



Determining Key Factors of Customer Satisfaction and Repurchase Intention for Azarine Cosmetic on Shopee

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Abstract: With the development of the beauty industry, especially in the realm of local products, companies need to maintain customer loyalty. This study aims to evaluate the relationship between EWOM, brand image, product quality, and price perception that influence repurchase intentions and their impact on customer satisfaction of the Azarine Cosmetic brand on the Shopee platform. Using a quantitative approach, this study involved 135 respondents in Jabodetabek who have used Azarine products and purchased them on Shopee at least once. The data analysis method used was Structure Equation Modeling-Partial Least Squares (SEM-PLS). The study results indicate that product quality and price perception have a significant impact on customer satisfaction and repurchase intention. Meanwhile, EWOM and brand image do not have a significant impact on customer satisfaction and repurchase intention. Customer satisfaction also significantly affects repurchase intention. Customer satisfaction partially mediates the relationship between product quality and repurchase intention, but does not mediate the relationship between EWOM, brand image, and price perception on repurchase intention.



Introduction

The rapid development and easy access to internet technology has provided convenience for many people in many parts of the developed and developing world. It has changed the way people work, learn, communicate and even shop.

In addition to the role of the internet in influencing changes in people's shopping activities, the existence of media now also plays an important role in changing consumption patterns. Especially social media, the existence of social media has become the main channel to introduce products and influence consumer preferences. This allows businesses to be more innovative and relevant in meeting the needs and expectations of their consumers.

The emergence of various marketplaces in Indonesia today is a result of the rapid advancement of the internet and the change in people's shopping habits. Shopee took the highest position with 158 million website visitors per month in the first quarter of 2023, far surpassing its competitors. According to data published by Databooks (2023), Shopee is ranked first as the marketplace most frequently accessed by the public due to its ease of making transactions.

With the high interest and enthusiasm of consumers towards the process of shopping through marketplaces, there are now a large number of sellers selling a wide variety of products through Shopee, covering various categories ranging from electronic products, food and beverages, clothing, to beauty products. Beauty products, in particular, are one of the most popular segments among the public, especially among teenage girls. In Indonesia, especially during the Covid-19 pandemic, there is an increasing trend in beauty products. This is due to the increasing awareness of beauty care, which is triggered by changes in people's lifestyles and the emergence of new trends.

The existence of these new trends has also made many local brands in the beauty category in Indonesia grow rapidly and can even compete with many international brands. The competitiveness of local brands has also increased significantly with their expanded marketing strategies. Local companies in the facial care and cosmetics sector have successfully improved the quality of their products, allowing them to compete with foreign products. As a result, the beauty industry in Indonesia is experiencing rapid development. Most of the growth in the cosmetics sector is driven by MSME players, which account for 83% of the total business players. Thus, the potential and opportunities in the beauty industry, especially cosmetics, are huge and promising in Indonesia.

One of the local skincare brands that is currently in great demand by consumers is Azarine Cosmetic from Surabaya. Based on a survey conducted by Kompas Market Insight (2022), in the April-June 2022 period, Azarine Cosmetic was in sixth position as the best-selling local brand in e-commerce in the skincare category. Sales of Azarine Cosmetic during the period can be said to be quite satisfactory, totaling 22.8 billion. Although Azarine has not yet entered the top five, this achievement shows a very positive potential in the local skincare market competition in E-Commerce.

By producing its own products, Azarine can offer more competitive prices in the market compared to other competitors. In the beauty industry, brand image has a big influence on consumers' decision to buy certain products. One of the ways Azarine improves its brand image is by actively collaborating with local and Korean celebrities as brand ambassadors. In addition, with reviews or EWOM (Electronic word-of-mouth) from consumers who have used the product, it can form communication between consumers, and create interest in repurchasing continuously.

Repurchase intention can be formed through consumer behavior towards a particular product brand, consumer confidence in assessing the quality of a product can later come from this behavior Putri & Sienatra (2023). EWOM can be used to encourage repurchase interest in a product, one of which is in the marketplace.

Based on the survey data previously presented, where Azarine Cosmetic's ranking and total sales are still in the 6th position, this phenomenon attracts the attention of researchers to analyze the discrepancy between Azarine's achievements in its ranking as a local brand and the brand image they hold in the community. It is essential to identify the factors that have prevented Azarine Cosmetic from reaching the top rankings, one of which is the presence of repurchase intentions that may arise from the satisfaction felt by previous consumers.

Repurchase intention has been found to be influenced by various factors. Brand perception, brand awareness, product quality, and price perception have been identified as significant influencers (Christian, 2023). Brand image also plays a crucial role (Rowena, 2019), as do EWOM and trust (Parahita et al., 2023). Promotion has been shown to impact repurchase intention as well (Azmi et al., 2021). Customer satisfaction is another important factor (Sari & Giantari, 2020), along with product diversity (Lestari & Novitaningtyas, 2021). However, the limitations of previous studies include the absence of the mediating role of customer satisfaction, and some studies were conducted in different locations.

In this study, variables with $\geq 90\%$ respondents' answers based on the pre-survey conducted previously were selected as variables to be studied later. Of the 10 statements given in the pre-survey that represent repurchase intention, those that can represent the variables in repurchase intention with the largest value are the variables EWOM, Brand Image, Product Quality, Price Perception, and Customer Satisfaction.

The results of this study are expected to provide practical contributions to the management of Azarine Cosmetic on Shopee in designing strategies to enhance customer loyalty through repurchase intention and customer satisfaction. Additionally, this research aims to broaden insights in the field of management science, particularly in marketing management, by exploring the roles of EWOM, brand image, product quality, and price perception, mediated by customer satisfaction, in influencing repurchase intention related to product sales through E-Commerce.

Literature Review and Hypothesis Development

Theory of Planned Behavior (TPB)

Icek Ajzen developed the Theory of Reasoned Action (TRA) in 1985 to create the Theory of Planned Behavior (TPB), which explains and predicts how people act. TPB states that people act based on rational consideration, evaluating the implications of their actions. The three factors identified by TPB as influencing behavior include: perceived behavioral control, attitude, and subjective norm. Perceived behavioral control refers to the ease or difficulty of performing a behavior, attitude which refers to the positive or negative assessment of a behavior, and subjective norm which refers to the perceived social pressure to perform a behavior or not. The simplicity and predictive power of the TPB make it effective in predicting both actual actions and ongoing intentions, such as consumers' willingness to continue using a product over a long period of time.

Consumer Behaviour

The study of how individuals or groups choose, buy, use, or dispose of products, services, concepts, and experiences to satisfy needs and wants can be known as consumer behavior. As stated by Hasslinger et al. (2007) in Godara & Dua (2021), cultural factors impact consumer behavior (values and behavior patterns from socialization), social (environmental influences and social status), economic (income and assets), psychological (motivation, perceptions, and attitudes), and personal (age, occupation, and lifestyle). This study includes all actions before, during, and after product purchases to achieve consumer satisfaction.

Repurchase Interest

Interest is a part that exists in an individual that has a major influence on his behavior (Matondang, 2018). A high level of customer satisfaction is reflected by significant repurchase interest through decisions in choosing a product. Basically there are two situations that can motivate someone to buy a product again. First, consumers feel satisfaction after making a purchase. Second, even though consumers may not be fully satisfied, they still choose to buy again. This is due to the perception that the costs of searching for, evaluating, and switching to another brand (switching costs) are too high.

Electrical Word-of-Mouth (EWOM)

According to Putri & Siendra (2023), EWOM is a form of communication in which consumers or former consumers express their opinions, both positive and negative, about a company or product through online media. The existence of EWOM makes it easier for individuals to share information and opinions about products, services, or companies through online platforms. Dissatisfied customers will respond differently because negative statements in word of mouth are often more widespread and numerous than positive words (Rachbini et al., 2021).

Brand Image

The view that consumers get of a brand when they think of a particular product can be referred to as a brand image (Rosmayani & Mardhatillah, 2020). Consumer views of a brand are considered a manifestation of the bond that consumers have with the brand (Kotler et al., 2022). Brand image is a perception or image that forms in the minds of consumers when considering a brand of a product. This includes a unique image attached to the brand in the minds of consumers, which comes from previous information and experiences with the brand.

Product Quality

Everything that is available for the purpose of being used, purchased, consumed, or noticed by society with the intention of satisfying consumer wants or needs is considered a product. Products can be tangible or intangible goods and are the main focus of marketing strategies (Kotler & Armstrong, 2018). Product quality is the main indicator of the level of consumer satisfaction, which includes physical characteristics such as size, color, taste, or aroma, as well as the product's ability to meet consumer expectations and desires. The combination of physical aspects and the product's ability to effectively satisfy consumer needs is the essence of product quality.

Price Perception

Consumer perceptions of price depend on perceived price differences and reference prices (Salim et al., 2020). The assessment of the price of a product to be perceived as expensive or cheap can vary between consumers because it is influenced by their individual

perspectives on context and situation. When consumers assess a price, they not only consider the amount, but also how they perceive the price.

Customer Satisfaction

According to Solomon (2017), customer satisfaction is the overall attitude that a person has towards a product after it has been purchased. This definition highlights that a thorough assessment of a product, service, or company experience is necessary to ensure customer satisfaction is achieved, and can have an impact on subsequent customer attitudes and behaviors. When a person compares the performance of a good, service or event with their pre-existing expectations, their level of satisfaction (or dissatisfaction) is determined. Companies that effectively achieve customer satisfaction can enhance customer loyalty and boost their profitability (Tannady et al., 2023). Satisfied customers typically make repeat purchases and recommend products to others.

Research Hypothesis

This study has the aim of testing the hypothesis such as:

1. H1: EWOM has a positive and significant effect on Customer Satisfaction.
2. H2: Brand Image has a positive and significant effect on Customer Satisfaction.
3. H3: Product Quality has a positive and significant effect on Customer Satisfaction.
4. H4: Price Perception has a positive and significant effect on Customer Satisfaction.
5. H5: Customer Satisfaction has a positive and significant effect on Repurchase Interest.
6. H6: EWOM has a positive and significant effect on Repurchase Intention.
7. H7: Brand Image has a positive and significant effect on Repurchase Interest.
8. H5: Customer Satisfaction has a positive and significant effect on Repurchase Interest.
9. H6: EWOM has a positive and significant effect on Repurchase Intention.
10. H7: Brand Image has a positive and significant effect on Repurchase Intention.
11. H8: Product Quality has a positive and significant effect on Repurchase Intention.
12. H9: Price Perception has a positive and significant effect on Repurchase Intention.
13. H10: EWOM has a positive and significant effect on Repurchase Intention with Customer Satisfaction as mediation.
14. H11: Brand Image has a positive and significant effect on Repurchase Intention with Customer Satisfaction as mediation.
15. H12: Product Quality has a positive and significant effect on Repurchase Interest with Customer Satisfaction as mediation.
16. H13: Price Perception has a positive and significant effect on Repurchase Interest with Customer Satisfaction as mediation.

Research Method

The research design used in this study is causal research, and the approach used is quantitative. The population consists of consumers who have used and purchased Azarine skincare products through Shopee e-commerce with at least one purchase spread across the Jabodetabek area.

The method in collecting samples is purposive sampling. A total of 135 samples were used in this study. The sample size used refers to the Hair et al. (2021) formula, where the number of samples should be equivalent to the number of variables in the model multiplied by 5-10. Data collection was carried out through secondary data (literature study) and primary data collected through questionnaires distributed via Google Forms. The Partial Least Square (PLS)

approach was used to analyze the data and assess the relationship of the research variables with each other.

The conceptual framework of this study is as follows:

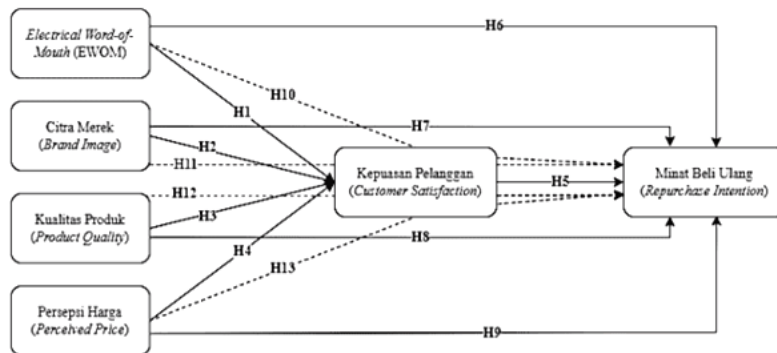


Figure 1. Conceptual Framework

Result and Discussion

Based on the results of respondents' answers that have been obtained from distributing questionnaires, the data is then processed using the SmartPLS 3.0 application based on Structural Equation Model (SEM) modeling.

Measurement Model (Outer Model) Analysis

According to Hair et al. (2021), to be declared ideal, an indicator must have a loading factor of more than 0.70. A loading factor value of 0.60 is still considered appropriate in exploratory studies, while a value of less than 0.50 is considered inadequate and must be removed from the model.

It was found that all indicators after modification had met the limit value of convergent validity to be considered valid, namely with a value above 0.70. Then the AVE value has > 0.50. This indicates that the diversity of each indicator is more than half (50%) explained by the average construct.

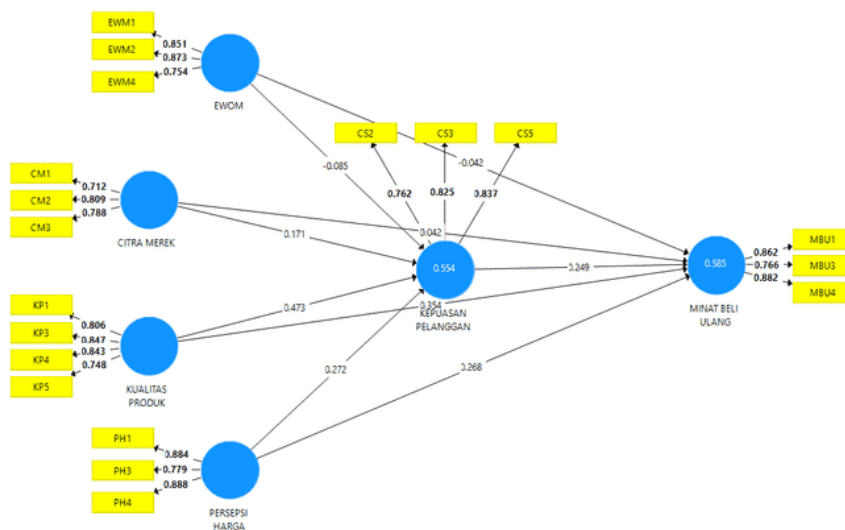


Figure 2. Outer Model

Table 1. Convergent Validity Testing Results

Variables	Indicator	Outer Loadings	Description	AVE
Electronic Word-of-Mouth (EWOM)	EWM1	0.851	VALID	0.684
	EWM2	0.873	VALID	
	EWM4	0.754	VALID	
Brand Image	CM1	0.712	VALID	0.594
	CM2	0.809	VALID	
	CM3	0.788	VALID	
Product Quality	KP1	0.806	VALID	0.659
	KP3	0.847	VALID	
	KP4	0.843	VALID	
	KP5	0.748	VALID	
Price Perception	PH1	0.884	VALID	0.726
	PH3	0.779	VALID	
	PH4	0.888	VALID	
Customer Satisfaction	CS2	0.762	VALID	0.654
	CS3	0.825	VALID	
	CS5	0.837	VALID	
Repurchase Interest	MBU1	0.862	VALID	0.703
	MBU3	0.766	VALID	
	MBU4	0.882	VALID	

Source : Data Processed (2024)

In testing composite reliability, existing data is tested to determine the reliability or reliability of the variables in the research model. Cronbach's Alpha and Composite Reliability values can be used to measure construct reliability. A construct is declared reliable if it has a value ≥ 0.70 (confirmatory research), but it is still allowed if it has a value ≥ 0.60 (exploratory research) (Hair et al., 2021). Based on the research results, the value obtained shows that it meets the requirements, which is at a value ≥ 0.60 and ≥ 0.70 so that all constructs can be accepted for reliability. The results of composite reliability testing are as follows:

Table 2. Composite Reliability Testing Results

	Cronbach's Alpha	Composite Reliability	Description
Brand Image	0.660	0.814	Reliable
EWOM	0.769	0.866	Reliable
Customer Satisfaction	0.737	0.85	Reliable
Product Quality	0.827	0.885	Reliable
Repurchase Interest	0.786	0.876	Reliable
Price Perception	0.812	0.888	Reliable

Source : Data Processed (2024)

Two other testing techniques, including approximation and Heterotrait-Monotrait Ratio (HTMT), can also be used to observe discriminant validity testing. The correlation values between the constructs in the model and the square root of the Average Variance Extracted (AVE) of each construct are compared in the Fornell-Larcker test. When the AVE square root correlation value for each construct in the Fornell-Larcker test findings is higher than the AVE

square root correlation value for other constructs, the model is considered good (Hair et al., 2021). The following test results are with the fornell-larcker method, which are as follows:

Table 3. Fornell Larcker Test Results

	Brand Image	EWOM	Customer Satisfaction	Product Quality	Repurchase Interest	Price Perception
Brand Image	0.771					
EWOM	0.591	0.827				
Customer Satisfaction	0.582	0.499	0.809			
Product Quality	0.650	0.655	0.700	0.812		
Repurchase Interest	0.544	0.510	0.664	0.697	0.838	
Price Perception	0.566	0.636	0.612	0.631	0.641	0.852

Source : Data Processed (2024)

Furthermore, the Heterotrait-Monotrait Ratio (HTMT) test measures the relationship between the correlation within one construct (monotrait) and the correlation between several constructs (heterotrait). An HTMT value of less than 0.90 indicates that each variable has its own meaning and have no problems with discriminant validity. From the results obtained, it can be concluded that all constructs are valid because the value is less than 0.9 and has its own meaning. The following are the results of testing with the HTMT method, among others:

Table 4. Heterotrait-Monotrait Ratio (HTMT) Test Results

	Brand Image	EWOM	Customer Satisfaction	Product Quality	Repurchase Interest	Price Perception
Brand Image						
EWOM	0.827					
Customer Satisfaction	0.808	0.648				
Product Quality	0.864	0.813	0.885			
Repurchase Interest	0.744	0.648	0.862	0.859		
Price Perception	0.775	0.804	0.767	0.764	0.796	

Source : Data Processed (2024)

Structural Model Analysis (Inner Model)

The process of developing and applying theory based on concepts to test the relationship between independent and dependent variables as presented in the conceptual framework is known as the inner model. This test is carried out in predicting the relationship between latent variables, based on Hair et al. (2021).

The R-Square test is conducted to show the extent to which exogenous variables explain the endogenous variables. There are three categories for the R-Square value: 0.75 (strong), 0.50 (medium), and 0.25 (weak) (Hair et al., 2021). It was found that the R-Square value (R^2) or the coefficient of the determination of the mediating and dependent variables, namely the Customer Satisfaction and Repurchase Interest variables, is equal to 0.554 and 0.585. This indicates that the independent variables can explain up to 55.4% of the variance in the Customer Satisfaction variable and up to 58.5% of the variance in the Repurchase Interest

variable. Then, the rest is influenced by other variables outside this study as much as 44.6% and 41.5%. Overall, it can be concluded that based on the R-Square value (R^2) this model has a moderate predictive value. The following are the results of the R-Square test, among others:

Table 5. R-Square Test Results

	R-Square	Adjusted R-Square
Customer satisfaction	0.554	0.541
Repurchase Interest	0.585	0.569

Source : Data Processed (2024)

Effect size testing (f^2) is an assessment of how the removal of the selected exogenous construct can affect the R value² of the endogenous construct (Hair et al., 2021). The magnitude of the effect size between endogenous latent variables and exogenous latent variables can be determined using the effect size value (f^2). For each exogenous latent variable, the criteria for determining effect size (f^2) can be divided into three categories: 0.02 (weak), 0.15 (medium), and 0.35 (strong). If the effect size ≤ 0.02 , it proves that the impact is very small or insignificant (Ghozali, 2020).

It was found that there was one relationship that had a strong influence because it was close to 0.35 (large), five relationships that had a medium influence because it was close to 0.15 (medium), and three relationships that had a weak influence because it was close to 0.02 (small). The following are the results of the effect size test (f^2), among others:

Table 6. Effect Size Test Results (f)²

Variables	F-Square	Description
EWOM > Customer Satisfaction	0.008	Weak
Brand Image > Customer Satisfaction	0.034	Medium
Product Quality > Customer Satisfaction	0.216	Strong
Price Perception > Customer Satisfaction	0.083	Medium
EWOM > Repurchase Intention	0.002	Weak
Brand Image > Repurchase Intention	0.002	Weak
Product Quality > Repurchase Intention	0.107	Medium
Price Perception > Repurchase Intention	0.080	Medium
Customer Satisfaction > Repurchase Intention	0.067	Medium

Source : Data Processed (2024)

Q-Square predictive relevance is a method to assess the extent to which the model is able to produce good observation values and in accordance with parameter estimates or serves to validate the model. The result of Q^2 prediction is considered good if the value is > 0 , indicating that the dependent latent variable functions well as an explanatory and can predict the independent variable correctly or has predictive relevance. Meanwhile, if $Q^2 < 0$ indicates that there is no predictive relevance in the model. The Q-Square (Q_2) results have a value of 0.336 and 0.385. This indicates that the value of Q^2 has a value > 0 , it can be concluded that the model has a relevant predictive value. The following are the results of the q-square (Q^2) test, among others:

Table 7. Test Results Q-Square (Q)²

Variables	SSO	SSE	Q ² (=1-SSE/SSO)
Customer Satisfaction	405.000	268.765	0.336
Repurchase Interest	405.000	249.032	0.385

Source : Data Processed (2024)

One technique for analyzing quantitative data is hypothesis testing, where a portion of the data is used to test the conjecture against the overall population. Parameter coefficient values from the bootstrapping algorithm report and the significance value of the T-statistic can be used to determine the significance level of the hypothesis. If the P-value ≤ 0.05 and T-statistic ≥ 1.96 , then the hypothesis is considered significant. The results of direct and indirect hypothesis testing are as follows:

Table 8. Hypothesis Test Results

	Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Description
H1	EWOM > Customer Satisfaction	-0.085	0.818	0.414	Rejected
H2	Brand Image > Customer Satisfaction	0.171	1.900	0.057	Rejected
H3	Product Quality > Customer Satisfaction	0.473	4.777	0.000	Accepted
H4	Price Perception > Customer Satisfaction	0.272	2.303	0.021	Accepted
H5	Customer Satisfaction > Repurchase Intention	0.249	2.475	0.013	Accepted
H6	EWOM > Repurchase Intention	-0.042	0.467	0.640	Rejected
H7	Brand Image > Repurchase Intention	0.042	0.473	0.636	Rejected
H8	Product Quality > Repurchase Intention	0.354	3.541	0.00	Accepted
H9	Price Perception > Repurchase Intention	0.268	2.457	0.014	Accepted
H10	EWOM > Customer Satisfaction > Repurchase Intention	-0.021	0.731	0.465	Non Mediation
H11	Brand Image > Customer Satisfaction > Repurchase Interest	0.043	1.423	0.155	Non Mediation
H12	Product Quality > Customer Satisfaction > Repurchase Interest	0.118	2.442	0.015	Partial Mediation
H13	Price Perception > Customer Satisfaction > Repurchase Interest	0.068	1.556	0.120	Non Mediation
H13	Price Perception > Customer Satisfaction > Repurchase Interest	0.068	1.556	0.120	Non Mediation

Source : Data Processed (2024)

Discussion

Based on the results of hypothesis testing that has been carried out, the following is a discussion of each existing hypothesis:

The Influence of Electrical Word-of-Mouth with Customer Satisfaction

The results of this study indicate that there is no discernible positive impact of EWOM on customer satisfaction. The findings of this study contradict previous research by Kadi et al.

(2021) and (Ginting et al., 2023) which concluded that EWOM has a positive and significant impact on customer satisfaction. Because, it is suspected that customer satisfaction will increase directly proportional to the amount of information obtained by visitors through social media (Kadi et al., 2021).

This shows that the electronic information or reviews that customers receive at the time before purchasing Azarine products through Shopee, may not match the expectations that these customers have. So that it can affect the lack of satisfaction in customers after making a purchase. If Azarine products do not match their individual preferences or needs despite positive EWOM reviews, this can lead to dissatisfaction in itself. This finding is in line with (Pangastuti & Tjahjaningsih, 2023), that the sense of satisfaction felt by customers is not always influenced by the number of product reviews.

Effect of Brand Image with Customer Satisfaction

According to this study, customer satisfaction is positively and significantly influenced by brand image. This finding contradicts the findings by Susanto et al. (2022) and Nyarmiati (2021), who found that brand image has a positive effect on customer satisfaction. However, there are similarities with the research findings of Rusmahafi & Wulandari (2020), which indicate that brand image does not have a significant impact on customer satisfaction.

A strong brand image can create a positive perception of a product or service in the minds of customers, which in turn will create customer satisfaction (Masfufah et al., 2021). This proves that the brand image owned by the Azarine brand is still not strong enough to fully meet customer expectations for the creation of satisfaction. A strong brand is a brand that is clear, has differences, and advantages in relevance compared to its competitors (Subaebasni et al., 2019).

Effect of Product Quality with Customer Satisfaction

This study found that customer satisfaction is positively and significantly influenced by product quality. This finding is in line with other research conducted by Mustapa et al. (2018) and Sari & Giantari (2020), who found a positive and significant relationship between product quality and customer satisfaction.

As stated by Mahsyar & Surapati, (2020), product quality is the overall understanding of the density, comfort, maintenance, and other properties of a product. It is a collection of features and attributes of goods and services that can satisfy needs. This condition indicates that higher customer satisfaction is in line with the superior product quality of the Azarine brand.

The Effect of Price Perception on Customer Satisfaction

This study found that customer satisfaction is positively and significantly influenced by price perceptions. This finding supports the research of Rivai & Zulfitri (2021) and Salim et al. (2020), which prove that price perception has a positive and significant effect on customer satisfaction. This satisfaction comes when customers feel that the price they pay for a product is in accordance with the value or benefits they receive from the service at the seller of the product.

This shows that the price that the Azarine brand has on its products gives its customers satisfaction. Azarine products are considered to have a price that is comparable to the quality offered, making customers believe that they will receive product value that is worth the money they have paid.

The Effect of Customer Satisfaction with Repurchase Interest

The results of this study found a positive and significant relationship between customer satisfaction and repurchase intentions. The findings of this study are in line with previous research by Ginting et al. (2023) and Gao (2024), which state that customer satisfaction,

especially when making online purchases, has a positive and significant impact on repurchase intentions.

Customer satisfaction will motivate them to use and repay the goods they have previously purchased (Martini et al., 2018). So that customer satisfaction with Azarine products is considered to come from the purchase experience, high quality products, and services provided, all of which encourage customers to plan to make further purchases. Customers who are happy with goods or services will tend to repurchase them (Ilyas et al., 2020).

Effect of EWOM with Repurchase Interest

From the results of this study, it was found that EWOM did not have a significant and positive influence on repurchase intentions. The conclusion from previous research by Rachbini et al. (2021) and Anidayati & Susila (2023), which found that EWOM has a good and significant influence on repurchase intentions, is not supported by the results of this study.

In Abraham & Pasaribu (2022), it is said that the existence of EWOM is divided into two, namely passive and active. Active users participate by writing in the review column, while passive users engage by reading comments and testimonials. Nevertheless, this study did not find a relationship between EWOM received by customers and the desire to purchase Azarine products again from Shopee. The personal experience factor allows this to happen as it influences customer decisions. Although positive reviews may attract initial interest, customers' satisfaction and direct experience with Azarine products are more decisive for their intention to repurchase.

Influence of Brand Image with Repurchase Interest

Based on the findings of this study, EWOM has a positive and significant effect on repurchase intention. The results of this study contradict the research of Arif (2019) and Putri & Ramli (2019) who found that brand image significantly and positively affects repurchase intention. Better brand recognition is said to trigger more interest from consumers.

The impression that buyers get from a brand when they think of a particular product is known as brand image (Rosmayani & Mardhatillah, 2020). These perceptions arise based on personal experiences, interactions with products, and information received from various sources, such as advertisements, reviews, and recommendations from others. This shows that although consumers have certain perceptions about the Azarine brand, their decision to repurchase this local cosmetic and skincare product is more influenced by other factors.

Effect of Product Quality with Repurchase Interest

This study found that repurchase intention is positively and significantly influenced by product quality. In line with the findings of Mandili et al. (2022) and Komari (2023), in this case indicating a positive and significant relationship between product quality and repurchase intentions.

Customers are more likely to be satisfied with the service they receive if they have a higher assumption of product quality and if the product is more in line with their expectations (Cahyadi & Keni, 2021). This shows that when Azarine products meet customer expectations, they tend to feel happy and show interest in making further purchases. These expectations can come through Azarine's product performance, which includes its good advantages and benefits to the skin of its users.

Effect of Price Perception with Repurchase Interest

The results of this study state that repurchase intention is positively and significantly influenced by customer satisfaction. Something similar was found in the research of Kadek et al. (2023) and Ambarwati & Fauziah (2023), who found that price perceptions significantly and positively affect repurchase intention.

The difference between perceived price and reference price often affects consumers' perceptions of price (Salim et al., 2020). So it can be said that the prices of Azarine brand products at Shopee have competitive prices and are in accordance with the value perceived by customers so that they can encourage the desire to repurchase.

The effect of the mediating impact of Customer Satisfaction on EWOM with Repurchase Intention

This study found that customer satisfaction does not mediate the relationship between EWOM and repurchase intention positively and significantly. Referring to the findings of Ningtias & Sugiyanto (2023) the results of this study are in line because customer satisfaction is not sufficient to mediate the relationship between EWOM and repurchase intention in Tokopedia marketplace consumers.

Wijaya et al. (2024) and Apritama & Susila (2023) have different results, where customer satisfaction is proven to be a significant mediating factor between EWOM and repurchase intentions. So it is concluded that the influence of EWOM on Azarine products is not enough to generate a sense of satisfaction in customers, to make repeat purchases. EWOM may succeed in generating initial interest, but if the experience does not match expectations, customer satisfaction cannot be achieved.

The effect of the mediating impact of Customer Satisfaction on Brand Image with Repurchase Interest

From the results of this study, it was found that the relationship between brand image and repurchase intentions was positively and insignificantly mediated by customer satisfaction. This finding contradicts the results of Larasati & Baehaqi (2022) study which found that brand image significantly affects repurchase intentions through customer satisfaction.

This situation proves that the brand image that is owned on Azarine products is not strong enough to fully reach the minds of customers in building a sense of satisfaction after using the product, so that it has not yet achieved the urge to feel repurchase interest, or the urge to make repeat purchases may arise through other factors apart from the brand image itself.

The effect of the mediating impact of Customer Satisfaction on Product Quality with Repurchase Interest

Customer satisfaction was found to positively and significantly mediate the relationship between product quality and repurchase intentions. This finding supports the results of Ambarwati & Fauziah's research (2023), which found that repurchase intention is significantly influenced by product quality and mediated by customer satisfaction.

Often, buyers judge the quality of a product based on its physical attributes, such as the taste of a cake or ice cream. Customers will be satisfied as a result of a positive assessment of product quality, which can then inspire them to make further purchases. Customers are satisfied with Azarine's products, which arouses their curiosity and motivates them to repurchase.

The effect of the mediating impact of Customer Satisfaction on Price Perception with Repurchase Interest

Customer satisfaction was found to influence the relationship between perceived price and repurchase intention positively and insignificantly in this study Prayoni & Respati (2020) found a relationship between perceived price and repurchase intentions mediated by customer satisfaction, which is not in line with the results of this study.

A person's assessment of the price of a product is based on whether they believe that the price is reasonable compared to other similar products (Kevin & Tjokrosaputro, 2021). In this case, it suggests that while Azarine's prices are perceived to be comparable to, or even better

than, those of other similar products, other aspects actually have a greater impact on customer satisfaction and repurchase intentions. Customer satisfaction may be more influenced by factors such as product quality, customer service, and after-sales service, rather than the actual perceived price.

Conclusion

Based on the findings of the study on each hypothesis on Azarine Cosmetic customers, it was found that although EWOM and brand image have no effect on customer satisfaction, product quality and price perception can have an effect. Thus, repurchase intention is influenced by price perception, product quality, and customer satisfaction, but not by EWOM or brand image. It is not proven that customer satisfaction has a mediating effect on repurchase intention on EWOM, brand image, or price perception, but it can mediate the relationship between product quality and repurchase intention.

In addition, this study has some limitations in it. So it is recommended for future research to involve other variables that have not been studied in this discussion. Some of the variables that researchers suggest to be added include Key Opinion Leader (KOL), Product Innovation, and Promotion. In addition, for future research it is suggested that it can be done not only based on the scope of one platform. However, it can be done in general related to one brand or from other platforms.

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