

# Consumer Satisfaction Analysis Mediates Product Quality and Scarlett Purchase Intention

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## Abstract

**Purpose:** This study aimed to examine the effect of product quality on the repurchase intention of Scarlett Whitening Body Lotion, using consumer satisfaction as an intervening variable. The integration of repurchase intention through consumer satisfaction as a mediating mechanism represents the core novelty of this study.

**Research Methodology:** A quantitative research design was employed in this study. Data were gathered from a sample of 100 respondents selected using random sampling. The collected data were subsequently analyzed using path analysis and the Sobel test to evaluate indirect effects.

**Results:** The findings indicate that consumers perceive both product quality and consumer satisfaction as good and high. Although the product safety indicator scored the lowest average, referral interest dominated repurchase intention. Furthermore, product quality exerts a positive and significant effect on consumer satisfaction, and both variables significantly influence the repurchase intention.

**Conclusions:** This study confirms that enhancing product quality, particularly regarding safety, plays a crucial role in driving consumer satisfaction and stimulating repurchase interest.

**Limitations:** This study was limited by its narrow scope. Future research should incorporate additional variables that may influence repurchase interest, such as price, promotion, competition, marketing strategy, perceived value, and trust.

**Contributions:** Academically, this study contributes a measuring instrument to assess the accuracy of consumer satisfaction with repurchase interest. Practically, this implies that guaranteeing product quality provides a strong foundation for consumer confidence.

**Keywords:** *Customer Satisfaction, Interest, Repurchase, Scarlett Whitening*

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## 1. Introduction

The beauty treatment industry in Indonesia is experiencing a transformation, accompanied by increasing consumer awareness that drives changes in preferences and purchasing decisions. According to [Statistics, BP, and Indonesia \(2020\)](#), body lotion products represent the largest share of the beauty treatment market, contributing 37% of the total sales. This growth reflects the expansion of Indonesia beauty care industry, which was projected to reach a market value of approximately US\$2

billion by 2025. However, these market conditions have intensified international competition, creating challenges for local brands such as Scarlett Whitening ([Cahyani, PD, Fadilah, & Alvatwa, 2021](#)).

This phenomenon underlies the importance of this research, as the declining trend in Scarlett Whitening market share over the past five years indicates the need to examine the factors influencing consumer preferences and purchasing decisions ([Yulianingsih, 2024](#); [Yumna, 2024](#)). Scarlett Whitening position declined to the fourth level, with a market share of only 9.20%, far behind its main competitor, Vaseline 26.4%. The decline in Scarlett Whitening market share shows a concerning fluctuation trend, such as increasing from 18.90% in 2021 to 23.40% in 2023, but then decreasing significantly to 15.60% in 2024, and reaching the lowest point of 9.20% in 2025. This continuous decline indicates potential issues related to product competitiveness and the company's inability to maintain customer loyalty, which may reduce repurchase intentions and consumer interest in the long run ([Alqodri, MF, Santoso, & Nurmalitasari, 2026](#)).

This suggests that Scarlett Whitening needs to strengthen its marketing approach and improve product value to remain competitive in the increasingly dynamic beauty care market. Therefore, understanding consumer perceptions, preferences, and purchasing behavior is essential for formulating effective strategies to maintain market position and increase customer retention ([Firdausi, 2025](#); [Hairunnisya, SS, & Hakim, 2024](#)). According to [Diansyah and Pratminingsih \(2025\)](#), consumer trust can be sustained through consistent product quality and positive emotional experiences associated with the product. Repurchase intention reflects consumers' positive experiences with product attributes ([Wulansari, Ismuni, & Haryadi, 2025](#); [Sari, 2020](#)). When consumers' expectations regarding product benefits, such as fragrance, effectiveness, and moisturizing effects, are fulfilled, it creates satisfaction that encourages long-term transactional intention ([Nasrulloh, RS, Rohim, AN, & Idries, 2025](#); [Nawiyah, Kaemong, RC, Ilham, MA, & Muhammad, 2023](#)).

Therefore, evaluating consumer perceptions of product quality is strategically necessary to understand why consumer satisfaction may contribute to the decline in Scarlett Whitening market performance. Although the relationship between these variables has been widely studied, research gaps remain due to inconsistent empirical findings across contexts. [Miranda, Latief, and Zaeni \(2023\)](#) and [Rambat \(2011\)](#) demonstrate that product quality does not significantly influence consumer satisfaction or repurchase intention, suggesting that other factors may play a more dominant role in shaping consumer behavior. The studies by [Alya \(2023\)](#) and [Prasetyo, MM, and Wibowo \(2023\)](#) show a positive and significant effect, confirming the need for further investigation by incorporating consumer satisfaction as an intervening variable to provide a clearer explanation of the mechanism through which product quality influences repurchase intention ([Gemina, 2024](#)).

The novelty of this study lies in the integration of a path analysis model specifically designed to examine recovery strategies amid the declining trend of Scarlett Whitening market share during the 2021–2025 period. Unlike previous studies that generally focused on conditions where products performed well, this study explores how product quality can restore repurchase intention under declining market conditions. This study provides an empirical framework for local brands to optimize consumer satisfaction as a mediator to regain market share amid increasingly intense competition. Furthermore, this study provides practical insights for companies to design more effective product development and marketing strategies based on consumer responses. The findings are expected to support managerial decision-making by identifying key factors that can strengthen customer retention and improve the long-term competitive advantage.

Based on the aforementioned background, this study aims to analyze consumer responses to product quality, customer satisfaction, and repurchase intentions. Specifically, this study examines the direct effects of product quality on customer satisfaction, product quality on repurchase intention, and customer satisfaction on repurchase intention. Furthermore, this study investigates the mediating role of customer satisfaction in the relationship between product quality and repurchase intention to provide a deeper understanding of the mechanisms influencing consumer repurchase behavior.

## 2. Literature Review and Hypotheses Development

### 2.1 Expectancy Disconfirmation Theory

As the main theoretical foundation for understanding the relationships among variables, this study adopts Expectancy Disconfirmation Theory. This theory originally explains that consumer satisfaction is generated from the comparison between pre-purchase expectations and actual performance experienced after consumption, such as perceived quality ([\(Ismaroming & Mulya, 2024\)](#); [Yulianingsih, & Ismartaya, 2024](#)). In the context of this study, product quality ( $X$ ) functions as an evaluation stimulus; when product quality meets or exceeds consumer expectations, it generates customer satisfaction ( $Z$ ). Consistent satisfaction derived from positive experiences can subsequently develop into long-term behavioral intentions, namely, repurchase intention ( $Y$ ).

### 2.2 Product Quality

[Mariana and Faisal \(2023\)](#) explain that product quality is defined as the ability of a product to meet consumer needs comprehensively by providing expected benefits and ensuring that the product performs effectively according to consumer expectations. Product quality is not a unidimensional concept; rather, it encompasses multiple dimensions that distinguish products based on their characteristics, performance, and ability to meet consumer expectations ([\(Wirianson, Djali, Ranita, SV, & Arif, 2024\)](#)). This emphasizes that physical, functional, and aesthetic factors are fundamental elements that shape consumers' perceptions of the quality of a product.

Operationally, these dimensions can be measured using indicators related to product performance, features, reliability, appearance, and the ability to fulfill consumer expectations ([\(Leyanto, DM, & Pahar, 2021\)](#)). The detailed indicators of product quality include eight dimensions, such as performance, features, reliability, conformance, safety, durability, serviceability, and aesthetic ([\(Sherlin & Zai, 2026\)](#)). In the skincare industry, aesthetic dimensions including fragrance and texture and safety aspects are critical factors that influence consumer evaluations. High-quality products are characterized by low defect levels and their ability to provide tangible benefits that can be directly perceived by consumers ([\(Illahi & Rojuaniah, 2025\)](#)).

### 2.3 Consumer Satisfaction

Consumer satisfaction is not merely an evaluation of product performance; it also reflects consumers' post-consumption perceptions and overall experience after using the product. This perspective suggests that consumer satisfaction is influenced by the interaction among product quality, price value, and emotional factors, which collectively shape consumers' overall evaluation of a product ([\(Amir, 2018\)](#)). Consumer satisfaction indicators include expectation conformity, perceived quality, and perceived price value ([\(Asbar & Saptari, 2017\)](#)). Consumer satisfaction functions as a psychological bridge, like even when a product is of high quality and free from defects, satisfaction may be difficult to achieve without emotional alignment, such as feelings of pride or comfort when using Scarlett Whitening products ([\(Shintiya, Chintya, & Hendra, 2025\)](#)). Therefore, consumer satisfaction serves as an intervening variable that explains how positive consumption experiences are transformed into continued purchasing actions, particularly in terms of repurchase intention.

### 2.4 Repurchase Interest

Repurchase intention represents consumers' desire and behavioral tendency to repurchase the same product based on their previous consumption experiences. This intention reflects a positive evaluation of past interactions with the product and indicates the likelihood of continued consumer relationships with the brand ([\(Rahmadani, Nugroho, & Putri, 2025\)](#)). Repurchase intention is influenced by several factors, including customer satisfaction, product quality, and availability ([\(Ningsih, 2021\)](#)). This intention can be measured through four dimensions, like transactional intention, which refers to the willingness to make repeat purchases, referential intention, which reflects consumers' willingness to recommend the product to others, preferential intention, which indicates consumers' tendency to prioritize a product as their main choice; and exploratory intention, which represents consumers' willingness to seek additional information related to product variants and features.

## 2.5 Relationship between Variables

The relationship between the variables in this study is based on product quality and satisfaction, where good physical and functional quality creates positive disconfirmation when the results exceed consumer expectations, thus triggering satisfaction. Furthermore, Satisfaction influences repurchase intention because satisfied consumers tend to reduce perceived risk by repurchasing products that have been previously tested and proven satisfactory, reflecting behavioral loyalty. In this context, customer satisfaction plays a mediating role, indicating that product quality does not always directly generate repurchase intention. Instead, product quality must first be perceived and experienced as satisfaction, which subsequently creates a stronger emotional attachment and encourages consumers to repurchase the product.

*H<sub>1</sub>*: Product quality has a direct and positive effect on consumer satisfaction

*H<sub>2</sub>*: Product quality has a direct and positive effect on repurchase intention

*H<sub>3</sub>*: Consumer satisfaction has a direct and positive effect on repurchase intention

*H<sub>4</sub>*: Product quality has an indirect effect on repurchase intention through consumer satisfaction as a mediating variable

## 3. Research Methodology

### 3.1 Research Design

This study employed a descriptive research design with a quantitative approach. This approach was selected to explain the relationships among the variables and test the proposed hypotheses. Data analysis was conducted using path analysis and the Sobel test to examine the mediating effect of the intervening variable, including consumer satisfaction on the relationship between the exogenous variable, such as product quality and the endogenous variable, like repurchase intention.

### 3.2 Population and Sample

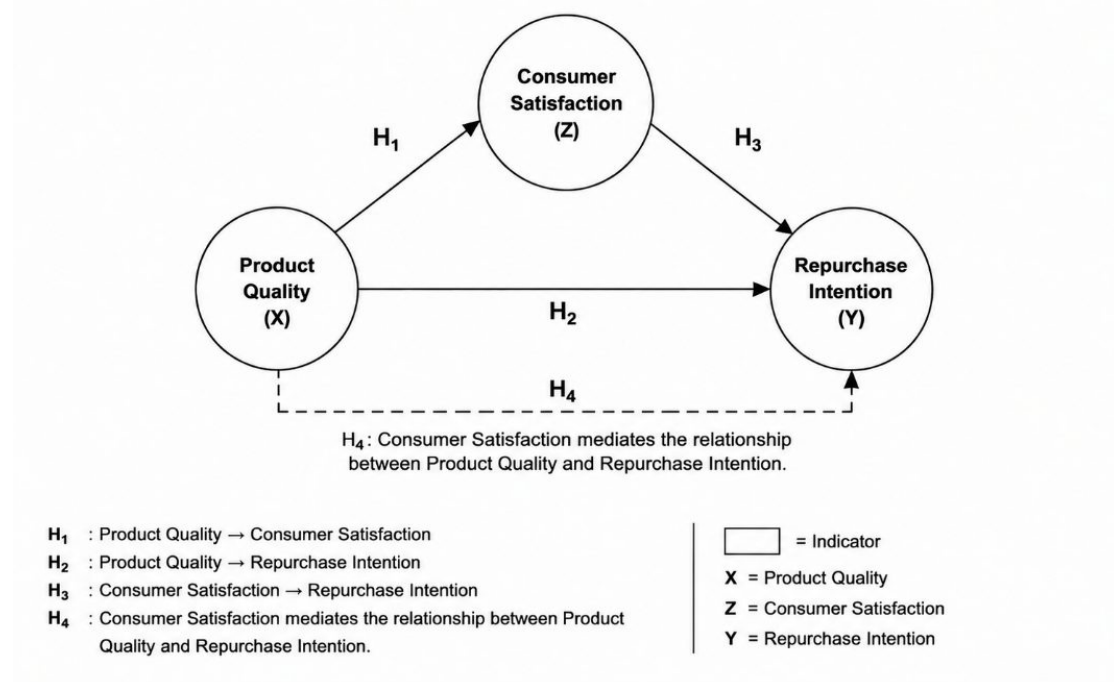


Figure 1. Model analysis diagram

The respondents in this study consisted of 100 participants, with the sample size determined using the Lemeshow formula for an unknown population size. The sampling technique employed was

non-probability sampling using purposive sampling method. The inclusion criteria required respondents to be students of Djuanda University Bogor who had experience using Scarlett Whitening Body Lotion. The model analysis diagram shown in Figure 1.

### **3.3 Data Collection Sources and Techniques**

Data collection in this study was sourced from primary data obtained directly through observation and distribution of structured questionnaires to the respondents. In addition, this study utilized secondary data collected through literature studies, journal literature, market statistics reports, and relevant internal company documents. For analysis purposes, data transformation was performed using the Method of Successive Intervals (MSI) to convert the ordinal Likert scale in the questionnaire into interval scale data. This transformation step is crucial because the requirements of regression analysis and path analysis require interval-scale data so that the estimation results obtained can be the Best Linear Unbiased Estimator (BLUE).

### **3.4 Data Analysis Techniques and Instrument Testing**

#### **3.4.1 Research Instrument Testing**

Instrument testing in this study began with a validity test aimed at measuring the validity of the questionnaire by comparing the calculated  $r$ -value with the  $r$ -table, where the statement items were declared valid if the correlation value was greater than 0.05 or the calculated  $r$ -value was greater than the  $r$ -table. Next, a reliability test was conducted to measure the level of consistency of the research instrument using Cronbach's Alpha ( $\alpha$ ) formula. In this test, all new instruments can be declared reliable if the Cronbach's alpha ( $\alpha$ ) value obtained is greater than 0.7.

#### **3.4.2 Classical Assumption Test**

Classical Assumption Test: To ensure that the regression model is unbiased, a series of tests are conducted, starting with a normality test using the Kolmogorov-Smirnov test or Normal Probability Plot, where the data are declared normally distributed if the significance value is  $> 0.05$ . Next, a multicollinearity test was conducted to ensure that there was no correlation between the independent variables, with the condition that the tolerance value must be  $> 0.05$  and the VIF value must be less than or equal to 5. This series of tests is closed with a heteroscedasticity test using the Scatter Plot method, where a good model is a model that does not form a certain pattern on the graph, but rather the points are spread randomly.

### **3.5 Path Analysis and Hypothesis Testing**

Path analysis was used to test the magnitude of the contribution of direct and indirect influences between variables through a series of structured procedures. The procedure begins with the estimation of path coefficients through multiple linear regression analysis, which is then followed by the calculation of the coefficient of determination to measure the extent to which the model is able to explain the data variance. Next, a partial  $t$ -test was conducted to test the influence of each variable individually using a significance level of  $\alpha = 0.05$ . To conclude the series of analyses, the Sobel Test is used specifically to test the significance of indirect or mediating influences, a variable is declared to function as an intervening if the  $Z$ -value is  $> 1.96$  which is the absolute value of  $Z$ -table.

## 4. Results and Discussions

### 4.1 Respondent Characteristics

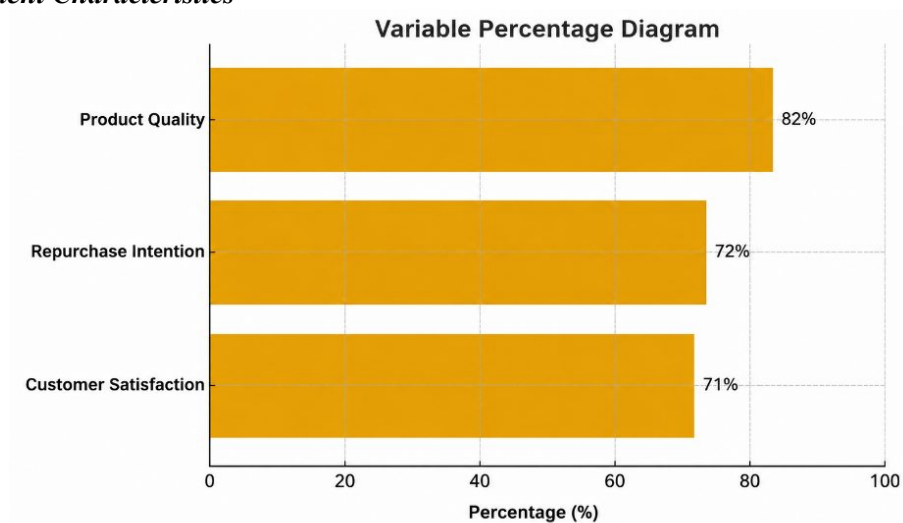


Figure 2. Respondent characteristics

The results of this study as shown in Figure 2, indicate that the majority of Scarlett Whitening users were in the 20-25 age group (79%). Psychologically, this group is in an early adulthood transition phase characterized by a high awareness of physical appearance and self-identity expression. This finding indicates that Scarlett Whitening marketing strategy needs to address the preferences of Generation Z consumers, who perceive skincare products not only as functional treatments for maintaining skin health but also as part of their social and personal identities. A summary of consumer characteristics in this study is presented in the following figure:

### 4.2 Descriptive Analysis of Variables

Overall, respondents' responses to all variables in this study ranged from High to Very Good. The Product Quality (*X*) variable achieved the highest score of 84%, indicating a clear advantage in the product's physical attributes, such as aroma and texture. Furthermore, the Repurchase Intention (*Y*) variable scored 79% and was in the high category, reflecting strong consumer commitment. The Consumer Satisfaction (*Z*) variable scored 77%, indicating that the product met consumer expectations.

### 4.3 Discussion of Hypothesis Testing Results

The results of the hypothesis testing indicate that product quality has a positive and significant effect on consumer satisfaction. This finding is consistent with Expectancy Disconfirmation Theory, which explains that satisfaction arises from a comparison between consumer expectations and actual product performance. In the context of Scarlett Whitening, product performance, such as fragrance and moisturizing effectiveness, can meet or exceed consumer expectations, thereby generating positive post-consumption experiences. Consumers' perceived physical quality directly becomes the main foundation for their satisfaction after product usage.

*H<sub>1</sub>*: The effect of product quality on consumer satisfaction

The findings demonstrate that product quality has a direct and positive effect on consumers' repurchase intention. Consistent product quality contributes to consumer trust formation. Consumers tend to minimize perceived risk by continuing to choose products that have been previously used and proven to provide satisfactory results, thereby encouraging their intention to conduct repeated transactions in the future.

*H<sub>2</sub>*: The effect of product quality on repurchase intention

Consumer satisfaction significantly affects repurchase intention. Theoretically, satisfaction functions as a behavioral reinforcement mechanism that strengthens consumers' intentions to continue purchasing a product. Satisfied consumers not only intend to repurchase the product (transactional intention) but are also willing to recommend it to others (referential intention) because of the positive emotional experiences derived from product use.

*H<sub>3</sub>*: The influence of consumer satisfaction on repurchase intention

Path Analysis and Sobel Test results indicate that consumer satisfaction significantly mediates the effect of product quality on repurchase intention. This finding suggests that consumer satisfaction functions as an “emotional bridge” between product quality and repurchase intention. Although Scarlett Whitening's product quality is perceived as good (84%), the intention to repurchase remains limited unless the perceived quality is transformed into actual consumer satisfaction. In other words, product quality serves as an essential prerequisite, while satisfaction is the key factor that ensures consumers remain committed and do not switch to competing brands. The results of the path analysis are presented in the following Table 1:

*H<sub>4</sub>*: The role of consumer satisfaction as a mediating variable (intervening)

Table 1. First equation path analysis

| Variable                         | <i>R</i> | <i>R-Square</i> | Standard Coefficient Beta | <i>t</i> | Sig  |
|----------------------------------|----------|-----------------|---------------------------|----------|------|
| My quality producti ( <i>X</i> ) | 0.666    | 0.443           | 0.666                     | 5.682    | .000 |

Based on the analysis results presented in Table 1, the correlation coefficient (*R*) was 0.666. This value indicates that the relationship between product quality and consumer satisfaction is strong ( $r = 0.60-0.79$ ). Specifically, the path coefficient (*Pzx*) shows a positive effect, indicating that each improvement in product quality is followed by a significant increase in consumer satisfaction. This finding demonstrates that consumers' perceptions of Scarlett Whitening Body Lotion, including long-lasting fragrance, easily absorbed texture, and moisturizing effectiveness, are key factors influencing their satisfaction.

Theoretically, this result supports the Expectancy Disconfirmation Theory (Oliver), which states that satisfaction occurs when actual product performance meets or exceeds consumers' initial expectations. In this context, Scarlett Whitening's product quality, which was perceived as high by respondents (84%), generated a “positive disconfirmation” effect, in which the actual product experience surpassed consumer expectations. Therefore, maintaining consistent product quality is essential for strengthening consumer satisfaction and creating positive post-consumption experiences for consumers. These findings also highlight that product attributes perceived directly by consumers can become strategic factors in building stronger brand relationships with consumers

#### 4.4 Comparison with Previous Research

The findings of this study are consistent with those of [Masnun and Syabrus \(2024\)](#), who reported a correlation coefficient of 0.770 between the two variables. These consistent results strengthen the argument that in the beauty treatment industry, particularly in personal care products, strong physical and functional product attributes serve as the primary foundation for companies to capture consumer attention before building long-term loyalty.

#### 4.5 Contribution of External Variables:

The residual value from other factors not examined in this model ( $\epsilon_1$ ) was 0.557, calculated using  $\sqrt{(1-R^2)}$ . This value indicates that although product quality has a substantial influence on consumer satisfaction, other factors accounting for 55.7%, such as price, brand image, and promotion, may also contribute to shaping consumer satisfaction with Scarlett Whitening. However, these factors were not included in this study (Table 2).

Table 2. Second equation path analysis

| Variables                 | R     | R-Square | Standard Coefficient Beta | t     | Sig  |
|---------------------------|-------|----------|---------------------------|-------|------|
| My quality product (X)    | 0.792 | 0.627    | 0.549                     | 6.600 | .000 |
| Customer satisfaction (Z) |       |          | 0.312                     | 3.753 | .002 |

1. The correlation analysis shows that the correlation coefficient ( $r$ ) of 0.792 indicates a strong relationship between product quality ( $X$ ) and consumer satisfaction ( $Y$ ). This finding is consistent with that of [Savila and Tjahjaningsih \(2023\)](#), who reported a correlation within the range of 0.60-0.79.
2. The effect of product quality ( $X$ ) on consumer satisfaction ( $Y$ ) shows a standardized coefficient ( $\beta$ ) of 0.549, indicating a positive direction of influence. This implies that every improvement in product quality increases consumer satisfaction by 0.549 units. Therefore, good product quality directly contributes to enhanced consumer satisfaction.
3. Regarding the effect on repurchase intention ( $Z$ ), product quality ( $X$ ) had a positive influence, contributing to a 54% increase in repurchase intention. Consumer satisfaction ( $Y$ ) also has a positive effect, with a coefficient value of  $\beta = 0.312$ , indicating that an increase in consumer satisfaction contributes to a 31% increase in repurchase intention. These findings demonstrate that both product quality and consumer satisfaction play important roles in encouraging consumers' intention to repurchase Scarlett Whitening Products.

Table 3. Partial hypothesis testing (t-Test)

| Hypothesis   | Path Coefficient | t     | table | sig   | Decision       | Conclusions              |
|--------------|------------------|-------|-------|-------|----------------|--------------------------|
| $P_{zx} > 0$ | 0.666            | 5.682 | 1.661 | 0.000 | $H_1$ accepted | Positive and significant |
| $P_{yx} > 0$ | 0.549            | 6.600 | 1.661 | 0.000 | $H_2$ accepted | Positive and significant |
| $P_{yz} > 0$ | 0.312            | 3.753 | 1.661 | 0.002 | $H_3$ accepted | Positive and significant |

The direct effect of product quality on consumer satisfaction in Table 3 shows a t-value of 5.682, which is greater than the t-table value of 1.661 at  $\alpha = 0.05$  with degrees of freedom ( $df$ ) =  $100 - 1 - 1 = 98$ . The significance value is  $0.000 < 0.050$ , indicating that  $H_1$  is accepted and  $H_{01}$  is rejected. Therefore, product quality has a positive and significant direct effect on consumer satisfaction.

The direct effect of product quality on repurchase intention shows a t-value of 6.600, which is greater than the t-table value of 1.661, with a significance value of  $0.000 < 0.050$ . Thus,  $H_2$  is accepted and  $H_{02}$  is rejected, indicating that product quality has a positive and significant direct effect on repurchase intention.

The direct effect of consumer satisfaction on repurchase intention shows a t-value of 3.753, which exceeds the t-table value of 1.661, with a significance value of  $0.000 < 0.050$ . Therefore,  $H_3$  is accepted and  $H_{03}$  is rejected, indicating that consumer satisfaction has a positive and significant direct effect on repurchase intentions. The results of the path analysis for each variable are presented in the following Table 4.

Table 4. Summary of influence coefficient results

| Variables                 |                           | Path Coefficient |          |       |
|---------------------------|---------------------------|------------------|----------|-------|
| Exogenous                 | Endogen                   | Direct           | Indirect | Total |
| My product quality (X)    | Customer satisfaction (Z) | 0.666            | -        | -     |
| My product quality (X)    | Repurchase intention (Y)  | 0.549            | 0.207    | 0.873 |
| Customer satisfaction (Z) | Repurchase intention (Y)  | 0.312            | -        | -     |

The path analysis results indicate that product quality has a direct effect on consumer satisfaction. This is indicated by a path coefficient value of 0.666 or 66.6%. Product quality also has a direct effect on repurchase intention and an indirect effect on consumer satisfaction. The direct effect was represented by a path coefficient of 0.549 or 54.9%, while the indirect effect was 0.207 or 20.7%. Furthermore, the total effect of these variables was 0.873, or 87.3%. Consumer satisfaction also had a direct effect on repurchase intention, as indicated by a path coefficient value of 0.312 or 31.2%.

The findings of this study indicate that product quality has the strongest direct influence on repurchase intention compared to other variables. This demonstrates that consumers tend to respond positively to experiences obtained from their interactions with a product. Therefore, increasing repurchase intention can be achieved by improving the quality of Scarlett Whitening Body Lotion products, which can subsequently strengthen consumer satisfaction and encourage continued purchase behavior. The total effect of product quality on consumer repurchase intention can be determined by combining the direct effect of variable  $X$  on  $Y$  and the indirect effect through the mediating variable as follows Formula 1:

$$\begin{aligned} \text{Total Effect} &= P_{zx} + (P_{zx} \times P_{yz}) \\ &= 0.666 + 0.207 \\ &= 0.873 \end{aligned} \quad (1)$$

The equation is depicted in fashion diagram show

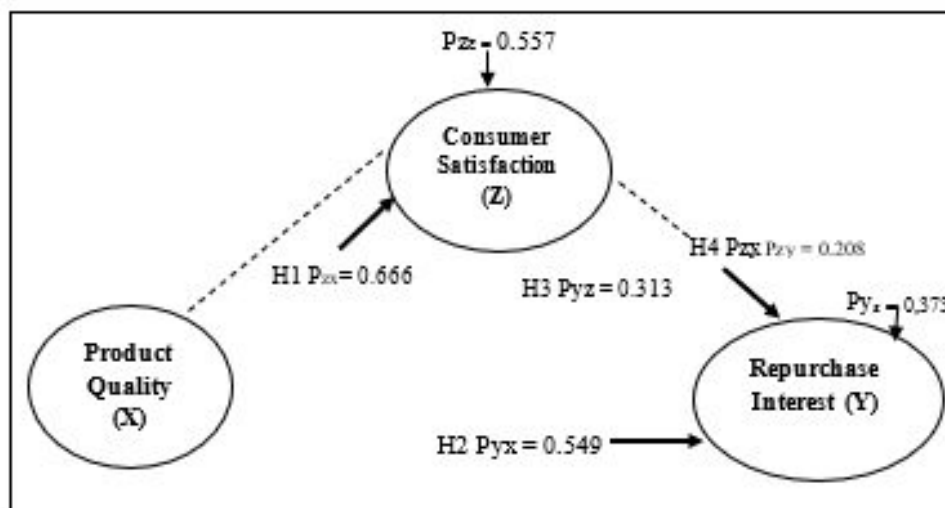


Figure 3. Model diagram of the analysis of the Jalu image results of statistical data processing

The research model developed in this study, seen in Figure 3 has a predictive value based on the hypothesis-testing results, achieving a value exceeding 50% (Bilal, 2024). The total path coefficient indicates that the influence of product quality on repurchase intention is primarily due to the direct effect of product quality and its indirect effect through consumer satisfaction. The Sobel test was applied to examine the role of the intervening/mediating variable, namely consumer satisfaction ( $Z$ ). This test was conducted to determine the significance of the indirect effect of the exogenous variable ( $X$ ) on the endogenous variable ( $Y$ ) through intervening variable ( $Z$ ).

Table 5. Sobel test output results

| a     | b     | SEa   | SEb   |
|-------|-------|-------|-------|
| 0.426 | 0.218 | 0.048 | 0.058 |

The results of the Sobel test in Table 5 show that the obtained statistical value is  $Z_{hitung} = 3.46$ . Because the  $Z$ -value is greater than the  $Z$ -table value ( $3.46 > 1.96$ ), the result indicates that consumer

satisfaction significantly mediates the effect of product quality on repurchase intention. Based on the results of the hypothesis testing and Sobel test, all four (4) alternative hypotheses proposed in this study were supported. This finding demonstrates that repurchase intention is influenced by consumer satisfaction, which can be strengthened through improved product quality.

#### **4.6 Discussion**

The instruction item with the highest mean value for the product quality variable was the feature indicator, represented by the statement that Scarlett Whitening Body Lotion has complete features. Features represent product characteristics that complement the basic functions. Features also serve as a competitive differentiation strategy that distinguishes a product from its competitors. In this context, complete product features are an important factor influencing consumer satisfaction. By focusing on product attributes, companies can enhance product attractiveness and build a positive brand image.

The highest mean value for the repurchase intention variable was found in the referential intention indicator, represented by consumers' willingness to recommend Scarlett Whitening Body Lotion to others. According to [Prasetyo, MM, and Wibowo \(2023\)](#), referential intention is a psychological aspect that reflects consumer satisfaction with a product. When consumers are highly satisfied with a product, they tend to share their positive experiences with other consumers. Therefore, referential intention is an important indicator for predicting repurchase intention. Understanding the importance of referential intention enables companies to develop more effective strategies to increase sales and build customer loyalty in the future.

For the consumer satisfaction variable, the highest mean value was found in the perceived service quality indicator, represented by the statement that the Scarlett Whitening Body Lotion purchasing process was easy and fast. According to [Pramestika \(2025\)](#), perceived service quality refers to consumers' evaluation of whether the services provided meet their expectations or not. This perception represents consumers' objective assessment of the level of service they receive compared with their expectations. It involves various factors, including interactions with employees and the facilities provided by the company.

The highest mean value for the product quality variable was also reflected in the safety indicator, represented by the statement that Scarlett Whitening Body Lotion does not cause skin irritation. According to [Widuroyekti, Sambada, and Prastiti \(2016\)](#), safety refers to a condition in which a product does not create risks, harm, or danger to users, the environment, or other related aspects during reasonable usage. Good product instructions, designed carefully, considering consumer understanding and providing clear information, can increase consumer trust. Therefore, accurate and reliable information plays an important role in ensuring appropriate product use.

The highest mean value for the repurchase intention variable was also found in the referential intention indicator, represented by consumers' willingness to recommend Scarlett Whitening Body Lotion to consumers who were searching for a quality body lotion. According to [Sari \(2020\)](#), referential intention refers to consumers' tendency to seek and share relevant information based on their personal interests and experiences. This internal motivation encourages consumers to continue learning and developing knowledge about the products. Although referential intention is an important indicator of product success, factors such as customer satisfaction, brand perception, and consumer experience can significantly influence consumer behavior. By understanding these factors, companies can develop more effective strategies to increase referrals and strengthen consumer loyalty.

The highest mean value for consumer satisfaction was found in the perceived product quality indicator, represented by the statement that Scarlett Whitening Body Lotion has been used and provides satisfactory results. According to [Masnun, Makhdalena, and Syabrus \(2024\)](#), perceived product quality represents consumers' objective evaluation of how well a product meets or exceeds expectations. This perception is formed through consumers' experiences and interactions with products. A high evaluation of the statement regarding the use and application of Scarlett Whitening Body Lotion indicates opportunities for further improvement. By strengthening consumer perceptions

of product quality, packaging, and marketing communication, companies can increase customer satisfaction and improve their sales performance.

Product quality has a direct, positive, and significant effect on consumer satisfaction with Scarlett Whitening Body Lotion. Product quality is a key factor in attracting consumer attention. When a product, in this case Scarlett Whitening Body Lotion, meets or exceeds consumer expectations regarding quality, consumers are more likely to feel satisfied and develop loyalty toward the product. This finding indicates a strong relationship between product quality and consumer satisfaction, implying that improvements in product quality directly contribute to increased consumer satisfaction.

Satisfied consumers tend to become loyal customers. They are more likely to repurchase the same product and recommend it to other consumers. The results of this analysis provide clear evidence of the importance of product quality in building consumer satisfaction. By focusing on consistent quality improvement, Scarlett Whitening Body Lotion has successfully attracted consumers and created a positive experience. This finding is also consistent with the previous research by [Ikhsan \(2022\)](#), which found that product quality has a direct and positive effect on consumer satisfaction.

Product quality has a direct effect on repurchase intention, indicating that product quality is a key factor encouraging consumers to repurchase the Scarlett Whitening Body Lotion. When a product, in this case Scarlett Whitening Body Lotion, meets or even exceeds consumer expectations regarding quality, consumers tend to repurchase the same product in the future. This finding indicates a strong relationship between product quality and repurchase intention, meaning that improvements in product quality directly increase consumers' willingness to repurchase the product ([Miranda, Latief, & Zaeni, 2023](#)).

Furthermore, Scarlett Whitening Body Lotion has successfully fulfilled consumer expectations by providing moisturizing benefits and addressing consumers' skin care needs. The results of this analysis provide clear evidence of the importance of product quality in building consumer loyalty. By consistently focusing on quality improvement, Scarlett Whitening Body Lotion has attracted consumers, created positive experiences, and encouraged repeat purchases. This finding is supported by [Alya \(2023\)](#), who found that product quality has a positive and significant effect on repurchase intention.

Consumer satisfaction has a direct, positive, and significant effect on the repurchase intention of Scarlett Whitening Body Lotion. This indicates that the higher the consumer satisfaction with the product, the stronger their intention to repurchase it. Specifically, satisfaction with the Scarlett Whitening Body Lotion contributed to consumers' positive perceptions of the Scarlett brand. This effect is not only direct but also has behavioral consequences, as satisfied consumers are more likely to maintain their relationships with the brand and continue purchasing the product. In other words, satisfaction with Scarlett Whitening Body Lotion is one of the main factors shaping consumers' repurchase intention toward the brand.

The results of this analysis provide clear evidence that consumer satisfaction with Scarlett Whitening Body Lotion plays an important role in forming positive perceptions of the brand and strengthening consumer loyalty to the brand. By understanding this relationship, Scarlett Whitening can develop strategic actions to maintain and increase its market share in the future. This finding is consistent with previous research by [Wulansari, Ismuni, and Haryadi \(2025\)](#), who demonstrated that consumer satisfaction has a positive and significant effect on repurchase intention.

## 5. Conclusions

### 5.1 Conclusion

Based on the results of the research and data analysis regarding the influence of Product Quality on Repurchase Intention through Consumer Satisfaction on Scarlett Whitening Body Lotion products, several important conclusions can be drawn. First, product quality was proven to have a strong correlation ( $R = 0.792$ ) and a significant positive effect on consumer satisfaction, where each increase

in product quality increased satisfaction by 0.549. Second, consumer satisfaction has a positive effect on repurchase intention by 31%, indicating that consumers' feelings of happiness or disappointment after comparing expectations with actual results are the main determinants of their loyalty. Third, regarding the role of intervening variables, product quality does not automatically encourage repurchase intention directly, but must first pass through consumer satisfaction. In this case, product quality acts as an initial trigger that creates satisfaction, which then has a significant impact on consumers' decisions to make repurchases in the future.

### **5.2 Research Limitations**

This study has a limited scope because it only focuses on product quality, consumer satisfaction, and repurchase intention for one local cosmetic brand. Furthermore, there are limitations in the product's physical characteristics and packaging, which still receive negative consumer reviews, and market segmentation, which is currently dominated by women and teenagers. The limitations of the data, which were initially ordinal, also necessitated a data transformation process to meet the assumptions of linear analysis.

### **5.3 Suggestions and Directions for Future Research**

For those conducting further research, it is recommended to add other variables that may influence repurchase intention, such as price, promotion, competition, marketing strategy, perceived value and trust. By considering these variables, future researchers can gain a clearer understanding of the factors influencing the repurchase intention of Scarlett body lotion. This multivariate approach will allow researchers to identify interactions between various variables in more depth and build a more accurate model to obtain optimal results.

This study also contributes to the development of local cosmetics literature by providing empirical evidence that product quality remains a key foundation in the competitive Indonesian cosmetics industry, despite the implementation of massive marketing strategies. For PT Felicio Beauty Indonesia, these results imply the importance of optimizing quality control by tightening production and distribution standards to minimize negative reviews related to texture and packaging damage. Companies also need to personalize their products by expanding their range to reach a wider market segment, such as unisex or men's products, to compete with global brands. For local cosmetic MSMEs, this study highlights the importance of product standardization through safety certification (BPOM) and formulation consistency as key factors in building market trust, as well as implementing innovation strategies that focus on value-added features while maintaining a competitive quality-to-price ratio.

Based on consumer complaints, practical suggestions for companies include improving formulations and packaging, where companies are advised to increase fragrance durability and improve the design of pump packaging to make it more practical and travel-friendly. In addition, improving complaint management is necessary through better responsiveness to negative reviews on social media as a form of after-sales service to maintain consumer satisfaction levels. Meanwhile, suggestions for further research include the addition of new variables, such as price perception, brand trust, and promotional strategies, to obtain a more accurate predictive model of repurchase intention. Future researchers are also advised to use multivariate methods with a more complex approach to identify interactions between variables in depth to obtain more optimal results for the development of the beauty industry.

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### **Author Contributions**

MFF contributed to conceptualization, study design, data collection, and manuscript drafting. ES was responsible for the data analysis, methodology validation, and manuscript revision. YY provided supervision, project administration, and final approval of the manuscript. All authors have read and

agreed to the published version of the manuscript.

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