaction acts as an intermediary that connects customer perceived quality with repurchase intention. Based on the empirical results and theoretical logic above, the following hypothesis is proposed: **H6: Perceived quality affects repurchase intention through customer satisfaction.**

Mediating role of Perceived Value on Perceived Quality and Repurchase Intention

The results of Audrina & Immanuel's research (2023) show that perceived quality has a positive effect on repurchase intention and perceived value provides a full mediating effect. Perceived quality can affect how customers assess the value or benefits they get from the product or service. If customers feel that the quality they feel is comparable to the costs they incur, they are likely to consider the product or service to have a high perceived value. Thus, perceived value serves as a bridge that connects perceived quality and repurchase intention where if customers feel that they get good value from the product or service, this can increase their desire to repurchase in the future. Based on the empirical results and theoretical logic above, the following hypothesis is proposed: **H7: Perceived quality affects repurchase intention through perceived value.**



Picture 1. Research Model

RESEARCH METHODS

In this study, measurements related to the variables studied were adapted from previous research. Where we use a Likert scale with points 1-4 (strongly disagree to strongly agree). The repurchase intention variable was measured using 4 statements adapted from (Tan & Le, 2023). The perceived quality variable is measured using 5 statements adapted from Vo & Nguyen (2015) and Das (2015). The customer satisfaction variable was adapted from Tan & Le (2023) and Suttikun & Meeprom (2021) which consists of 5 statements. Finally, the perceived value variable is measured using 5 statements adapted from Tan & Le (2023) and Suttikun & Meeprom (2021). The total measurement amounted to 19 statements which in detail can be seen in appendix 2 (variable operationalization) and appendix 3 (questionnaire).

The population in this study were cosmetic customers in Jabodetabek. To collect data, respondents used a purposive sampling method, where data collection in this study used a survey method by distributing questionnaires online via the Google Form application. The sampling criteria used in this study were women aged 17 years and over who had experience of purchasing cosmetic products more than twice in the last 6 months.

Determining the sample size in this study refers to the statement Hair et al. (2021) that the number of samples as respondents must be adjusted to the number of question indicators used in the questionnaire with the assumption of $n \times 5$ observed variables (indicators). In this research, there are 19 questions in this research questionnaire, so the required sample size is 95 respondents. To verify the hypothesis, this quantitative research used the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. Based on the results of pretest data processing, researchers conducted factor analysis to test validity and reliability testing with SPSS. The validity test was carried out by looking at the Kaiser-Meyer-Olkin (KMO) measurement value and the Measure of Sampling Adequacy (MSA). KMO and MSA values above 0.5 indicate that factor analysis is appropriate. Meanwhile, for the reliability test, Cronbach's Alpha measurement is used. If the Cronbach's Alpha value is close to 1, the value is stated to be getting better.

RESULTS

This research was conducted by distributing questionnaires online via google form. Demographic data shows that the age of this research sample ranges from 17-22 years (70%), 23-28 years (28%), 29-34 years (1%) and above 34 years (1%). With occupations of students (20%), college students (71%), employees (5%) and housewives (4%) who live in the Jakarta (22.3%), Bogor (10%), Depok (10%), Tangerang (49.2%) and Bekasi (8.5%) areas.

Validity and Reliability Test (pretest)

With the data obtained as many as 30 respondents and the results of the pretest, validity and reliability tests have been carried out seen from the Kaiser Mayer Olkin (KMO) and Measure of Sampling Adequacy (MSA) measurement values, it can be said that the ideal KMO and MSA values are greater than 0.5. In the study as a whole, the KMO value on each variable was 0.813 to 0.872 and the MSA value in this study was 0.762 to 0.928.

With the results that have been obtained, it can be said that the statements in this study are valid. In addition, the Cronbach's Alpha value is seen as a reference value for determining reliability based on the research of Hair et al. (2021) it is said that each variable at the Cronbach's Alpha value which is close to 1, the value is declared the better the reliability value and in this study shows the value of Cronbach's Alpha, namely 0.920 to 0.941, which means that all the variables proposed in this study are reliable.

Test Outer Model

From the data obtained as many as 95 respondents, the results of the outer model test are as follows:

Table1. TestOuter Model (Outer Loading)

Items	Loading Factor	Information
<i>Repurchase Intention</i>		
RI1	0.591	Valid
RI3	0.767	Valid
RI4	0.594	Valid
RI5	0.737	Valid
<i>Perceived Quality</i>		
PQ1	0.665	Valid
PQ2	0.747	Valid
PQ3	0.804	Valid
PQ4	0.727	Valid
PQ5	0.656	Valid
Items	Loading Factor	Information
<i>Customer Satisfaction</i>		
CS1	0.672	Valid
CS2	0.541	Valid
CS3	0.752	Valid
CS4	0.722	Valid
CS5	0.828	Valid
<i>Perceived Value</i>		
PV1	0.839	Valid
PV2	0.568	Valid
PV3	0.854	Valid
PV4	0.718	Valid
PV5	0.610	Valid

Source: Primary Data processed 2023

The outer model test is carried out, namely to determine the validity of each indicator for each variable. At the outer model test stage, there is a reference, namely the value of convergent validity, Average Validity Extracted (AVE) and composite reliability. According to the table above, it is known that several variable indicators have an outer loading value of > 0.7. However, there are several indicator variables that have an outer loading value of <0.7. According to Chin (1998) if the outer loading value is between 0.5 – 0.6, it is considered sufficient. Meanwhile, according to Hair et al. (2021) to get the ideal value, the outer loading value for each indicator in the variable must be > 0.7 to meet the Average Validity Extracted (AVE) requirements. Therefore, the results of data processing obtained in this research produce an outer loading value of more than 0.7, namely a value of (0.718 - 0.854), which means that the indicator is declared valid and ideal for each variable, whereas according to Chin (1998) the outer loading value (0.541 – 0.665) is maintained because it is considered sufficient to meet the Average Validity Extracted (AVE) requirements.

Discriminant Validity Test

By using empirical standards, discriminant validity illustrates that one latent variable is different from other latent variables. The cross loading value of each indicator of the latent variable can provide an explanation of the discriminant validity test. The cross loading value shows the correlation between an indicator and its construct and other constructs. The correlation value of the indicator to the latent variable needs to show results that are greater than the correlation value to other latent variables. According to the results of data processing using Smart-PLS, it is known that all variables meet the requirements for good discriminant validity.

Table 2. TestOuter Models (CA, CR, AVE)

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
<i>Customer Satisfaction</i>	0.764	0.832	0.503
<i>Perceived Quality</i>	0.769	0.844	0.521
<i>Perceived Value</i>	0.770	0.845	0.529
<i>Repurchase Intention</i>	0.617	0.769	0.458

Source: 2023 Smart-PLS Processed Data

Next, the data processing results show the Average Validity Extracted (AVE) value where the value is declared ideal if the value is > 0.5. However, if Average Validity Extracted (AVE) < 0.5 but *composite reliability* > 0.6 can be declared ideal and reliable (Fornell & Larcker, 1981). On *test composite reliability* the value must be > 0.7 although a value of 0.6 is still acceptable and the Cronbach's alpha value must be > 0.6 to be declared ideal and reliable (Hair et al., 2021). The output results obtained from processing this research data show that the Cronbach's alpha value (0.617 – 0.770) is considered ideal. Meanwhile, the composite reliability value (0.769 – 0.845) was declared acceptable and *Average Validity Extracted (AVE)* has a value of (0.458 – 0.529) which is also declared valid and ideal.

Coefficient of Determination (R Square Test)

Table 3. Coefficient of Determination

Variable	R Square
<i>Customer Satisfaction</i>	0.547
<i>Perceived Value</i>	0.657
<i>Repurchase Intention</i>	0.321

Source: 2023 Smart-PLS Processed Data

Next, an R Square test was carried out to determine the effect of exogenous variables on endogenous variables. The results obtained from the analysis are variable repurchase intention jointly influenced by the variables customer satisfaction and perceived value, with a value of $r^2 = 0.321$. thus it can be interpreted that 32.1% of the variance of repurchase intention can be explained by customer satisfaction and perceived value, while the remaining 67.9% can be explained by other variable not included in this study. The next analysis is variable customer satisfaction influenced by the perceived quality variable with an R^2 value of 0.547. This represents 54.7% of the variance customer satisfaction can be explained by perceived quality, while the remaining 45.3% can be explained by other variable not included in this study. Next is variable analysis perceived value influenced by variable perceived quality with an R^2 value of 0.657. These results show 65.7% of the variance perceived value can be explained by perceived quality and the remaining 34.3% can be explained by other variables not included in this study.

Path Analysis (Hypothesis Testing)

Hypothesis testing in this study is seen through the results of the significance of the path coefficient. By using the bootstrapping technique to determine the significance value of the path coefficient with Smart-PLS software. According to Hair et al. (2021) if the T statistics value is > 1.960, with a P value < 0.05, it can be said that there is a significant effect.

Table 4. Hypothesis testing

Hypothesis	Statement	Original Sample (O)	Sample Mean (M)	QStatistics (O/STDEV)	P Value	Information
H1	Perceived Quality has a positive effect on Customer Satisfaction	0,740	0,746	13,148	0,000	Supported Hypothesis
H2	Perceived Quality has a positive effect on Perceived Value	0,811	0,812	18,134	0,000	Supported Hypothesis
H3	Customer Satisfaction has a positive effect on Repurchase Intention	0,272	0,285	1,696	0,091	Hypothesis Not Supported
H4	Perceived Value has a positive effect on Repurchase Intention	0,148	0,140	0,817	0,415	Hypothesis Not Supported
H5	Perceived Quality has a positive effect on Repurchase Intention	0,515	0,532	7,101	0,000	Supported Hypothesis
H6	Customer Satisfaction mediates the relationship between Perceived Quality and Repurchase Intention	0.201	0.215	1,595	0.111	Hypothesis Not Supported
H7	Perceived Value mediates the relationship between Perceived Quality and Repurchase Intention	0.120	0.112	0.807	0.420	Hypothesis Not Supported

Source: 2023 Smart-PLS Processed Data

Based on the hypothesis test table above, it is known that the 7 hypotheses proposed have a positive influence, except for H3, H4, H6 and H7. Where in testing hypothesis 3, the T Statistics result is $1.696 < 1.960$ with a P Value result of $0.091 > 0.05$. For hypothesis testing 4, the T statistics result is $0.817 < 1.960$ with a P value of $0.415 > 0.05$. Furthermore, for testing hypothesis 6, the T statistics result is $1.595 < 1.960$ with a P Value result of $0.111 > 0.05$. For testing the last hypothesis, namely hypothesis 7, the T statistics result is $0.807 < 1.960$ with a P Value result of $0.420 > 0.05$. Thus, customer satisfaction has a positive but insignificant effect on repurchase intention, perceived value has a positive but insignificant effect on repurchase intention, perceived quality has a positive but insignificant effect on mediating the relationship between customer satisfaction and repurchase intention and perceived quality has a positive but insignificant effect on mediating the relationship between perceived value and repurchase intention, so this hypothesis cannot be accepted.

DISCUSSION

Cosmetic products are a basic necessity for women and part of a woman's lifestyle to look beautiful and confident. Almost all women depend on cosmetic products. This happens because they realize that cosmetic products have become a necessity to fulfill their lifestyle. Therefore, researchers are interested in researching cosmetic products in Jabodetabek with female customer respondents who buy cosmetic products and are over 17 years old. Thus the researcher can conclude some test results.

Testing the effect of perceived quality on customer satisfaction is confirmed to have a positive result value. Based on research from Larasati & Bachaqi (2022), a good perception of a product can satisfy customers, where the higher the perceived quality value, the more customer satisfaction will increase. By meeting customer expectations for the quality of cosmetic products, customer satisfaction will be formed. The results of testing this hypothesis can be supported by previous research which proves a positive relationship between perceived quality and customer satisfaction (Izzudin & Novandarii, 2018).

Testing perceived quality can encourage perceived value. Because customers feel the good quality of the cosmetic products they buy, so that it can increase the value of the product perceived by the customer based on the quality and value of the product consumed by the customer, where the higher the quality of the product offered, the higher the value it contains, so that customers feel fulfilled for their wants and needs (Saputri & Kurniawati, 2015). The results of testing this hypothesis are in line with previous research which proves positively that perceived quality can affect perceived value (Gunawan, 2019).

Testing on customer satisfaction where it cannot encourage repurchase intention. This can happen because customers do not feel satisfaction with the cosmetic products they buy or do not get a positive experience during their first transaction of the cosmetic product when they buy the cosmetic product, so they feel disappointed and will not make repurchase intention on the cosmetic product. Thus, customer satisfaction is stated to be not in line with the results of Widyanita & Rahanatha's research (2022) and in line with the results of research by Fausta et al. (2023) proves that customer satisfaction does not have a positive influence on repurchase intention.

Testing on perceived value which also cannot encourage repurchase intention. This is because customers do not feel the value received for using the cosmetic product purchased or the cosmetic product because it does not match the price paid by the customer, so the customer will stop using the cosmetic product and will not make a repurchase intention. Thus, perceived value is stated to be not in line with the results of research by Efdison et al. (2022) which proves that perceived value has a positive influence on repurchase intention.

Testing the effect of perceived quality on repurchase intention gets positive results where perceived quality is an important factor in determining the consumer repurchase process. According to Widjajanta et al. (2020) high perceived quality can increase repurchase intention, where if customers have a positive perception of the quality of the products they receive, they tend to have high satisfaction and will have the intention to repurchase the product or reuse the product in the future. The results of testing this hypothesis can be supported by previous research which proves a positive relationship between perceived quality and repurchase intention (Wijaksono & Ali, 2019).

Customer satisfaction has no influence with perceived quality and repurchase intention. This can happen because, customers do not feel that the products they receive are of high quality so that customers do not feel satisfied with the experience and as a result customers will not have the intention to repurchase the cosmetic product in the future because of customer dissatisfaction with the cosmetic product they bought. For example, customers feel that the cosmetic products they buy are not right or not in accordance with what the customer wants, such as the lack of durability or the quality of the product and the type of shade of cosmetic products that are not suitable. Thus, the mediation of customer satisfaction is stated to be not in line with the results of the research by Gultom et al. (2021) which proves that the mediating role of customer satisfaction has a positive influence on perceived quality and repurchase intention.

Perceived value has no influence on perceived quality and repurchase intention. This can happen because customers feel that the quality they feel is not worth the costs they spend, so they tend to think that the product has low perceived value where when customers feel that they get low value from these cosmetic products, customers will not make future repurchases of the same cosmetic products. Thus, the mediation of perceived value is stated to be not in line with the results of Audrina & Immanuel's research (2023) which proves that the mediating role of perceived value has a positive influence on perceived quality and repurchase intention.

CONCLUSION

This study examines the effect of perceived quality on repurchase intention with the mediation of customer satisfaction and perceived value in cosmetic products using the preferences of female customers who buy cosmetic products in the Jabodetabek area as research objects. This study uses several variables such as perceived quality, customer

satisfaction, perceived value and repurchase intention. All hypotheses can be accepted except that customer satisfaction does not have a positive and significant effect on repurchase intention, because there are several possibilities, one of which is that customers do not feel satisfaction with the cosmetic products they buy, which causes customer dissatisfaction with the cosmetic products they buy so that it affects repurchase intention.

The next hypothesis is perceived value which also does not have a positive influence on repurchase intention, because customers do not feel the value received for using the purchased cosmetic product and the cosmetic product does not match the price paid by the customer, so that the customer will stop using the cosmetic product and will not make a repurchase intention. Next is the customer satisfaction hypothesis that has no influence with perceived quality and repurchase intention, because customers do not feel that the products they receive are of high quality so that customers do not feel satisfied with the experience and result in customers will not have the intention to buy back cosmetic products in the future. The last hypothesis is that perceived value has no influence with perceived quality and repurchase intention, because customers feel that the quality they feel is not worth the cost they spend, so they tend to perceive the product as having a low perceived value where when customers feel that they get low value from the cosmetic product, customers will not return to make purchases again in the future coming on the same cosmetic product.

Some limitations in this study are that this research was only conducted in the Jabodetabek area and focused on cosmetic products only where if the scope of the research area is expanded with a different number of samples and products, the results will also be different. This study only discusses the variables of perceived quality, customer satisfaction, perceived value and repurchase intention.

For further research, namely to use a larger number of respondents so that the data collected is more accurate. Can conduct research with other products such as skincare, haircare and bodycare products and can expand the scope of research areas outside Jabodetabek with different characteristics. In addition, further researchers are expected to add other variables beyond the variables in this study such as perceived price, brand image, and customer loyalty.

The findings of this study provide information about the importance of understanding how perceived quality affects repurchase intention by mediating customer satisfaction and perceived value in cosmetic products. This research can help cosmetic product companies in terms of perceived quality, customer satisfaction and perceived value to be more noticed by the company. By meeting customer expectations of the quality of a cosmetic product, customers will give a good perception of cosmetic products sold by the company. The quality of cosmetic products owned by this company will affect both from within consumers and from outside consumers, such as in consumers with the satisfaction that consumers have regarding the purchase of a cosmetic product from the company, will increase customer repurchase intention towards cosmetic products sold by the company, where repurchase intention of products is very important for the company because it can increase purchases in the community that There is and this is a good result for the company because it reflects an increase in sales.

REFERENCES

- [1] Aprillia, A., & Vidyanata, D. (2022). Pengaruh Perceived Quality dan Perceived Value of Cost terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Fresh.Co. *Jurnal Ilmiah Manajemen*, 19(1), 50–68. <https://doi.org/https://doi.org/10.29259/jmbt.v19i1.17758>
- [2] Bachtiar, I. H., Supiati, Gazali, Safrin, A., Ramli, A. H., & Mariam, S. (2023). Pelatihan Pencatatan Keuangan Usaha Dalam Rangka Pemberdayaan Pelaku Ekonomi Kreatif Di Desa Pabben-Tengang. *Jurnal Pengabdian Masyarakat AbdiMas*, 9(3), 442–446. <https://doi.org/10.47007/abd.v9i05.6729>
- [3] Chandra, K., Takaya, R., & Ramli, A. H. (2019). The Effect Of Green Brand Positioning, And Green Brand Knowledgeon Brand Image, And Green Purchase Intentionin Green Products Consumers. *International Journal of Business and Management Invention (IJBMI)*

- ISSN, 8(07), 47–52. www.ijbmi.org
- [4] Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modelling. *Modern Methods for Business Research*, 295(2), 295–336.
- [5] Das, G. (2015). Linkages between self-congruity, brand familiarity, perceived quality and purchase intention: A study of fashion retail brands. *Journal of Global Fashion Marketing*, 6(3), 180–193.
- [6] Dewi, N. P. K., & Ramli, A. H. (2023). E-Service Quality , E-Trust dan E- Customer Satisfaction Pada E-Customer Loyalty Dari Penggunaan E-Wallet OVO. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 321–338. <https://doi.org/10.37641/jimkes.v11i2.2000>
- [7] Diatmono, P., Mariam, S., & Ramli, A. H. (2020). Analysis of Human Capital in Talent Management Program, Training and Development to Improve Employee Competence Case Study in BSG Group. *Business and Entrepreneurial Review*, 20(1), 45–66. <https://doi.org/10.25105/ber.v20i1.6812>
- [8] Fadzri Kusuma, A., & Wijaya, T. (2022). Pengaruh Electronic Word of Mouth Terhadap Minat Beli: Peran Mediasi Citra Merek. *Jurnal Fokus Manajemen Bisnis*, 12(1), 30–42. <https://doi.org/10.12928/fokus.v12i1.5717>
- [9] Febriani, F. A., Ramli, A. H., & Reza, H. K. (2023). Pengaruh Budaya Organisasi Terhadap Kinerja Karyawan Melalui Keterikatan Karyawan. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 309–320. <https://doi.org/10.37641/jimkes.v11i2.1999>
- [10] Fornell, C., & Larcker, D. F. (1981). Evaluating Structural Equation Models With Unobservable Variables and Measurement Error. *Journal of Marketing Research*, 18(1), 39–50.
- [11] Ghazmahadi, Basri, Y. Z., Kusnadi, & Ramli, A. H. (2020). The Influence Of Strategic Management Information System, Strategic Partnership On Organizational Performance Mediated By Organizational Culture In Occupational Safety and Health (OSH) Service Centre In Indonesia. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH AND STUDIES*, 4(1), 32–39.
- [12] Hair, J. F., Sarstedt, M., & Ringle, C. M. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research*. <https://doi.org/10.1007/978-3-319-05542-8>
- [13] Harahap, R. O., & Ramli, A. H. (2023). Pengaruh Work-Life Balance Terhadap Perceived Work Productivity Pada Non-Government Organization. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(3), 2915–2922. <https://doi.org/https://doi.org/10.55338/jpkmn.v4i2.1659>
- [14] Hasfar.M, Militina, T., & Achmad, G. N. (2020). Effect of Customer Value and Customer Experience on Customer Satisfaction and Loyalty PT. Meratus Samarinda. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 4(1), 84–94.
- [15] Imran, B., Arvian, D., & Ramli, A. H. (2020). Work Life Balance Effect (Case Investigation on PT PJB Power Plant Maintenance Unit). *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 68–71. <https://doi.org/10.2991/aebmr.k.200915.017>
- [16] Imran, B., Mariam, S., Aryani, F., & Ramli, A. H. (2020). Job Stress, Job Satisfaction and Turnover Intention. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 290–292. <https://doi.org/10.2991/aebmr.k.200915.065>
- [17] Izzudin, M. S., & Novandarii, W. (2018). The Effect Of Perceived Quality, Brand Image On Customer Satisfaction And Brand Awareness Toward Repurchase Intention. *Journal of Research in Management*, 1(3), 32–43.
- [18] Joung, H., Choi, E., & Wang, E. (2016). Effects of Perceived Quality and Perceived Value of Campus Foodservice on Customer Satisfaction: Moderating Role of Gender. *Journal of Quality Assurance in Hospitality & Tourism*, 17(2), 101–113.
- [19] Khasanah, S., Abduh, S., Tanti, E., & Ramli, A. H. (2021). The Effect of Organizational Culture , Job Satisfaction and Compensation Mediated by Motivaton on Women Navi's Performance at The Indonesian Navy Headquarters. *INTERNATIONAL JOURNAL OF CREATIVE RESEARCH AND STUDIES*, 5(5), 106–115.
- [20] Kumar, A., & Anjaly, B. (2017). How to measure post-purchase customer experience in online retailing? A scale development study. *International Journal of Retail & Distribution Management*, 45(12), 1277–1297. <https://doi.org/10.1108/IJRDM-01-2017-0002>
- [21] Mariam, S., Aryani, F., Mustikasari, D. S., & Ramli, A. H. (2021). Determinant of Net Interest Margin Banking In Indonesia, During The Period 2009 - 20018. *Ilomata International Journal of Management*, 2(4), 300–308. <https://doi.org/10.52728/ijjm.v2i4.385>
- [22] Mariam, S., Panji Kresna, E., & Ramli, A. H. (2022). The Effect of Diferentiation, Price,

- and Facility on Customers' Satisfaction (Case Study on Goen Authentic In East Jakarta). *Majalah Ilmiah Bijak*, 19(1), 96–106. <https://doi.org/10.31334/bijak.v19i1.2193>
- [23] Mariam, S., Putra, A. H. P. K., Ramli, A. H., & Aryani, F. (2023). Analysis of the Effect of Debt Level , Market Orientation , and Financial Literacy on Microenterprise Financial Performance : The Mediating Role of Consumer Behaviour. *ATESTASI: JURNAL ILMIAH AKUNTANSI*, 6(2), 469–494. <https://doi.org/doi.org/10.57178/atestasi.v6i2.706> : 2621-1963 : 2621-1505
- [24] Mariam, S., & Ramli, A. H. (2022). Pengenalan Digital Marketing E-Katalog bagi UMKM Binaan Jakpreneur. *Jurnal Komunitas : Jurnal Pengabdian Kepada Masyarakat*, 5(1), 74–83. <https://doi.org/10.31334/jks.v5i1.2429>
- [25] Mariam, S., & Ramli, A. H. (2020). Peran Mediasi Strategic Change Management pada Usaha Mikro Kecil dan Menengah dalam Kondisi Pandemi Covid-19. *Prosiding Seminar Stiami*, 7(2), 46–52. <https://ojs.stiami.ac.id/index.php/PS/article/view/954>
- [26] Mulyadi, H., Basri, Y. Z., Ramli, A. H., & Takaya, R. (2020). Influence of Competency , Organization Learning On Strategic Change Management and Its Implications on Military Sealift Command. *International Journal of Business and Management Invention*, 9(10), 13–21. <https://doi.org/10.35629/8028-0910011321>
- [27] Novarian, F., & Ramli, A. H. (2020). The Mediating Role of Job Satisfaction in the Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 293–297. <https://doi.org/10.2991/aebmr.k.200915.066>
- [28] Öztürk, R. (2015). Exploring the Relationships between Experiential Marketing, Customer Satisfaction and Customer Loyalty: An Empirical Examination in Konya. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 9(8), 2817–2820.
- [29] Phan Tan, L., & Le, T. H. (2023). the Influence of Perceived Price and Quality of Delivery on Online Repeat Purchase Intention: the Evidence From Vietnamese Purchasers. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2173838>
- [30] Platania, M., Platania, S., & Santisi, G. (2016). Entertainment marketing, experiential consumption and consumer behavior: the determinant of choice of wine in the store. *Wine Economics and Policy*, 5(2), 87–95. <https://doi.org/10.1016/j.wep.2016.10.001>
- [31] Ramli, A. H. (2019a). Person-Organization Fit Dalam Rantai Distribusi Pemasaran. *Jurnal Manajemen Dan Pemasaran Jasa*, 12(1), 77–92. <https://doi.org/10.25105/jmpj.v12i1.3763>
- [32] Ramli, A. H. (2020). Employee Innovation Behavior in Health Care. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 31–34. <https://doi.org/10.2991/aebmr.k.200915.008>
- [33] Ramli, A. H., & Novariani, F. (2020). Emotional Intelligence, Organizational Commitment and Job Performance in the Private Hospital. *Proceedings of the International Conference on Management, Accounting, and Economy (ICMAE 2020)*, 151(Icmae), 280–284. <https://doi.org/10.2991/aebmr.k.200915.063>
- [34] Rinaldi, G., & Ramli, A. H. (2023). Pengaruh Tranformational Leadership Terhadap Turnover Intention Pada Karyawan Perusahaan Swasta di Jakarta. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(4), 3088–3094. <https://doi.org/http://doi.org/10.55338/jpkmn.v4i4.1699>
- [35] Rumaidlany, D., Mariam, S., & Ramli, A. H. (2022). Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian Pada Mc Donald'S Di Palmerah Jakarta Barat. *Jurnal Lentera Bisnis*, 11(2), 102. <https://doi.org/10.34127/jrlab.v11i2.567>
- [36] Salma, A. N., & Ramli, A. H. (2023). Pengaruh Ethical dan Transformational Leadership Terhadap Employee Creativity , OCB dan Work Engagement Pada UMKM. *Jurnal Pengabdian Kepada Masyarakat Nusantara (JPkMN)*, 4(3), 2946–2953. <https://doi.org/https://doi.org/10.55338/jpkmn.v4i2.1675>
- [37] Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). Assessing the effects of perceived quality and perceived value on customer satisfaction. *Management Science Letters*, 10(5), 1077–1084. <https://doi.org/10.5267/j.msl.2019.11.001>
- [38] Savitri, I. A. P. D., & Wardana, I. M. (2018). Pengaruh Citra Merek, Kualitas Produk dan Persepsi Harga terhadap Kepuasan dan Niat Beli Ulang. *E-Jurnal Manajemen Unud*, 7(10), 5748–5782.
- [39] Shinta, Syah, T. Y. R., & Negoro, D. A. (2020). Determinants of Customer Satisfaction and Customer Loyalty Over City Market Citra Raya. *Journal of Multidisciplinary Academic*, 4(2), 94–98.
- [40] Situmorang, N., Ramli, A. H., & Reza, H. K. (2023). PENGARUH PENGEMBANGAN

- KARIR TERHADAP TURNOVER INTENTION MELALUI KINERJA KARYAWAN YANG DIMODERASI OLEH BUDAYA ORGANISASI. *Jurnal Lentera Bisnis*, 12(September), 633–646. <https://doi.org/10.34127/jrlab.v12i3.890>
- [41] Steven, J., Ramli, A. H., & Mariam, S. (2023). E-Service Quality , E-Wallet Dan Kepercayaan Terhadap Minat Beli Pada Pengguna Pembayaran Non Tunai Aplikasi Shopee. *Jurnal Ilmiah Manajemen Kesatuan*, 11(2), 267–278. <https://doi.org/10.37641/jimkes.v11i2.1997>
- [42] Sukarno, D. B., Umar, H., & Ramli, A. H. (2020). The Effect of Corporate Entrepreneurship, Organizational Culture Through Innovation of Firm Performance in The Strategic Industry of State Deffense. *American Research Journal of Business and Management*, 6(1), 1–5. <https://doi.org/10.21694/2379-1047.20008>
- [43] Supiati, S., Hafidah, A., & Ramli, A. H. (2021). Analysis of Market Retribution Management Systems in Efforts of Increasing Regional Original Income in The Office of Pd. Makassar Raya Market, Makassar City. *Business and Entrepreneurial Review*, 21(1), 23–46. <https://doi.org/10.25105/ber.v21i1.9224>
- [44] Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business & Management*, 8(1), 1–19.
- [45] Takaya, R., Ramli, A. H., & Lukito, N. (2019). The effect of advertisement value and context awareness value on purchase intention through attitude brands and advertising attitude in smartphone advertising. *International Journal of Creative Research and Studies*, 3(3), 106–118. <http://www.ijcrs.org/issue-details/191>
- [46] Utama, R., Basri, Y. Z., & Ramli, A. H. (2020). The Influence of Service Quality And Product Quality on Customer Loyalty with Customer Satisfaction as Mediating on The Purchase Of Indonesian Navy Ships. *International Journal of Creative Research and Studies*, 4(6), 56–67.
- [47] Vo, T. T. ., & Nguyen, C. T. . (2015). Factors Influencing Customer Perceived Quality and Purchase Intention toward Private Labels in the Vietnam Market: The Moderating Effects of Store Image. *International Journal of Marketing Studies*, 7(4), 51–63. <https://doi.org/10.5539/ijms.v7n4p51>
- [48] Yunus, R. R. S., Septyanto, D., & Ramli, A. H. (2023). Analysis of Factors Affecting Customer Satisfaction and Customer Loyalty in the Shopee Marketplace. *Majalah Ilmiah Bijak*, 20(2), 293–310. <https://doi.org/https://doi.org/10.31334/bijak.v20i2.3427>
- [49] Zhang, L., Yang, S., Wang, D., & Ma, E. (2020). Perceived value of, and experience with, a World Heritage Site in China—the case of Kaiping Diaolou and villages in China. *Journal of Heritage Tourism*, 017(1), 1–16. <https://doi.org/10.1080/1743873X.2020.1820014>