

THE EFFECT OF PRODUCT QUALITY ON REPURCHASE INTEREST THROUGH CONSUMER SATISFACTION AS AN INTERVENING VARIABLE IN PRODUCTS BODY LOTION SCARLETT WHITENING

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Abstract

Background - The development of the world of body care has been going on for centuries, body care began to be associated with health, body hygiene. This opens up great opportunities for the beauty industry, increasing consumer purchasing power is the main factor driving the high demand for body care products. Body lotion is one of the products that are inseparable from the body care routine One of the popular local body lotion products today is Scarlett Whitening body lotion.

Purpose - This study aims to determine the effect of product quality on product repurchase interest through consumer satisfaction as an intervening variable in scarlett whitening body lotion products with a case study on students of Djuanda University Bogor. The number of samples taken was 100 people. The independent variable used in this study is the influence of product quality (X), while the bound variable used is product repurchase interest (Y) and the intervening variable in this study is consumer satisfaction (Z).

methodology - Descriptive, vertical and path analysis methods in this study are used as analysis techniques.

Findings - H1 : It is suspected that there is a direct and positive influence of product quality on consumer satisfaction. H2: It is suspected that there is a direct and positive influence of product quality on repurchase interest H3: It is suspected that there is a direct and positive influence of repurchase interest on consumer satisfaction. H4: It is suspected that there is an indirect and positive influence of product quality on repurchase interest through consumer satisfaction

Originality - 1. Relevance: This research is very relevant to the current market conditions, where the competition for beauty products is very fierce. Discussing the influence of product quality on repurchase interest is an interesting and relevant topic for industry players. 2. Contribution to Science: This research can contribute to the development of marketing science, especially in understanding the factors that influence consumers' repurchase decisions, especially in beauty products. 3. Focus on Local Products: This study focuses on local products (Scarlett Whitening), so the results of the study can provide more specific inputs for local companies in improving product quality and consumer satisfaction. 4. Use of Intervening Variables: The use of intervening variables (consumer satisfaction) makes this research more comprehensive. This makes it possible to analyze the mechanisms that link product quality to repurchase interest in more depth. Specific Population: Limiting the population to Djuanda University students in Bogor makes it possible to obtain results that are more specific and relevant to the characteristics of young consumers.

Keywords: product quality; interest in repurchasing products; Consumer satisfaction.
