

**THE INFLUENCE OF PRODUCT QUALITY AND PRICE ON
COSMETIC REPURCHASE DECISIONS ON SHOPEE WITH
CONSUMER SATISFACTION AS AN INTERVENING VARIABLE**

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Abstract

This research starts from the problem of whether product quality and price have a simultaneous and partial effect on the decision to repurchase cosmetics at Shopee with consumer satisfaction as an intervening variable. The aim of this research is to find out and analyze how much influence product quality and price have on the decision to repurchase cosmetics. Then to see and analyze whether consumer satisfaction can mediate product quality and price on consumer satisfaction. The data collection technique is in the form of distributing questionnaires with a Likert scale. The data analysis technique uses quantitative analysis with PLS Algorithm and Bootstrapping analysis using the SmartPLS3 application. The research results show that: 1) Product quality influences repurchase decisions. 2) Product quality influences consumer satisfaction. 3) Price influences repurchase decisions. 4) Price influences consumer satisfaction. 5) Consumer satisfaction influences purchasing decisions. 6) Product quality through consumer satisfaction has a positive effect on repurchase decisions. 7) Price through consumer satisfaction has a positive effect on repurchase decisions.

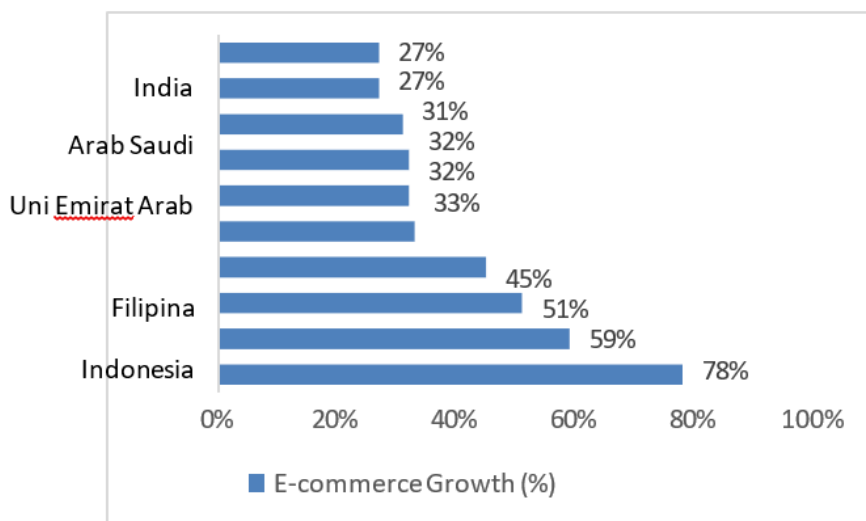
Keywords: Product Quality, Price, Cosmetic Repurchase Decisions, Consumer Satisfaction

1. INTRODUCTION

The development of the digital economy has brought many changes in the field of trade. Buying and selling activities that are usually done face to face can now be done *online*. This activity is known as *e-commerce* which is an abbreviation of *electronic commerce*. *E-commerce* is a shopping application that makes it easy for buyers to buy goods based on their needs. At this time, technological developments are increasing rapidly. One of the technological developments that is widely used by society is the internet. (Tondang, G. A., & Silalahi, 2022)

With the internet, it makes a person's activities very easy, one of which is shopping. A person can buy what they need without having to leave the house, they can buy through an Online Store or Online Shop.

Table 1. 1E-commerce Growing Countries in the World



The emergence of various e- commerce makes companies in field Which The same compete with each other to create innovative strategies to serve consumer shopping desires. Egyptians used a mixture of seaweed to color their lips a purple red. This shows how important cosmetics were to Egyptian women. In addition to the lips, cosmetics were used For coloring part other face use seed tin, bronze, and copper. Oxidized copper, tin, ash, clay, and burnt almonds were the basic raw materials for Egyptian eyeliner. Skin treated with various type oil For moisturize And protect it fromthe light sun. Sumber (Databoks, 2019). Over time, beauty products have developed into various types that are tailored to needs, and some come from within the country and abroad. Use of products beauty and public awareness of it also increased. Even during the COVID-19 pandemic, the trend of beauty products in Indonesia continued to increase. This is due to changes in people's lifestyles and new trends that have emerged. (m.pd rika saprianti, s.a.b 1, 2021)

Cosmetic products cannot be distributed or traded carelessly without pass process licensing Which Already determined. Matter This because cosmetic products generally contain chemicals that must be checked for their content so that the results produced can be beneficial or safe for users. Therefore, cosmetic products can only be distributed after obtaining a distribution permit and have met condition. Most person, especially students, No knowing the effects of using cosmetics with hazardous ingredients. The harmful effects of using illegal cosmetics if used by people with sensitive skin will cause redness and peeling of the skin. Active ingredients which contain dangerous substances that are harmful to health, the active ingredients commonly found in illegal cosmetics are hydroquinone-mercury and steroid katikos. (Fisip Persepsi and others, 2023)

Behavior consumer is process Which dynamic Which includes the behavior of individual consumers, groups, and members of society which are continuously changing (Tatik Suryani, 2013). Etymologically (linguistically), maqashid *al-syari'ah* consists of

two words, namely maqasid and syari'ah. Maqashid is the plural form of maqsud. that is "intention and purpose Sharia in a way literal means "road. going to water Which means road Which must taken man For towards the path of Allah SWT" Terminologically (Paryadi, 2021).

Product quality is the ability to perform its function, including reliability, durability, accuracy, ease of operation, and product repair, as well as other valuable attributes. Companies need to continuously improve the quality of their products or services because of the increase Product quality can make consumers feel satisfied with the product or service which they purchase, and will influence consumers to make repeat purchases (Yaya Fauziah and others, 2023)

Price is a unit of money or other measure (including other goods and services) that can be exchanged for the right to own or use a good or service. Price can be a number of units of money (monetary units) or funds (non-monetary units) that contain certain utilities or benefits needed to obtain a product (Marissa Grace Haque (Suyono Wadud Ubaidillah, 2020)

2. RESEARCH METHODS

This study uses a quantitative approach, where data is analyzed statistically with the aim of explaining or testing the formulated hypothesis. Exogenous variables are product quality, price, while endogenous variables are repurchase decisions and intervening variables are consumer satisfaction. The population that will be selected and used as the object of this study is the people of Palembang who buy cosmetics at Shopee. Determination of samples With the Hair et.al formula, the sample size must be at least 5 to 10 times the formula as follows: $\text{Sample} = 7 \times \text{Number of Indicators} = 7 \times 16 = 112$ The indicator variables in this study are calculated based on the sampling technique, namely representative purposive sampling.

The data used in this study are primary, collected through the distribution of online questionnaires via the Google Form platform, The Likert scale is used to measure indicators on exogenous and endogenous variables, intervening with a value range of 1-5. The data analysis technique was carried out using the SmartPLS version 3.0 method testing the validity and reliability of the questionnaire. It is a part of the population whose characteristics are to be investigated, and is considered to be able to represent the entire population.

Technique Sampling in this study was *purposive sampling*. *Accidental sampling* is a sampling technique that is based on coincidence, namely the people of Palembang as consumers. purchase cosmetics on Shopee who happen to meet researchers can be samples if the community is found accidentally matched as a data source. With the Hair et.al formula, the sample size must be at least 5 to 10 times the indicator variable, The formula is as follows: $\text{Sample} = 7 \times \text{Amount Indicator} = 7 \times 16 = 112$ From calculation in on, amount sample Respondent is 112.

3. RESULTS AND DISCUSSION

3.1 Outer Model Analysis

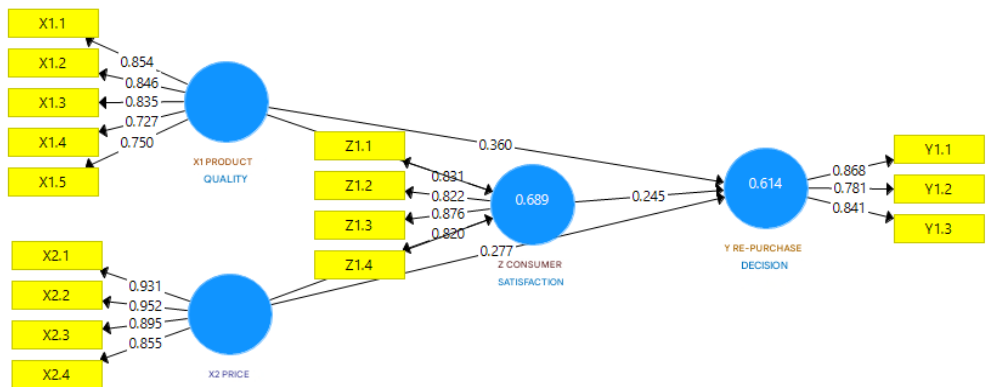


Figure 1.

There are three criteria in the use of data analysis techniques in outer model testing, namely: *convergent validity*, *discriminant validity* and *composite reliability*.

A. Convergent Validity

Convergent validity testing if the loading factor weight has a value of >0.60 then it can be concluded that the indicators of the latent variables already have good convergent validity. In This research will be used loading factor limit of 0.60

Table 1. Outer Loadings

Variables	Indicator	Loading Factor
X1 Product Quality	X1.1) I buy cosmetics on shopee in accordance with quality product Which I happy	0.854
	X1.2) I buy cosmetics in shopee because it is durable, safe and comfortable to wear.	0.846
	X1.3) I buy cosmetics on shopee Because make it easier I buy And according to my needs	0.835
	X1.4) I buy cosmetics in shopee because it is easy to get the product that I wantneed	0.727
	X1.5) Design product cosmetics in shopee lots of choices according to my preferences	0.750
X2 Price X2	X2.1) The discount offered by Shopee on a product makes me want to buy it.do purchase in amount Which more igreater quantity	0.931
	X2.2) I do purchase on shopee products Which own price relatively tall when there is a price cut because of quality and price cosmetics in shopee is very in accordance	0.952

Y Repurchase Decision Z Customer Satisfaction Z1	X2.3) Price Power competition purchase cosmetics on shopee there are more choices	0.895
	X2.4) I don't care about the price of cosmetics on Shopee because it is in accordance with price and benefits for me	0.750
	Y1.1) I shop at Shopee by prioritizing needs over wants because this is recommended in Islam.	0.868
	Y1.2) The product quality results are in accordance with my expectations so I will buy cosmetics again on Shopee	0.781
	Y1.2) I am committed or loyal to buy cosmetics on shopee and will not change the place on other marketplaces	0.841
	Z1.1) Cosmetics purchased on Shopee, the product quality can meet my expectations to look more beautiful.	0.831
	Z1.2) Free shipping offer on shopee makes me interested in knowing more about cosmetic products	0.822
	Z1.3) My current lifestyle makes me always buy trendy cosmetics on Shopee.	0.876
	Z1.4) I buy cosmetic products on Shopee because of the various payment methods.	0.820

B. Discriminant Validity

The loading value of each indicator on the relevant variable is greater than the loading value of other latent variables, so it is said to meet discriminant validity. Criteria *Fornell-larker* is that the value $AVE > \text{correlation atar variables}$. Results Testing Discriminant Validity on study This US following:

Table 3 Fornell-Larcker Criterion Value

	Product Quality	Price	Repurchase Decision	Consumer Satisfaction
Product Quality	0.804			
Price	0.592	0.909		
Pembe 's decision	0.698	0.678	0.831	
lian Repeat				
Consumer Satisfaction	0.710	0.767	0.713	0.838

Outer values Loadings or correlations between constructs have good convergent validity because the loading factor value is > 60 , so the constructs for all variables an be used to test hypotheses.

C. Construct Reliability and Validity

Validity and reliability can be seen from the composite reliability value and the Average variance Extracted (AVE) value of each construct. Constructs can be said to have a high reliability value if the value is> 0.70 and the AVE value is> 0.50.

Composite reliability and Average Variance Extracted (AVE)

	Cronbach' Salpha	rho_A	Composite Reliability	Average variance extracted (AVE)
Product quality	0.863	0.876	0.901	0.647
Price	0.929	0.931	0.950	0.826
Buying decision	0.777	0.790	0.870	0.690
Repeat Consumer Satisfaction	0.858	0.861	0.904	0.701

It can be concluded that all constructs meet the reliability criteria, this is indicated by the composite reliability value> 0.70 and the AVE value> 0.50, meaning that the statement of each construct shows consistent results or meets reliability

3.2 Inner Model Measurement

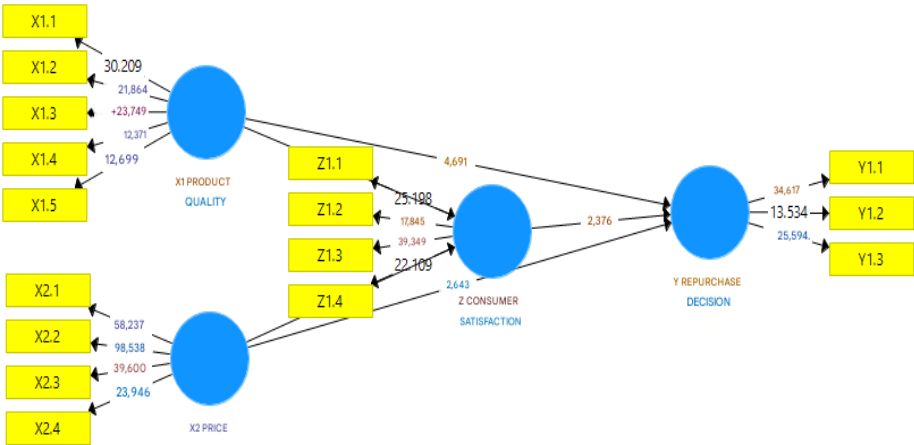


Figure 2.

A. R-Square Testing (R²)

The R-Square (R2) value of 0.67 indicates a strong model, 0.33 indicates a moderate model and 0.19 indicates that the model is weak. The R-Square evaluation seen in the endogenous variables in this study is as follows:

Table 4. Coefficient Determination

	R Square	R Square Adjusted
Decision Repurchase	0.614	0.603
Customer Satisfaction	0.689	0.683

Based on the table, it shows that the R-Square value on the endogenous variable, namely the intensity of using e-wallets, is $0.614 > 0.67$ and the user attitude variable is $0.689 > 0.67$, it can be concluded that RSquare has a strong mode.

B. Hypothesis Testing

1. Direct Hypothesis Testing

The first stage is testing the direct effect between exogenous variables and endogenous variables, the estimation output results for structural model testing can be seen in the following table:

Table 5. Bootstrapping

Original sample (O)	Sample mean (M)	Std. Deviation (STDEV)	T Statistics (O/STD EV)	P Values
0.360	0.376	0.083	4,346	0.000
0.394	0.400	0.077	5,130	0.000
0.277	0.266	0.111	2,503	0.013
0.533	0.528	0.083	6,411	0.000
0.245	0.241	0.102	2,403	0.017

The test results with bootstrapping in this study from PLS analysis are as follows:

- 1) H1: Product quality influences repeat purchase decisions
Based on exercise data use smartPLS 3 can known that results from influence Quality Products against the Decision purchase Repeat with a T-statistic value of $4,346 > 1.96$ And P-Value as big as $0,000 < 0.05$. With thus, Hypothesis 1 accepted.
- 2) H2 : Quality Products influential Towards Consumer Satisfaction
Based on data processing using smartPLS 3, it can be seen that the results of the influence of Product Quality on Consumer Satisfaction have a T-statistic value of $5.130 > 1.96$ and a P-Value of $0.000 < 0.05$. Thus, Hypothesis 2 is accepted.
- 3) H3: Price influences repeat purchase decisions
Based on data processing using smartPLS 3, it can be seen that the results of the influence of price on Repurchase Decisions with a T-statistic value of $2.503 > 1.96$ and a P-Value of $0.013 < 0.05$. Thus, Hypothesis 3 is accepted.
- 4) H4 : Price Influencing Consumer Satisfaction
Based on data processing using smartPLS 3, it can be seen that the results of the influence of price on consumer satisfaction are with a T-statistic value of $6.411 > 1.96$ and a P-Value of $0.000 < 0.05$. Thus, Hypothesis 4 is accepted
- 5) H5 : Satisfaction Consumer to Decision Purchase Repeat
Based on data processing using smartPLS 3, it can be seen that the results of the influence of Consumer Satisfaction on repeat purchase decisions with a T-statistic value of $2.403 > 1.96$ and a P-Value of $0.017 < 0.05$. Thus, Hypothesis 5 is accepted.

2. Indirect Hypothesis Testing

The results of testing the hypothesis of indirect influence through commitment as an intervening variable using the Specific Indirect Effect Smartpls 3 auxiliary program can be presented in the following table:

Table 6. Specific indirect Effect

	Origin of sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H6>Quality Product	0.097	0.097	0.043	2.241	0.025
>repurchase decision					
>customer satisfaction					
H7>Price	0.131	0.136	0.067	1,944	0.031
>Consumer Satisfaction					
>Repurchase Decision					

The test results with bootstrapping in this study from PLS analysis are as follows:

- 1) H6: Product Quality influences Repurchase Decisions through Consumer Satisfaction as an intervening variable:

Based on data processing using smartPLS 3, it can be seen that the results of the influence of Product Quality on Repurchase Decisions through Consumer Satisfaction with mark T-statistic as big as $2.241 > 1.96$ And P-Value as big as $0.025 < 0.05$. With thus, Hypothesis 6 accepted. Means in a way No direct Quality Products through consumer satisfaction has an effect positive and significant to repurchase decisions.

- 2) H7: Price influences repeat purchase decisions through consumer satisfaction as an intervening variable:

Based on data processing using smartPLS 3, it can be seen that the results of the influence price towards satisfaction consumer through Decision Purchase Repeat with T-statistic value of $1.944 > 1.96$ and P-Value of $0.031 < 0.05$.

Thus, Hypothesis 7 is accepted. This means that indirectly, Price through Decision Purchase Repeat influential positive And significant towards Consumer Satisfactic

4. CONCLUSION AND SUGGESTION

4.1 Conclusion

Based on the results of the research and discussion of testing the influence of product quality and price on the decision to repurchase cosmetics on Shopee with consumer satisfaction as an intervening variable and supported by previous theories and research in previous chapters, the following conclusions can be drawn:

- 1) Quality Products (X1) Influential Positive And Significant To Repurchase Decision (Y).
- 2) Quality Products (X1) Influential Positive And Significant To Consumer satisfaction (Z).
- 3) Price (X2) Influential Positive And Significant To Repeat purchase decision (Y).
- 4) Price (X2) Has a Positive and Significant Influence Towards Satisfaction Consumer (Z).
- 5) Consumer Satisfaction (Z) Has a Positive and Significant Influence on Repeat Purchase Decisions (Y).

- 6) Quality Products (X1) via Satisfaction Consumer (Z) positive influence and significant to Repurchase Decision (Y)
- 7) price (X2) through Satisfaction consumer (Z) influential positive And significant to repurchase decision (Y)

4.2 Suggestion

- 1) For consumers, when buying or deciding to buy a cosmetic product, they should pay more attention to the quality of the product, which can be seen from reviews from other users, high ratings, and comparing prices from several stores.
- 2) To produce more optimal results, further research is recommended to complete, requiring further research with the hope that further research can complete the shortcomings or weaknesses contained in this study is the limited research variables only use product quality, price, consumer satisfaction as intervening variables, whereas there are other factors that can also affect consumer satisfaction, repurchase decisions such as promotions, brand image, or consumer reviews. And the research platform is limited to the focus of research only on shopee, whereas consumers can have different behaviors on other platforms such as lazada, or tiktok shop
- 3) In further research, other relevant and recent variables can be added, outside the variables already in this research, for example promotions, consumer reviews.
- 4) In order to see and study the phenomenon of online shopping in detail, it is hoped that further research can conduct research on other marketplaces such as Tokopedia, Lazada, tiktok shop and so on considering that the phenomena and cases that arise when shopping online will be more varied so that further research can be a comparison by consumers. because each consumer behavior is different in each marketplace has unique characteristics in terms of appearance, product quality system, price and this affects consumer satisfaction and repurchase decisions, by comparing platforms, research will produce more comprehensive and widely relevant findings, while the phenomenon of online shopping is increasingly dynamic, online shopping trends are developing, such as live shopping features, flash sales, influencer marketing, use of product recommendation algorithms.

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