

Study of Product Quality, Customer Experience and Perception of Price Accuracy in Increasing Repurchase Interest in Scarlett Products in West Kalimantan

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ABSTRACT

This research was conducted with the intention of determining the influence of product quality, customer experience and perceived price suitability on repurchase interest in Scarlett skin care products. The sampling technique in this research used a purposive sampling technique which was chosen because the researcher used his own judgment in selecting members of the population who were deemed able to provide information. The number of samples used in this research was 148 respondents. The results of the research were collected through questionnaires which were processed and analyzed using multiple regression analysis. The data quality test in this research is the validity test, reliability test using Cronbach Alpha. To test the classical assumption, use the normality test and multicollinearity test. To test the hypothesis, use multiple linear regression, t test, goodness of fit test (f test) and coefficient of determination (R² test). The results of this research show that product quality, customer experience and perceived price suitability have a positive and significant effect on repurchase interest in Scarlett skin care products.

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1. INTRODUCTION

The skin care industry is currently experiencing rapid development, especially in the last few years. This is due to increased consumer awareness of the importance of proper skin care. Indonesian consumers are now paying more attention to skin care products and are more open to new products. The skincare industry in Indonesia has seen an increase in the development of local brands. Many local brands have emerged with innovative products that adapt to skin needs and Indonesia's tropical climate. Competition is increasing and causing serious shocks because consumer demand for skin care is increasing.

Various types of products are provided to consumers, of course the Company want to product Which has they provide in accordance with desire and consumer needs. Therefore, the company will continue to strive to attract and win the hearts of consumers by producing and offering products so that Can according to consumer desires and needs.

According to (Peter & Olson, 2023), repurchase interest functions as a purchase incentive based on the performance of previous purchases made some time ago. According to Peter & Olson, (2023), repurchase interest is an activity related to purchases made more than once or twice (Sri Dwi

Ari Ambarwati, 2023). Some of the opinions above can be said that repurchase interest is the repurchase of products or services that have been purchased. Therefore, it is very necessary to understand and know what elements have a negative impact on the desire to buy a product. One of the key aspects of a marketing strategy is efforts to increase existing customers. One of method Which effective so that Can reach this is with understand the factors Which influence confidence in purchasing decisions.

The Scarlett Company was founded in 2017 by Felicya Angelista. Scarlett skin care products is a locally made product company that focuses on skin care and whitening. This company is managed and produced in Bogor, Indonesia, by PT. Eternal Banyan Motto. Scarlett has experienced rapid growth and become one of the largest local beauty brands in Indonesia with 5.6 million organic followers on social media. At the beginning of its operation, Scarlett dominated number one lotion sales in Indonesia with beauty trends that were always dynamic. Darma, 2020) stated that interest in repurchasing could be caused by product quality factors. A consumer's perceived good product quality will make the consumer not hesitate to reconsume the product. According to (Phong et al., 2020) customer experience is described as an internal and subjective customer response as the impact of direct or indirect relationships with the company. This experience can play an important role in determining the perception of price suitability. In general, customer experience produces many positive outcomes. We can see this from customers who receive interesting feedback who will make repeat purchases and recommend the product to friends and family his family. In addition to product quality and customer experience, perceptions of suitability Price is also an important factor in the consumer repurchase decision process for a product. According to Teddy, 2018) perceived price suitability is the result of a comparison between the price requested and the value obtained by consumers. Hoyer and MacInnis reveal that if consumers feel that the value they get exceeds the price they pay, so they will buy the product or service again in the future (Wijarnoko et al., 2023)

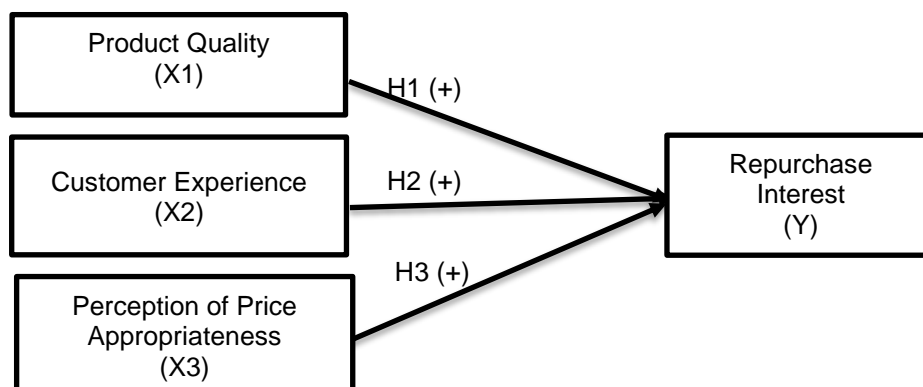
Therefore, by carrying out an in-depth analysis of the relationship between variables. Study This hopefully can give valuable knowledge for companies in developing more marketing strategies effective, increase satisfaction customer, And maintain customer loyalty . It is hoped that the results of this research will provide practical guidance for Scarlett skin care companies to improve product quality, strengthen customer experience, and adjust product prices to better suit consumer choices and expectations, thereby encouraging higher repurchase interest. Therefore, it is necessary to conduct research with a research topic entitled "The Influence of Product Quality, Customer Experience and Perception of Price Suitability on Repurchase Interest in Scarlett Skin Care Products in West Kalimantan."

Objective

From the problem formulation above, it can be seen that the research This has a purpose, namely to test whether product quality has a positive and significant effect on repurchase interest in Scarlett skin care products, whether customer experience has a positive and significant effect on repurchase interest in Scarlett skincare products and whether perceived price suitability has a positive and significant effect on repurchase interest in products Scarlett skin care.

2. RESEARCH METHODS

Conceptual Framework



This research was conducted to evaluate the influence of product quality, customer experience, and perceived price suitability on repurchase intentions for Scarlett skin care. To conduct this research, confirmatory research methods were used. Confirmatory research is a type of research that assesses whether data fits a hypothesized measurement model. One type of method used in this research is a quantitative approach and survey strategy. Quantitative analysis is a method for test theory objective with test connection between variable (Creswell, 2009)

Operational Definition and Measurement

The operational definition is the process of transforming a construct into a set of variables that can be measured (Husein Umar, 2008). In this research, the independent variables include product quality, customer experience, and perceived price suitability. However, in this research the dependent variable is repurchase interest

Sampling Method

The sample preparation method in this research was to use non-probability sampling with purposive sampling technique. Purposive sampling is a non-random data collection technique by collecting data strategically to be used as samples related to statements that have been determined according to certain criteria based on interests (Hair et al., 2018)

Validation Test Method

Validation tests are used to measure whether a questionnaire is valid or not. A questionnaire is declared reliable if the answers to a question continue to be stably balanced in order to determine the extent to which the test is reliable and trustworthy. The variable is said to be reliable, namely a Cronbach alpha value > 0.7 . This test can be obtained through SPSS testing (Ghozali, 2013).

Metode Pengujian Realibilitas

Realibilitas merupakan sejauh mana variabel dapat konsisten pada pengukuran (Hair et al., 2018).

Normality Test

The normality test aims to test the regression model of an independent variable and a dependent variable whether the distribution is normal or abnormal. If there is a variable that is not normally distributed, then the statistical test results will decrease. This test can be carried out using the One Sample Kolmogorov Smirnov test, with the condition that if the significant value is above 5% or 0.5 then the data has a normal distribution. Meanwhile, if the Kolmogorov Smirnov One Sample test results produce a value dibawah 5% atau 0,5 maka pada data tidak berdistribusi secara normal (Imam Ghozali, 2016)

Multicollinearity Test

The multicollinearity test was carried out to determine whether the regression model found contained a correlation between the independent variables. The impact of this multicollinearity is that it can cause high levels of variability in the sample. Therefore, this means that the standard error is large, so that when the coefficient is tested, the t-count will be a smaller value than the t-table. This shows that there is no direct relationship between the independent (free) variable which is influenced by the dependent (bound) variable (Imam Ghozali, 2016)

3. RESULTS AND DISCUSSION

Instrument Test Results

Validity test

Validity Test is carried out with the aim of seeing whether the questionnaire that has been distributed is valid or not. The validity test is used to determine how carefully an instrument or items measure what it wants to measure. An invalid questionnaire item means it cannot measure what it wants to measure so that the results obtained cannot be trusted, so invalid items must be discarded (Nurhidayati & Yuliantari, 2018). Therefore, the results that have been tested can be seen in table 4.1 which explains the results of the validity test which shows each variable item.

Tabel.1 Validity test results

Indicator	r _{count}	r _{table}	Information
Product quality 1	0.794		Valid
Product quality 2	0.871	0.16	Valid
Product quality 3	0.855		Valid
product quality 4	0.874		Valid
Customer experience 1	0.836		Valid
Customer experience 2	0.855		Valid
Customer experience 3	0.880	0.16	Valid
Customer experience 4	0.848		Valid
Customer experience 5	0.884		Valid
Perception of Price Appropriateness 1			Valid
Perception of Price Appropriateness 2			Valid
Perception of Price Appropriateness 3	0.712	0.16	Valid
Perception of Price Appropriateness 4	0.858		
Perception of Price Appropriateness 5	0.873		
Perception of Price Appropriateness 5	0.883		
Repurchase Interest 1	0.842		Valid
Repurchase Interest 2	0.879		Valid
Repurchase Interest 3	0.869	0.16	Valid
Repurchase Interest 4	0.880		Valid
Repurchase Interest 5	0.860		Valid

Based on the data provided, the results of the data test show that all the indicators measured (product quality, customer experience, perceived price suitability and repurchase intention) have a strong and significant correlation. The calculated r value given for each indicator shows a positive relationship between these variables. In addition, all correlation values exceed the specified r_{table} value (0.16), so the relationship between these variables is valid in the context of this research.

Reliability Test

The reliability test is used to see whether the results of the respondent's answers are truly reliable and stable. Data is declared reliable if the Cronbach'Alpha value is >0.6 (Ghozali, 2013) .

Tabel.2 Reliability test results

Variable	Cronbach's Alpha	Information
Product Quality (X1)	0.869	Reliable
Customer Experience (X2)	0.912	Reliable
Perception of Price Suitability (X3)	0.915	Reliable
Repurchase Interest (Y)	0.915	Reliable

The results of the Cronbach's Alpha reliability test show that all variables measured in this research (product quality, customer experience, perceived price suitability, and repurchase intention) have a high level of reliability. Cronbach's Alpha values were given for each variable (0.869 for product quality, 0.912 for customer experience, 0.915 for perceived price suitability, and 0.915 for repurchase intention). Thus, the instruments used in this research are reliable and consistent. This shows that the data obtained from these variables can be trusted and valid for use in further research analysis.

Sample Adequacy Test

The sample adequacy test is used to ensure whether the data collected is sufficient or not. In carrying out the sample adequacy test using KMO and Barlett's Test which aims to determine the suitability of a variable and is used to test the accuracy of factor analysis, whether between pairs of statement items in the questionnaire can be explained by other variables. To be able to determine the suitability of a variable, look at the KMO MSA (*Emperor-Meyer-Olkin Measure of Sampling Adequacy*) value.

Tabel.3 Sample adequacy test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,855
Bartlett's Test of Sphericity	Approx. Chi-Square	480,567
	df	6
	Sig.	,000

Based on the KMO and Bartlett's table above, it shows a value of 0.855, which means >0.5 . This states that the sample adequacy test has met the sample adequacy criteria and has shown that the data taken is sufficient for further data processing.

Research Data Quality Test Results (Classical Assumption Test)

Before testing the hypothesis using regression analysis, by looking at the quality of the research data, there are two assumptions that must be met, namely the normality test and the multicollinearity test. The following are the results of the normality test and multicollinearity test which were carried out using the IBM SPSS Version 26 program.

Normality Test Results

The data normality test is used to test one of the basic assumptions used in multiple linear regression analysis. Where multiple linear regression analysis is used to test independent (free) variables and dependent (dependent) variables which are distributed to show normal or close to normal data. Data normality testing uses Kolmogorov Smirnov. Where by using Kolmogorov Smirnov, if the significance value shows greater than 0.05 then the data explains that the data is normally distributed, and if the significance value shows a value of less than 0.05 then it can explain that the data is declared not normally distributed Ghozali (2013) .

Tabel.4 Normality test results					
One-Sample Kolmogorov-Smirnov Test					
		X1	X2	X3	Y
N		148	148	148	148
Normal Parameters ^{a, b}	Mean	4.2517	4.2757	4.2703	4.3324
	Std. Deviation	.56657	.57447	.53750	.60093
Most Extreme Differences	Absolute	,193	,208	,193	,202
	Positive	,150	,110	,152	,133
	Negative	-.193	-.208	-.193	-.202
Statistical Tests		,193	,208	,193	,202
Asymp . Sig. (2-tailed)		,000 ^c	,000 ^c	,000 ^c	,000 ^c

Based on the results of the normality test results from the table above, it shows that the significance value is less than 0.05 for 4 variables. This shows that the data in this study is not normally distributed. Even though in this study the assumption of normality was not met, this study still used the data for further analysis. This is because the number of samples used is included in the large sample category (> 100)

Multicollinearity Test Results

The multicollinearity test is used to determine whether multicollinearity occurs or not. The data is declared good if multicollinearity does not occur with a tolerance value >0.10 and a VIF value <10 .

Tabel.5 Multicollinearity test results		
Variable	Collinearity Statistics	
	Tolerance	VIF
X1	,334	2,991
X2	,284	3,521
X3	,386	2,588

Based on table 5 in on, showing that variable independent on This research data is free from multicollinearity. This can be seen in the value *tolerance* on table in on that is more from 0.10 And mark VIF not enough from 10. For variable Quality Product (*Tolerance* 0.334: VIF 2,992), variable customer experience (*Tolerance* 0.284: VIF 3.521), price suitability perception variable (*Tolerance* 0.386: VIF 2.588) from the value obtained it can be stated that No multicollinearity occurs between inner variable this research.

Model Accuracy Test

The accuracy of the model in interpreting actual values can be assessed through the coefficient of determination (R^2), the F test statistical value and the t test statistical value. This research has one dependent variable, namely Interest in Buying Money.

Tabel.6 Regression model accuracy test

Independent Variable	R^2	Adjusted R^2	F	Dependent Variable: Repurchase Interest		
				B	Q	Sig
Product quality	,739	,734	136,240	,172	2,335	.021
Customer Experience				,430	5,387	,000
Perception of price suitability				,330	4,823	,000

Determination (R^2)

The coefficient of determination (R^2) is used to adjust the ability value of the dependent variable expressed by the independent variable with a coefficient of 0 to 1. If the value (R^2) is high then the effort required to obtain a more accurate regression equation in determining the dependent variable (Ghozali, 2018)

Test (F)

The purpose of the F test is to show whether the independent variables in the research have a joint influence on the dependent variable. This test uses a *significance level* of 0.05 ($\alpha = 5\%$). If there is a significant value of $f > 0.05$ then the hypothesis is rejected (the regression coefficient is not significant) (Ghozali, 2013)

Individual Parameter Significance Test (T Test)

This test is carried out to find out whether the independent variable has a significant effect on the dependent variable (Ghozali, 2018). (In this test, a significance level of 0.05 ($\alpha = 5\%$) is used which has the following criteria :

If the sig value is < 0.5 then it is said to be significant. Look at the value first the regression coefficient, If in accordance with direction of hypothesis so said H_a accepted.

If mark > 0.05 so said No significant Which means H_a rejected so No there is influence on variable free (independent) on the dependent variable.

Hypothesis Test Results

Hypothesis Testing Results 1

Hypothesis 1 testing was carried out using multiple regression analysis which aims to test the influence of product quality on consumer repurchase interest. Detailed analysis results can be seen in the table above.

Hypothesis 1 in the research states that the product quality variable (X_1) has a positive and significant effect on repurchase interest (Y). Based on the coefficient value $\beta = 0.172$, sig 0.021. These results state that there is a positive and significant influence on repurchase intention, so it can be stated that hypothesis 1 in this research is supported.

This research is in accordance with previous research conducted by Sugiyanto & Maryanto (2021) regarding the Influence of Product Quality, Brand Image and *Word of Mouth* on Repurchase Intentions through Consumer Satisfaction among Esa Unggul Students who use iPhones, which

states that product quality has a positive and significant effect on interested in buying again. From the results of the research that has been carried out, it can be proven that the better the product quality, the more it will influence public or consumer trust in a product. Likewise with the quality of the products offered by Scarlett. With good product quality and the products offered to consumers in accordance with consumer wants and needs, this will have an effect on increasing consumer interest in repurchasing Scarlett products.

Hypothesis Testing Results 2

Hypothesis 2 in this research states that the customer experience variable has a positive and significant effect on repurchase intention. In testing hypothesis 2 using multiple regression analysis. The results of the test can be seen in table 4.6 above. Based on the coefficient value β and the significant value in table 4.6 above, it states that the customer experience variable has a positive and significant effect $\beta = 0.430$, $\text{sig} = 0.000$. These results state that there is a positive and significant influence on repurchase intention, so it can be stated that hypothesis 2 in this research is supported. This research is in accordance with previous research conducted by Sayuti et al (2015) regarding Analysis of the Influence of *Customer Experience* on Consumer Repurchase Intention at Nom Nom Eatery Cafe Bandung, stating that *Customer Experience* is in the good category and has a positive and significant influence on repurchase interest consumer. Therefore, it can be said that the customer experience variable does have a positive and significant effect on repurchase intention in the context of this research.

Hypothesis Testing Results 3

Hypothesis 3 in this study states that the variable price suitability perception has a positive and significant effect on repurchase intention. In testing hypothesis 3 using multiple regression analysis. The results of the test can be seen in table 4.6 above. Based on the coefficient value β and the significant value in table 4.6 above, it states that the price suitability perception variable has a positive and significant effect $\beta = 0.330$, $\text{sig} = 0.000$. These results state that there is a positive and significant influence on repurchase intention, so it can be stated that hypothesis 3 in this research is supported. This research is in accordance with previous research conducted by Achmad & Supriono (2017) , regarding the Influence of Perceptions of Price Suitability and Service Quality on Repurchase Intentions (Survey of Go-Ride Consumers in the City of Surabaya), stating that there is a positive and significant relationship between perceptions suitability of price with repurchase interest. Therefore, it can be said that the perceived price suitability variable does have a positive and significant effect on repurchase intention in the context of this research

Summary of Hypothesis Test Results

Based on the results of the research above, the results of the hypothesis test can be stated as follows:

Tabel.7 Hypothesis test results

Hypothesis	Statement	Results
H1	Product quality has a positive effect on repurchase interest	Supported
H2	Customer experience has a positive effect on repurchase interest	Supported
H3	Perception of price suitability has a positive effect on repurchase intention	Supported

From the results of this research, it can be seen from the processing results of SPSS version 26 that the variables product quality (X1), customer experience (X2) and perceived price suitability (X3) have a positive and significant effect on repurchase interest in Scarlett skin care products.

4. CONCLUSIONS

Based on the results of the research and discussion above, it can be said that this research uses a quantitative approach method. The aim of this research is to examine the influence of product quality, customer experience and perceived price suitability on repurchase interest in Scarlett skin care

products. In processing this research data, we used the IBM SPSS version 26 tool. The conclusions in this research are The Product Quality variable (X1) has a positive and significant effect on repurchase interest in Scarlett products. Therefore, the better the product quality provided by Scarlett skin care products, the more consumers will make repeat purchases. The Customer Experience variable (X2) has a positive and significant effect on repurchase interest in Scarlett products. Therefore, customer safety has an important role in the decision to repurchase Scarlett skin care products. The variable Perception of Price Suitability (X3) has a positive and significant effect on purchase intention for Scarlett skin care products. Therefore, the perception of price suitability shows the importance of price in influencing consumers' decisions to make repeat purchases. From the results of the research conducted, there are several suggestions that will be conveyed, including the following: For students conducting the same research, it is necessary to add other variables that are not in this research, such as: brand image, promotion and service quality. Scarlett companies are expected to continue to pay attention to product quality, customer experience and perceptions of price suitability for consumers. This can provide attraction and interest in repurchasing.

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