



Influence Of Product Quality On Repurchase Intention Mediated By Customer Satisfaction On Sunscreen Products In Cimahi City

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ABSTRACT

Purpose: This study aims to analyze the effect of product quality on repurchase intention with customer satisfaction as a mediating variable in the context of the highly competitive sunscreen market. **Methodology:** The research employs a quantitative approach with an explanatory design. Data were collected through structured questionnaires from 120 users of Nivea Sunscreen in Cimahi City selected using purposive sampling. The data were analyzed using simple and multiple linear regression, supported by the Sobel mediation test. **Results:** The results reveal that product quality significantly affects customer satisfaction ($f^2 = 0.428$; $p < 0.05$) and repurchase intention ($f^2 = 0.269$; $p < 0.05$), while customer satisfaction also significantly influences repurchase intention ($f^2 = 0.465$; $p < 0.05$). The Sobel test confirms that customer satisfaction significantly mediates the relationship between product quality and repurchase intention ($t = 4.95$; $p < 0.001$). The results indicate that product quality has a significant positive effect on customer satisfaction and repurchase intention, while customer satisfaction also significantly influences repurchase intention. The Sobel test confirms that customer satisfaction significantly mediates the relationship between product quality and repurchase intention. **Novelty:** This study highlights the mediating role of customer satisfaction in explaining repurchase behavior within the sunscreen product category. **Findings:** Customer satisfaction strengthens the impact of product quality on repurchase intention, reinforcing the relevance of Expectancy-Disconfirmation Theory and the Theory of Planned Behavior. **Originality:** The originality of this study lies in its empirical evidence from a saturated cosmetic market, focusing on sunscreen products and mediation analysis. **Conclusions:** Enhancing product quality is essential to increasing customer satisfaction, which subsequently drives consumer loyalty and repeat purchases. **Type of Paper:** Empirical Quantitative Research Paper.

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INTRODUCTION

The cosmetics industry in Indonesia has experienced rapid growth in recent years and has become one of the strategic sectors in the national economy. According to Indonesia.go.id (2024), the national cosmetics market is projected to increase by 48% from 2021 to 2024, rising from USD 1.31 billion (approximately IDR 21.45 trillion) to USD 1.94 billion (approximately IDR 31.77 trillion) (Ayu, 2021). This impressive growth is driven by rising consumer purchasing power, the penetration of digital technology in product marketing and distribution, and greater public awareness of

personal care and skin health. Moreover, the growing demand for skincare products particularly sunscreen illustrates a shift from general cosmetics consumption toward more functional and preventive personal care. Good News From Indonesia (2024) notes that the preference for personalized skincare, including sun protection, has become a key indicator of this transformation. Furthermore, Kompas (2024) projects that the Indonesian cosmetics industry will grow at an average rate of 4.86% annually until 2029, supported by an increase in the number of registered cosmetic companies from 819 in 2021 to 1,039 by the end of 2023 (BPS & BPOM, 2024). These developments reflect intense competition among cosmetic brands, particularly in sunscreen products, which recorded a 99% surge in sales in the first quarter of 2024 compared to the same period in the previous year (Ayu et al., 2023). In this competitive landscape, product quality and brand reputation have become critical factors determining customer loyalty.

Although Nivea remains the market leader in the sunscreen segment, its brand performance shows signs of weakening loyalty. Data from the Top Brand Index (TBI) reveal that Nivea's TBI score declined from 29.50% in 2022 to 26.50% in 2024, while competitors such as Oriflame and Wardah recorded respective increases of 4.40% and 2.30%. This trend suggests that Nivea's dominance in awareness (mind share) and usage frequency has not been fully translated into sustainable repurchase intention (commitment share). According to the Top Brand Index (2024), consumer commitment to repurchase is a key indicator of long-term brand strength. The decline, therefore, may signal that Nivea consumers are becoming less satisfied or more easily attracted to alternative brands offering competitive advantages in formulation, price, or product innovation. This condition represents an urgent managerial concern for Nivea's marketing team, as maintaining repurchase intention is fundamental to sustaining market leadership amid rising local and global competition (Ibrahim et al., 2024).

From a theoretical perspective, the phenomenon of declining repurchase intention can be explained through consumer behavior models emphasizing perceived product quality and customer satisfaction. Consumers are more likely to repurchase products when their experiences align with or exceed expectations (Mumtazah et al., 2020). In the case of Nivea, the product's lightweight texture, UVA/UVB protection, and dermatologically tested quality ideally fulfill such expectations. However, perceived quality is multidimensional, encompassing not only physical performance but also brand communication, emotional connection, and perceived value for money. As proposed by Cronin and Taylor (1992), repurchase intention arises from the interplay between perceived performance and satisfaction. When satisfaction decreases due to unmet expectations or stronger competing offers consumers tend to reconsider their brand choices (Virginia & Wati, 2024). Therefore, understanding the role of satisfaction as a mediating factor between product quality and repurchase intention is essential for retaining consumers in competitive markets.

In the academic context, prior studies have examined the relationships among product quality, customer satisfaction, and repurchase intention, yet findings remain inconsistent. Purba and Sukati (2025) confirmed a significant positive effect of product quality on repurchase intention, while Pebriyani and Akbar (2025) found that the effect, although positive, was not statistically significant. Other studies (Putri & Supriyono, 2024; Nurhalizah & Farida, 2024) emphasize that product quality positively affects satisfaction, whereas Ningtias and Suriyanto (2024) and Parasari et al. (2024) verified that satisfaction drives repurchase intention. Furthermore, Apristiani and Rosyadi (2024) demonstrated that customer satisfaction acts as a mediating variable between product quality and repurchase intention. However, limited research has explored this mediating mechanism in the context of international sunscreen brands competing in mid-sized urban markets such as Cimahi. Consumers in these markets represent an increasingly critical middle-class segment whose purchasing decisions are shaped by both functional and emotional considerations of quality.

Addressing this gap, the present study examines how product quality influences repurchase intention through the mediating role of customer satisfaction among Nivea sunscreen users in Cimahi City. The study aims to contribute both theoretically and practically. Theoretically, it extends consumer behavior models particularly Expectancy-Disconfirmation Theory and the Theory of

Planned Behavior to the context of skincare products. Practically, it provides insights for marketing managers at PT Beiersdorf Indonesia to enhance consumer retention strategies through consistent product performance and satisfaction management. Cimahi City was chosen as the research site because it represents an urban consumer base that is dynamic, tech-savvy, and discerning toward skincare products. The findings are expected to enrich empirical understanding of consumer loyalty behavior while offering actionable implications for sustaining competitiveness in Indonesia's rapidly evolving cosmetics industry..

METHOD

This study adopts a quantitative descriptive-verification design aimed at empirically examining the influence of product quality on repurchase intention, with customer satisfaction as a mediating variable (Aprila et al., 2023). A quantitative approach was selected because it allows for the statistical testing of hypotheses and the measurement of causal relationships among variables using numerical data. This method provides an objective foundation for drawing generalizable conclusions from a defined population (Sugiyono, 2024). The research focuses on consumers of Nivea sunscreen products in Cimahi City, a mid-sized urban area whose population reflects a mix of middle-class and young adult consumers actively engaged in skincare usage. The location was chosen to capture behavioral patterns in an emerging but competitive urban market.

Population and Sampling

The population of this study consists of all consumers who have used Nivea sunscreen products in Cimahi City. The sampling technique employed was purposive sampling, which enables the deliberate selection of respondents who meet specific criteria relevant to the study objectives. The main criterion required participants to have used Nivea sunscreen for at least the last one month to ensure familiarity with the product's quality and their level of satisfaction. A total of 120 respondents were obtained, which satisfies the minimum requirements for regression and mediation analysis (Hair et al., 2022). The sample size is considered adequate for maintaining statistical validity while representing the population proportionally.

Data Collection Procedure

Primary data were collected using a structured questionnaire designed with closed-ended questions and measured on a five-point Likert scale ranging from "strongly disagree" (1) to "strongly agree" (5). The questionnaire was developed based on established indicators from prior studies on product quality, customer satisfaction, and repurchase intention. Prior to distribution, the instrument underwent a pilot test with a small group of respondents to ensure clarity, validity, and reliability. The validated questionnaire was then distributed online and offline to Nivea consumers across several districts in Cimahi.

Validity and Reliability Testing

The validity of each indicator was assessed using item-total correlation analysis, ensuring that each item measured the intended construct. Reliability was tested using Cronbach's Alpha coefficient, with a threshold value of 0.60 or higher indicating acceptable internal consistency. All variables met the reliability requirement, confirming the instrument's stability for further analysis.

Data Analysis Techniques

Data were processed using SPSS version 26, following several analytical steps:

- 1) Validity and Reliability Testing – to verify the quality of measurement instruments.
- 2) Classical Assumption Testing – including normality, multicollinearity, and heteroscedasticity tests to confirm regression assumptions.

- 3) Multiple Linear Regression Analysis – to assess the direct effects between product quality, customer satisfaction, and repurchase intention.
- 4) Sobel Test – to evaluate the mediating effect of customer satisfaction on the relationship between product quality and repurchase intention.
- 5) Hypothesis Testing – using t-values and R² to determine the significance and explanatory power of the model.

Through these analytical stages, the study aims to provide a valid and reliable empirical assessment of how product quality and satisfaction interact to shape repurchase behavior among Nivea sunscreen users in Cimahi City.

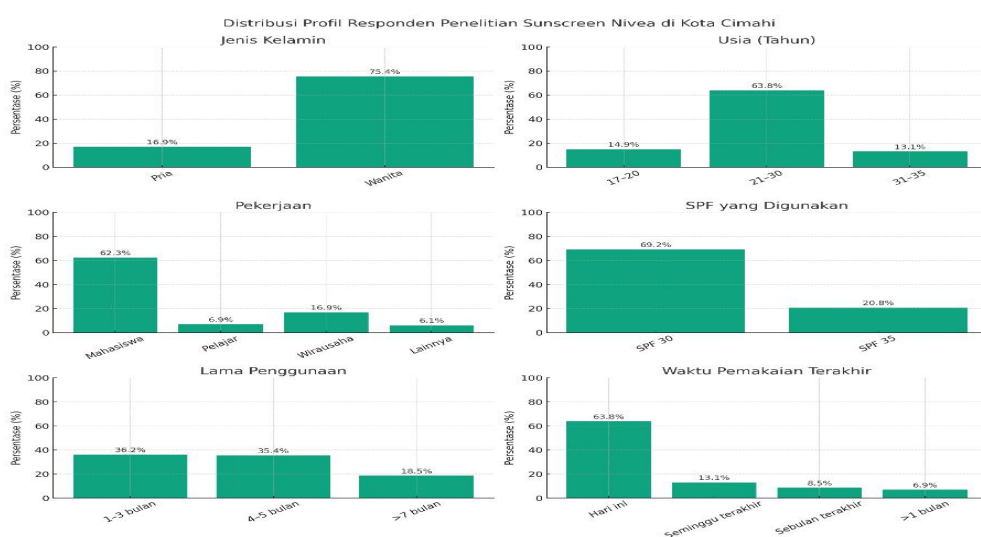
RESULTS AND DISCUSSION

RESULTS

This study aims to examine the influence of product quality on repurchase intention mediated by customer satisfaction in the context of Nivea sunscreen products in Cimahi City. The findings are presented based on descriptive analysis, validity and reliability testing, classical assumption testing, simple and multiple linear regression, Sobel test, and hypothesis testing. Each part is described factually and supported by data visualization in tables and figures that are directly referenced in the narrative.

The respondent profile shows that the majority of Nivea sunscreen users in Cimahi City are female (75.4%) and between the ages of 21–30 years (63.8%), with a background as university students (62.3%). In terms of product preferences, 69.2% of respondents use the SPF 30 variant, and 63.8% reported that they were still using Nivea sunscreen on the day of completing the questionnaire. These findings indicate that Nivea has strong market penetration among the young and higher-education segments. Detailed information is presented in Figure 1.

Figure 1. Demographic and Product Preference Profile of Respondents
Source: Processed Data, 2025



These findings demonstrate that Nivea’s primary consumer base in Cimahi consists of young, educated women who are highly aware of skincare and sun protection. This demographic group aligns with the global trend in which female consumers in their twenties constitute the largest

segment of sunscreen users (Euromonitor, 2023). The dominance of this group also reflects the increasing self-awareness of skin health among younger urban populations, particularly those engaged in outdoor or mobile activities.

The preference for the SPF 30 variant suggests that consumers prioritize balanced protection suitable for daily use rather than for intensive outdoor exposure. This finding implies that the majority of users perceive sunscreen not as a luxury cosmetic product but as a routine self-care necessity integrated into their daily skincare habits. The continued use of Nivea sunscreen by 63.8% of respondents at the time of data collection indicates a moderate-to-strong level of brand loyalty, reinforcing Nivea's positioning as a trusted brand within the mid-market skincare segment. However, the remaining proportion of respondents who were not actively using the product may reflect emerging brand-switching behavior, consistent with the observed decline in Nivea's Top Brand Index in recent years.

From a market perspective, these patterns highlight Nivea's competitive strength among young, urban, and educated consumers, but also underline the importance of maintaining engagement and satisfaction to prevent loyalty erosion. Therefore, the respondent profile not only provides descriptive insights into the characteristics of the sample but also serves as a contextual foundation for interpreting subsequent analyses on product quality, customer satisfaction, and repurchase intention.

Furthermore, the validity test results show that all questionnaire items had r values greater than 0.3610, thus they were declared valid. The reliability test also indicated that the Cronbach's Alpha values for each variable were above 0.60, namely 0.806 for product quality, 0.700 for customer satisfaction, and 0.647 for repurchase intention. This means that the instrument used in the study meets the reliability requirements. The detailed results are presented in Table 2.

Table 2. Validity and Reliability Test Results

Variable	Code	r value range	Cronbach's Alpha
Product Quality	X1-X4	0.696-0.883	0.806
Customer Satisfaction	Y1-Y3	0.751-0.840	0.700
Repurchase Intention	Z1-Z3	0.701-0.822	0.647

Source: Processed Data, 2025

Furthermore, the reliability test results show that the Cronbach's Alpha coefficients for all variables exceeded the acceptable threshold of 0.60, indicating good internal consistency. Specifically, the reliability values were 0.806 for product quality, 0.700 for customer satisfaction, and 0.647 for repurchase intention. Based on these values, the measurement instrument demonstrates satisfactory stability and dependability. The relatively higher Alpha value for product quality suggests that respondents provided consistent responses regarding their perceptions of Nivea's sunscreen quality, reflecting a clear and coherent understanding of product-related indicators. Meanwhile, the slightly lower but still acceptable reliability value for repurchase intention indicates that behavioral intentions may vary more across respondents, which is common in consumer studies influenced by situational and psychological factors.

Overall, the results of the validity and reliability tests confirm that the research instrument meets both accuracy and consistency requirements, ensuring that subsequent analyses (regression and mediation testing) are based on empirically sound data. These outcomes reinforce the credibility of the research findings and validate the appropriateness of the measurement model used in this study.

Prior to hypothesis testing, the classical assumption tests were conducted to ensure the appropriateness of the regression model. The results show that the model meets all required criteria: the data are normally distributed ($sig. = 0.200$), there is no indication of multicollinearity (Variance Inflation Factor, $VIF < 10$), and no signs of heteroscedasticity ($sig. > 0.05$). These results

confirm that the regression model satisfies the basic assumptions of normality, independence, and homoscedasticity, indicating that the model is statistically fit for further analysis. Therefore, the subsequent regression results can be interpreted with a high degree of confidence.

The simple linear regression analysis indicates that product quality has a significant positive effect on customer satisfaction, with a standardized coefficient of 0.428 and a significance level of 0.000. This finding implies that as consumers' perceptions of Nivea sunscreen quality improve, their satisfaction levels increase proportionally. In practical terms, attributes such as formulation texture, UV protection performance, and overall product reliability contribute directly to a favorable user experience, which translates into satisfaction. This result underscores that product quality functions as a key determinant of affective consumer responses, particularly satisfaction, in the skincare product category.

Furthermore, the multiple linear regression analysis reveals that both product quality ($B = 0.269$) and customer satisfaction ($B = 0.465$) have significant partial effects on repurchase intention ($p = 0.000$). These results indicate that satisfaction not only acts as an outcome of perceived quality but also as a behavioral driver influencing the decision to repurchase. The relatively stronger coefficient for customer satisfaction (0.465) compared to product quality (0.269) suggests that while quality serves as the foundation of consumer evaluations, the emotional satisfaction derived from the product experience plays a more dominant role in shaping repeat-purchase behavior. This pattern is consistent with consumer behavior models that position satisfaction as an intervening variable linking cognitive and behavioral responses.

Taken together, these regression findings validate the hypothesized relationships proposed in this study. Product quality enhances satisfaction, and both variables significantly influence repurchase intention, confirming the mediating role of satisfaction in the overall model. Detailed summaries of these analyses are presented in Table 3 and Table 4.

Table 3. Simple Linear Regression Results

Variable	B	t	Sig.
(Constant)	5.354	6.152	0.000
Product Quality → Customer Satisfaction	0.428	8.254	0.000

Source: Processed Data, 2025

Table 4. Multiple Linear Regression Results

Variable	B	t	Sig.
(Constant)	1.980	2.416	0.017
Product Quality → Repurchase Intention	0.269	5.052	0.000
Customer Satisfaction → Repurchase Intention	0.465	6.160	0.000

Source: Processed Data, 2025

Testing the mediation effect using the Sobel test shows that customer satisfaction significantly mediates the influence of product quality on repurchase intention. The calculated t-value of 4.95 is greater than the critical t-value of 1.98, and the p-value of 0.00000073 is less than 0.05. These results indicate that product quality not only has a direct effect on repurchase intention but also an indirect effect through customer satisfaction. A summary of the Sobel test results is presented in Table 5.

Table 5. Sobel Test Results

Mediation Path	a	b	sa	sb	t-value	p-value
Product Quality → Customer Satisfaction →	0.428	0.465	0.052	0.075	4.95	0.00000073

Mediation Path	a	b	sa	sb	t-value	p-value
Repurchase Intention						

Source: Processed Data, 2025

This mediation finding implies that the impact of perceived product quality on consumers' behavioral intention is not purely functional but also psychological. When consumers perceive Nivea sunscreen as having consistent, reliable, and effective quality, they experience satisfaction that reinforces their trust and emotional attachment to the brand. This positive emotional response subsequently strengthens their intention to repurchase the product. Hence, customer satisfaction acts as a psychological bridge connecting cognitive evaluations of quality with behavioral outcomes such as brand loyalty and repurchase intention.

The result supports theoretical perspectives such as the Expectancy-Disconfirmation Theory (Oliver, 1980) and the Theory of Planned Behavior (Ajzen, 1991), which explain that post-purchase satisfaction mediates the link between performance expectations and future behavioral intentions. In the context of Nivea sunscreen, the satisfaction generated from product performance such as effective UV protection, non-sticky texture, and dermatological safety reinforces positive attitudes that translate into repeat purchase behavior. This suggests that even though high product quality can directly motivate repurchase, its effect becomes stronger and more sustainable when it is accompanied by satisfaction derived from actual product experience.

From a managerial standpoint, these findings highlight that maintaining product quality alone may not be sufficient to ensure consumer loyalty. PT Beiersdorf Indonesia should therefore focus on strategies that enhance satisfaction throughout the consumer experience including packaging design, product accessibility, post-purchase reassurance, and brand communication. By continuously fostering satisfaction, the company can transform functional quality perceptions into emotional loyalty, thereby strengthening repurchase behavior in an increasingly competitive sunscreen market.

Finally, the hypothesis testing concluded that all null hypotheses (H_0) were rejected, while the alternative hypotheses (H_1) were accepted based on significance values of < 0.05 and t-calculated values greater than the t-table. These findings confirm that product quality and customer satisfaction, both directly and indirectly, influence consumers' decisions to repurchase Nivea sunscreen. Table 6 summarizes the results of the hypothesis testing, which support the conceptual model of this study.

Table 6. Summary of Hypothesis Testing Results

Hypothesis	Pathway	t-value	Sig.	Decision
H ₁	Product Quality → Customer Satisfaction	8.254	0.001	H ₁ Accepted
H ₂	Product Quality → Repurchase Intention	9.621	0.001	H ₁ Accepted
H ₃	Customer Satisfaction → Repurchase Intention	10.532	0.001	H ₁ Accepted
H ₄	Mediation: Product Quality → Customer Satisfaction → Repurchase Intention	4.952	0.000	H ₁ Accepted

Source: Processed Data, 2025

DISCUSSION

The results of this study reveal that product quality exerts a significant positive effect on customer satisfaction, and both product quality and customer satisfaction directly influence repurchase intention. Furthermore, customer satisfaction was confirmed to mediate the relationship between product quality and repurchase intention, indicating that the impact of product quality extends beyond direct evaluation toward affective and behavioral responses. These findings provide comprehensive support for all proposed hypotheses.

The simple regression results show that enhanced perceptions of Nivea sunscreen's quality contribute to higher customer satisfaction. This suggests that consumers who perceive Nivea as a reliable, effective, and dermatologically safe product experience greater satisfaction after use. In turn, this satisfaction fosters stronger repurchase intention. The Sobel test result further substantiates the mediating effect, showing that satisfaction serves as a significant transmission mechanism through which quality perceptions are converted into loyalty-oriented behavior. Hence, the influence of product quality on repurchase intention operates through a dual pathway directly through functional evaluation and indirectly through emotional fulfillment derived from product experience.

These findings are consistent with and extend prior research. Studies by Parasari et al. (2024) and Purba & Sukati (2025) also demonstrated that product quality significantly affects satisfaction and repurchase intention. Similarly, Putri & Supriyono (2024) and Nurhalizah & Farida (2024) confirmed the mediating role of satisfaction. However, this study contributes novel insight by empirically validating these relationships within the context of an international sunscreen brand operating in a mid-sized Indonesian city, where consumers exhibit increasingly critical evaluation standards. This contextual contribution enriches the empirical landscape by showing that urban middle-class consumers in secondary cities like Cimahi respond sensitively to product quality cues such as texture, fragrance, and UV-protection consistency factors that are often overlooked in larger metropolitan studies.

From a theoretical standpoint, these findings reinforce the Expectancy-Disconfirmation Theory (Oliver, 1980) and the Theory of Planned Behavior (Ajzen, 1991), which posit that behavioral intentions stem from the degree to which product performance meets or exceeds prior expectations. In this study, Nivea sunscreen's ability to meet consumer expectations regarding protection, comfort, and skin safety directly enhances satisfaction, which subsequently drives repurchase intention. Thus, satisfaction acts as a psychological bridge between cognitive evaluations of quality and behavioral loyalty.

In practical terms, the findings highlight several implications for PT Beiersdorf Indonesia. First, sustaining product quality especially consistency across batches and formula stability under tropical conditions is critical for maintaining consumer satisfaction. Second, marketing communication should emphasize not only functional claims (e.g., SPF protection, skin safety) but also emotional reassurance, such as testimonials, dermatologist endorsements, and user experiences. These elements strengthen perceived trust and satisfaction, leading to long-term loyalty. Third, companies should leverage digital engagement strategies to reinforce satisfaction post-purchase, for example, by using customer feedback loops or community-based brand interactions that maintain emotional connection beyond product usage.

Despite these contributions, the study acknowledges several limitations. First, the focus on Cimahi City restricts generalizability to other demographic or regional contexts, as urban characteristics may differ across Indonesia. Second, the reliance on self-reported questionnaire data may introduce perception bias, particularly if respondents provide socially desirable answers. Third, the scope of variables was limited to product quality, customer satisfaction, and repurchase intention, excluding other relevant factors such as price fairness, brand trust, or promotional strategies. Future studies are encouraged to address these limitations by incorporating broader sampling across multiple cities, integrating additional constructs that capture brand and digital experience, and employing mixed-method approaches to provide a more holistic understanding of consumer repurchase behavior in the skincare industry..

CONCLUSION

This study empirically demonstrates that product quality has a significant effect on customer satisfaction and consumers' repurchase intention toward Nivea sunscreen in Cimahi City. The data

analysis shows that the relationship between product quality and customer satisfaction is strong, as reflected in the simple regression result with a coefficient β of 0.428 and a significance level of 0.000. Furthermore, both product quality and customer satisfaction were found to have a significant effect on repurchase intention, with coefficients of 0.269 and 0.465 respectively, and a significance level of 0.000 in the multiple regression analysis. These findings are further reinforced by the Sobel test, which confirms that customer satisfaction significantly mediates the relationship between product quality and repurchase intention, with a t-value of 4.952 exceeding the critical value of 1.980, and a very small p-value of 0.00000073. Thus, all hypotheses proposed in this study are supported by empirical data, directly addressing the research objective of examining the effect of product quality on repurchase intention, both directly and indirectly through customer satisfaction as a mediating variable. From a theoretical perspective, this research provides important contributions to the marketing literature, particularly in the field of consumer behavior in the cosmetics industry. First, the study fills an empirical gap regarding the relationship between product quality, satisfaction, and repurchase intention within the context of sunscreen, a subcategory of beauty products that is increasingly relevant to the urban lifestyle. Second, the findings strengthen and expand the scope of the Expectancy-Disconfirmation Theory, which explains that customer satisfaction results from the alignment between expectations and product performance, while also supporting the Theory of Planned Behavior in explaining repurchase intention shaped through positive product perceptions. Third, the measurement model applied in this study has been proven to be valid and reliable, making it a potential reference for future research exploring consumer loyalty based on quality and satisfaction.

Despite producing significant and relevant findings, this study has several limitations that should be noted for future development. One limitation lies in its geographic scope, which is restricted to consumers in Cimahi City, limiting the generalizability of findings to other regions. In addition, the cross-sectional design employed in this research does not allow for an examination of the dynamic relationships among variables over time. Therefore, future studies are recommended to adopt a longitudinal design in order to observe the stability of the effects of product quality and customer satisfaction on repurchase intention in the long term. Further research is also encouraged to broaden the population scope to cover wider areas and to incorporate additional variables such as price perception, brand loyalty, digital promotion strategies, or even the influence of e-WOM, which has become increasingly important in consumer decision-making within the cosmetics industry. By applying a broader scope and an expanded model, future studies are expected to provide a more holistic understanding of the factors driving consumer loyalty in the increasingly competitive beauty industry.

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