

## **Influence of Promotion and Product Quality on Online Repurchase Intention Mediated by Customer Satisfaction: A Study on Skintific Customers in Yogyakarta**

**Rafa Rafiqa Reyhan Ranindita<sup>1</sup>, Ign. Agus Suryono<sup>2\*</sup>, Krisnandini Wahyu Pratiwi<sup>1</sup>, Sudaryatie Sudaryatie<sup>1</sup>**

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### **Abstract**

*This study aims to determine the influence of promotion and product quality on online repurchase intention in Skintific product customer through customer satisfaction as a mediating variable in the Special Region of Yogyakarta. Data was collected using a quantitative approach using a survey method using a questionnaire distributed via Google Forms, with a total of 120 respondents of Skintific product customers in the Special Region of Yogyakarta. Data analysis was carried out using the SmartPLS 4.1 program. The results of the study show that: 1) Promotion has a positive and significant effect on Customer Satisfaction in Skintific Product Customers in the Special Region of Yogyakarta, 2) Product quality has a positive and significant effect on Customer Satisfaction in Skintific Product Customers in the Special Region of Yogyakarta, 3) Promotion has a positive and significant effect on Online repurchase intention in Skintific Product Customers in the Special Region of Yogyakarta, 4) Product quality has a positive and significant effect on Online repurchase intention on Skintific Product Customers in the Special Region of Yogyakarta, 5) Customer Satisfaction has a positive and significant effect on Online repurchase intention on Skintific Product Customers in the Special Region of Yogyakarta, 6) Promotion has a positive and significant effect on Online repurchase intention mediated by Customer Satisfaction on Skintific Product Customers in the Special Region of Yogyakarta, 7) Product quality has a positive and significant effect on Online repurchase intention mediated by Customer Satisfaction in Skintific Product Customers in the Special Region of Yogyakarta.*

**Keywords:** Promotion, Product Quality, Customer Satisfaction, Online Repurchase Intention.

### **Introduction**

The increasing use of technology today encourages people to keep up with the times by using various kinds of social media. One of the things that is popular in social media is personal branding. In doing personal branding, appearance is one of the important aspects. Therefore, many individuals are starting to pay attention to their appearance to increase their confidence by using various types of skincare. With the increasing need for skincare, the beauty industry is experiencing rapid development. The rapid growth of the beauty industry has made competition between skincare brands increasingly.

In connection with the increasing competition from various skincare brands, Skintific is one of the brands that is quite well known and in great demand by teenagers to adults. Skintific is a skincare brand from Canada that started marketing its products in Indonesia in August 2021 with its first product, a moisturizer that is claimed to be able to moisturize and improve the skin barrier. This makes customers make online

<sup>1</sup> UPN "Veteran" Yogyakarta

<sup>2</sup> UPN "Veteran" Yogyakarta, email: [agus.suryono@upnyk.ac.id](mailto:agus.suryono@upnyk.ac.id). \* Corresponding author



Figure 1. Fierce competition for skincare brands

Source: <https://compas.co.id/>

repurchase intentions or repeat purchases because the products used are in accordance with the company's claims.

In the process of deciding on online repurchase intention or repurchase of products, customer satisfaction is one of the important factors that affect the final decision to purchase a product. According to Nurhayati et al (2012), repurchase intention is the desire and action of customers to repurchase a product, because there is satisfaction obtained in accordance with what is expected from a product and customers actions to repurchase a product, because there is satisfaction obtained in accordance with what is expected from a product.

Maintaining trust and satisfaction and meeting customer needs is not an easy thing because each individual has a different skin type, face, and way of caring for it. When individuals use products that are not suitable, the skin of the face will give signs such as itching, acne, and breakouts. Not a few people experience this because they are lulled by promotions carried out by influencers without trying to find out in advance whether the products offered are suitable for their skin type. However, Skintific can solve the problems experienced by the community by fulfilling the desires and needs of the problems experienced. This makes the author interested in researching how

promotion and product quality can have a great influence on customers in increasing online repurchase intention mediated by customer satisfaction.

This study aims to determine the influence of promotion and product quality on online repurchase intention on Skintific product customers through customer satisfaction as a mediating variable in the Special Region of Yogyakarta. Given the importance of factors in each variable, as well as the existence of a research gap over previous research, this research is expected to provide valuable contributions and inputs to encourage customer loyalty and sales levels of Skintific products. With a better understanding of customer strategies and behaviors, Skintific will be better prepared to compete in the skincare market industry.

## **Literature Review**

### ***Online Repurchase Intention***

According to Parastanti et al (2014), online repurchase intention is an attitude of customer who have trusted and satisfied a company that causes the customer to want to buy again online. According to Kotler and Keller (2014), online repurchase intention is a repurchase process, where customers will buy back from a certain company. According to Megantara (2016), online repurchase intention is a customer's intention to buy a product that has been purchased in the past.

### ***Promotion***

According to Sudaryanto et al (2019), promotion is the main activity that must be carried out by companies that want to introduce products and attract customer purchasing power. According to Rangkuti (2015), promotion is the activity of communicating the advantages of a product and persuading customers to buy the product. According to Suryati (2019), promotion is a reliable tool to ensure that the target audience follows your offer, they believe they will feel the promised benefits and will be inspired to act.

### ***Product Quality***

According to Kotler and Keller (2013), product quality is the ability of a product to carry out its functions, including durability, reliability, ease of operation and repair, as well as value attributes. According to Lupiyoadi (2015), product quality is the extent to which the product meets its specifications. The value provided by customers is measured based on reliability, durability, and performance on the physical form and image of the product. Gunawan (2022), stated that product quality is the ability of a product to meet customer wishes.

### ***Customer Satisfaction***

According to Kotler et al., (2021), customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product they think about against the expected performance. According to Siregar (2019), said that customer satisfaction is a customer's happy or happy attitude shown after comparing the performance (results) felt or received with expectations. According to Tjiptono (2012), customer satisfaction is a feeling of happiness or

disappointment that arises after comparing the perception of the performance (results) of a product with their expectations.

## ***Hypotheses***

**H1.** Promotion has a positive and significant effect on Customer Satisfaction in Skintific Product Customers in the Special Region of Yogyakarta.

**H2.** Product quality has a positive and significant effect on Customer Satisfaction in Skintific Product Customers in the Special Region of Yogyakarta.

**H3.** Promotion has a positive and significant effect on Online repurchase intention on Skintific Product Customers in the Special Region of Yogyakarta.

**H4.** Product quality has a positive and significant effect on Online repurchase intention in Skintific Product Customers in the Special Region of Yogyakarta.

**H5.** Customer satisfaction has a positive and significant effect on Online repurchase intention in Skintific Product Customers in the Special Region of Yogyakarta.

**H6.** Promotion has a positive and significant effect on Online repurchase intention mediated by Customer Satisfaction on Skintific Product Customers in the Special Region of Yogyakarta.

**H7.** Product quality has a positive and significant effect on Online repurchase intention mediated by Customer Satisfaction in Skintific Product Customers in the Special Region of Yogyakarta.

## **Methods**

### ***Sampling and Procedures***

The population in this study is all customers in the Special Region of Yogyakarta who have the intention to repurchase Skintific products online. The sample in this study is some customers in the Special Region of Yogyakarta who have the intention to re-buy Skintific products online, namely as many as 120 respondents who were selected using the purposive sampling method. Data were collected using questionnaires.

### ***Measures***

**Promotion** is measured using 3 statements. All statements are valid, with an alpha value of 0.790 (reliable).

**Product Quality** is measured using 3 statements. All statements are valid, with an alpha value of 0.830 (reliable).

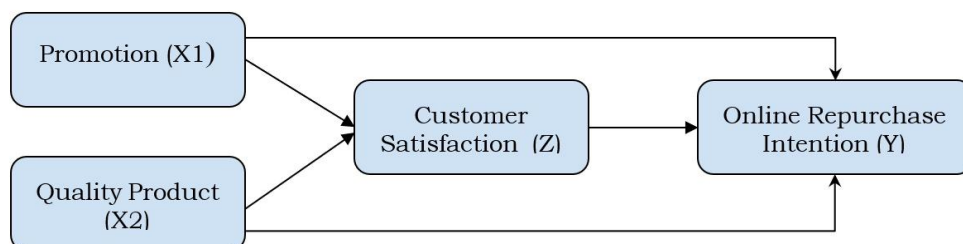


Figure 2. Research Model

**Customer Satisfaction** is measured using 3 statements. All statements are valid, with an alpha value of is 0.771 (reliable).

**Online Repurchase Intention** is measured using 3 statements. All statements are valid, with an alpha value of 0.784 (reliable).

## Data Analysis

The data analysis technique in this study uses Structural Equation Modelling Partial Least Square.

## Result and Discussion

### Result

Tabel 1. Outer Loadings

Variable	Indicators Code	Loading Factor	Conclusion
Promotion	PRO1	0.791	Valid
	PRO2	0.737	Valid
	PRO3	0.762	Valid
	PRO4	0.839	Valid
Product Quality	KPR1	0.833	Valid
	KPR2	0.874	Valid
	KPR3	0.882	Valid
Customer Satisfaction	KPE1	0.764	Valid
	KPE2	0.705	Valid
	KPE3	0.789	Valid
	KPE4	0.823	Valid
Online Repurchase Intention	ORI1	0.838	Valid
	ORI2	0.807	Valid
	ORI3	0.736	Valid
	ORI4	0.725	Valid

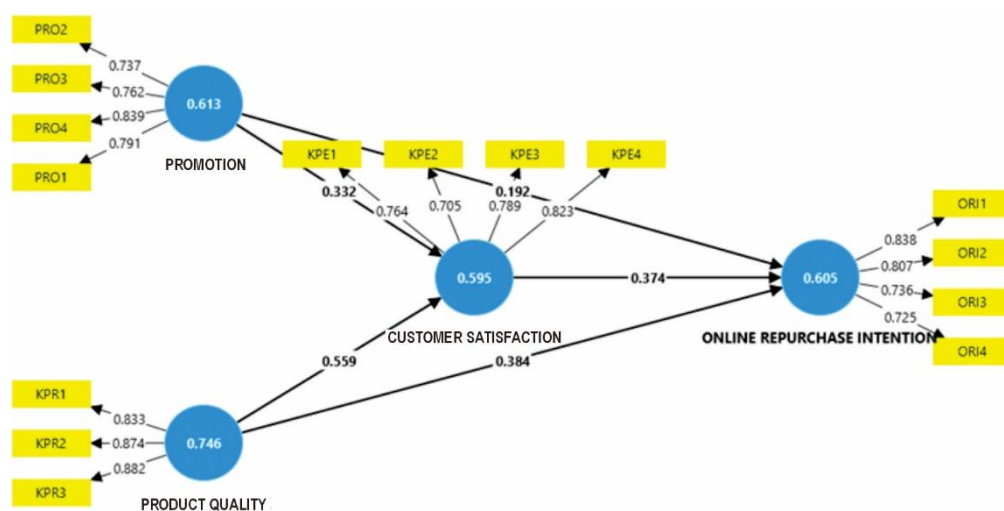


Figure 3. Output Outer Model

Tabel 1 and Figure 3 shows that the loading factor values on all indicators of the variables meet convergent validity or valid because they are above the recommended value of 0.5. Tabel 2 shows that the cross loading factor value in all indicators of the research variable is adequate because it is above the recommended value of 0.70. Tabel 3 shows that all constructs have an average variance extracted value that meets the discriminant validity stipulation, which is with a value above 0.5. Tabel 4 shows that all constructs have composite reliability and Cronbach's alpha values that meet the discriminant validity stipulation, which is with a value above 0.70.

Tabel 2. Cross Loading Factor

<b>Indicators Code</b>	<b>Customer Satisfaction</b>	<b>Product Quality</b>	<b>Online Repurchase Intention</b>	<b>Promotion</b>
KPE1	0.764	0.503	0.580	0.522
KPE2	0.705	0.492	0.572	0.384
KPE3	0.789	0.579	0.562	0.361
KPE4	0.823	0.527	0.564	0.390
KPR1	0.540	0.833	0.572	0.244
KPR2	0.541	0.874	0.620	0.334
KPR3	0.675	0.882	0.644	0.374
ORI1	0.665	0.702	0.838	0.398
ORI2	0.619	0.597	0.807	0.310
ORI3	0.527	0.493	0.736	0.494
ORI4	0.462	0.364	0.725	0.503
PRO1	0.385	0.333	0.460	0.791
PRO2	0.445	0.283	0.368	0.737
PRO3	0.334	0.184	0.347	0.762
PRO4	0.502	0.337	0.485	0.839

Tabel 3. Average Variance Extracted

<b>Contstruct</b>	<b>Average Variance Extracted</b>
Promotion	0.613
Product Quality	0.746
Customer Satisfaction	0.595
Online Repurchase Intention	0.605

Tabel 4. Composite Reliability

<b>Construct</b>	<b>Composite Reliability</b>	<b>Cronbach's Alpha</b>	<b>Criterion</b>
Promotion	0.864	0.790	>0.70
Product Quality	0.898	0.830	>0.70
Customer Satisfaction	0.854	0.771	>0.70
Online Repurchase Intention	0.859	0.784	>0.70

Tabel 5. Coefficients Determination R-Square

<b>Construct</b>	<b>R-Square</b>	<b>Explanation</b>
Customer Satisfaction	0.560	Moderate
<i>Online Repurchase Intention</i>	0.652	Moderate

Tabel 6. Predictus Relevance Q-Square

<b>Construct</b>	<b>Q<sup>2</sup> Predict</b>
Customer Satisfaction	0.530
<i>Online Repurchase Intention</i>	0.560

Tabel 7. F-Square

<b>Construct</b>	<b>F-Square</b>	<b>Explanation</b>
Promotion→Customer Satisfaction	0.216	Moderate
Product Quality→Customer Satisfaction	0.613	Tinggi
Promotion→ <i>Online Repurchase Intention</i>	0.075	Rendah
Product Quality→ <i>Online Repurchase Intention</i>	0.226	Moderate
Customer Satisfaction→ <i>Online Repurchase Intention</i>	0.177	Moderate
Promotion→Customer Satisfaction→ <i>Online Repurchase Intention</i>	0.015	Rendah
Product Quality→Customer Satisfaction→ <i>Online Repurchase Intention</i>	0.043	Rendah

Table 5 shows that an R-Square value of 0.560 for customer satisfaction construct means that product promotion and quality can explain its influence on customer satisfaction by 56% and the remaining 44% can be explained by other factors outside of this study. The R-Square value in the Online Repurchase Intention construct was also influenced by promotion, product quality, and customer satisfaction of 0.652. This means that promotion, product quality, and customer satisfaction can explain the influence on online repurchase intention by 65.2% and the remaining 34.8% can be explained by other factors outside of this study.

Tabel 6 shows that the Q-Square value is 0.530 for the customer satisfaction construct. This means that customer satisfaction has a relevant predictive value, where this construct can explain information data by 53%. The Q-Square value in the online repurchase intention construct is 0.560. This means that online repurchase intention has a relevant predictive value and can explain information data as much as 56%.

Based on table 7, Promotion on Customer Satisfaction, the value is 0.216 was obtained, which means that promotion has a moderate influence on customer satisfaction. The value of Product Quality on Customer Satisfaction is 0.613 which means that product quality has a high influence on customer satisfaction. The value of Promotion of Online Repurchase Intention is 0.075 which means that promotion has a low influence on online repurchase intention. The value of Product Quality on Online Repurchase Intention is

Tabel 8. Goodness of Fit Model

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0.091	0.091
d_ULS	0.988	0.988
d_G	0.384	0.384
Chi-square	262.774	262.774
NFI	0.718	0.718

Tabel 9. Testing the Hypothesis of Direct Influence and Indirect Influence

<b>Relation Between Variable</b>	<b>Original Sample (O)</b>	<b>T Statistics ( O/STDEV)</b>	<b>P Values</b>	<b>Explanation</b>
Promotion→Customer Satisfaction	0.332	4.478	0.000	H1 Supported
Product quality→Customer Satisfaction	0.559	7.534	0.000	H2 Supported
Promotion → <i>Online Repurchase Intention</i>	0.192	2.597	0.009	H3 Supported
Product quality → <i>Online Repurchase Intention</i>	0.384	4.289	0.000	H4 Supported
Customer Satisfaction → <i>Online Repurchase Intention</i>	0.374	3.344	0.001	H5 Supported
Promotion→Customer Satisfaction→ <i>Online Repurchase Intention</i>	0.124	2.615	0.009	H6 Supported
Product quality→Customer Satisfaction→ <i>Online Repurchase Intention</i>	0.209	2.974	0.003	H7 Supported



0.226 which means that product quality has a moderate influence on online repurchase intention. The value of Customer Satisfaction on Online Repurchase Intention is 0.177 which means that customer satisfaction has a moderate influence on online repurchase intention. The value of Promotion on Online Repurchase Intention mediated by Customer Satisfaction is 0.015 which means that promotion has a low influence on online repurchase intention mediated by customer satisfaction. The value of Product Quality on Online Repurchase Intention mediated by Customer Satisfaction is 0.043 which means that product quality has a low influence on online repurchase intention mediated by customer satisfaction. Based on Table 8, SRMR value was obtained of  $0.091 < 0.01$  which means that it is acceptable because it is still below the predetermined value.

☑ Hypothesis 1

obtained an original sample estimate of 0.332 (positive), T statistics 4.478 (greater than 1.98), and P Values 0.000 (less than 0.05). This means that promotion has a positive and significant influence on customer satisfaction, so hypothesis 1 which states that promotion has a positive and significant effect on customer satisfaction is supported.

☑ Hypothesis 2

obtained an original sample estimate of 0.559 (positive), T statistics 7.534 (greater than 1.98), and P Values 0.000 (less than 0.05). This means that product quality has a positive and significant influence on customer satisfaction, so hypothesis 1 which states that product quality has a positive and significant effect on customer satisfaction is supported.

☑ Hypothesis 3

obtained an original sample estimate of 0.192 (positively marked), T statistics 2.597 (greater than 1.98), and P Values 0.009 (less than 0.05). This means that promotion has a positive and significant influence on online repurchase intention, so hypothesis 1 which states that promotion has a positive and significant effect on online repurchase intention is supported.

☑ Hypothesis 4

obtained an original sample estimate of 0.384 (positive), T statistics 4.289 (greater than 1.98), and P Values 0.000 (less than 0.05). This means that product quality has a positive and significant influence on online repurchase intention, so hypothesis 1 which states that product quality has a positive and significant effect on online repurchase intention is supported.

☑ Hypothesis 5

Obtained obtained the original sample estimate value of 0.374 (positive), T statistics 3.344 (greater than 1.98), and P Values 0.001 (less than 0.05). This means that customer satisfaction has a positive and significant influence on online repurchase intention, so hypothesis 1 which states that customer satisfaction has a positive and significant effect on online repurchase intention is supported.

☑ Hypothesis 6

obtained the original sample estimate value of 0.124 (positively marked),  $t$  2.615 (greater than 1.98), and P Values 0.009 (less than 0.05). This means that promotion has a positive and significant influence on online repurchase intention mediated by customer satisfaction, so hypothesis 1 which states that promotion has a positive and significant effect on online repurchase intention mediated by customer satisfaction is supported.

☑ Hypothesis 7

obtained an original sample estimate of 0.209 (positive),  $t$  2.974 (greater than 1.98), and P Values 0.003 (less than 0.05). This means that product quality has a positive and significant influence on online repurchase intention mediated by customer satisfaction, so hypothesis 1 which states that product quality has a positive and significant effect on online repurchase intention mediated by customer satisfaction is supported.

## **Discussion**

### **The Effect of Promotion on Customer Satisfaction**

Based on the results of the calculations that have been described above, it can be stated that the test results show that hypothesis 1 is supported. This means that promotion has a positive and significant influence on customer satisfaction of Skintific products in the Special Region of Yogyakarta.

Facial skin problems experienced by customers, such as itching, acne, and breakouts because they are lulled by influencers who are considered overclaimed in demonstrating Skintific products caused by customers who do not find out in advance the compatibility of the product with their facial skin. However, based on this research, it can be concluded that promotions carried out directly and indirectly by Skintific can positively affect customer satisfaction. Because Skintific changed its strategy and was stricter in choosing influencers to promote more informatively in demonstrating its products that prioritized honesty, transparency, and customer engagement so that it could answer the anxiety experienced by customers regarding their facial skin problems.

### **The Influence of Product Quality on Customer Satisfaction**

Based on the results of the calculations that have been described above, it can be stated that the test results show that hypothesis 2 is supported. This means that product quality has a positive and significant influence on customer satisfaction of Skintific products in the Special Region of Yogyakarta.

Problems with counterfeit products that are sold online cause customers to experience various problems with light and heavy facial skin, such as breakouts to irritation caused by the content of harmful ingredients because they do not use the appropriate dosage in formulating them. However, the results of this study show that product quality affects customer satisfaction because Skintific issues a reseller appointment letter that can be used by resellers as proof that the products sold are indeed original products produced by PT. Sun Yuan Machine. In addition, customers can ensure that the products they buy are authentic and of high quality because they have safe ingredients because they have been formulated based on Trilogy Triangle Effect (TTE) Technology. This is done by Skintific with the aim of growing customer trust in online shopping.

### **The Effect of Promotion on Online Repurchase Intention**

Based on the results of the calculations that have been described above, it can be stated that the test results show that hypothesis 3 is supported. This means that promotions have a positive and significant influence on online repurchase intention on customers of Skintific products in the Special Region of Yogyakarta.

Although influencers can attract the attention of customers to buy Skintific products, customers tend not to make repeat purchases because of people's assumptions about influencers who tend to be excessive in demonstrating Skintific products so that customers do not have trust and feel that there is no change in his face during the use of the product. However, this study shows that promotions affect online repurchase intention because Skintific promotes directly or indirectly. Promotions that are carried out directly, namely live streaming which is used as a means of two-way communication between sellers and customers to answer questions and problems faced as well as product variants that are suitable for customer skin types. Skintific conducts direct promotional means with the aim of increasing customer trust and providing a pleasant experience. A pleasant experience will give a positive impression that will increase the customer's interest in repeat purchases.

### **The Effect of Product Quality on Online Repurchase Intention**

Based on the results of the calculations described above, it can be stated that the test results show that hypothesis 4 is supported. This means that product quality has a positive and significant influence on online repurchase intention on Skintific product customers in the Special Region of Yogyakarta.

The feeling of disappointment experienced by customers because the benefits of the purchased product are not in accordance with what is conveyed, resulting in customers having a negative impression. When the product does not provide benefits that are in accordance with the wishes and needs of customers, it will cause a decrease in repurchase interest. However, this study shows that product quality affects online repurchase intention because Skintific is active in innovating to formulate effective products that have been adapted to the skin conditions of the Indonesian people through Trilogy Triangle Effect technology and Green Synthesis Technology which aims to balance the active

ingredients in products and combine chemicals and natural ingredients in formulating environmentally friendly products. In addition, Skintific launched a new product that is adapted to the tropical climate conditions in Indonesia. This is done with the aim of providing benefits to customers who have facial problems, such as acne, dullness, and irritation. With the continuous innovation carried out by Skintific, it is hoped that it can meet the wishes and needs of customers so as to encourage repurchase interest.

### **The Effect of Customer Satisfaction on Online Repurchase Intention**

Based on the results of the calculations described above, it can be stated that the test results show that hypothesis 5 is supported. This means that customer satisfaction has a positive and significant influence on online repurchase intention on customers of Skintific products in the Special Region of Yogyakarta.

Customers who do not meet their expectations, needs, and desires because the product purchased does not have the functions and benefits as conveyed causes the level of satisfaction to decrease and has an impact on the loyalty of customers who

later prefer other products, thereby reducing interest in repurchase. However, this study shows that customer satisfaction has an effect on online repurchase intention because Skintific responds to and solves problems experienced by customers quickly and appropriately to achieve customer satisfaction. One of the efforts made by Skintific is to release solutions and innovative products to solve problems and meet customer expectations, such as 3X Acid Acne Gel Cleanser, Niacinamide Bright Boost Clay Stick, and Skin Cooling Spray Pad.

### **The Effect of Promotion on Online Repurchase Intention Mediated by Customer Satisfaction**

Based on the results of the calculations described above, it can be stated that the test results show that hypothesis 6 is supported. This means that promotion has a positive and significant influence on online repurchase intention mediated by customer satisfaction of Skintific products in the Special Region of Yogyakarta.

Customers who experience a feeling of fear of missing out on a skincare product trend due to viral promotions make purchases without paying attention to the content of the product purchased in advance and result in facial skin problems, such as itching, acne, and breakouts because the product purchased does not match the customer's skin type. However, this study shows that promotion has an effect on online repurchase intention mediated by customer satisfaction because Skintific demonstrates its products more informatively and responds to questions and problems experienced by customers. This aims to maximize service to increase customer satisfaction in order to encourage repurchase interest.

### **The Effect of Product Quality on Online Repurchase Intention mediated by Customer Satisfaction**

Based on the results of the calculations that have been described above, it can be stated that the test results show that hypothesis 6 is supported. This means that product quality has a positive and significant influence on online repurchase intention mediated by customer satisfaction of Skintific products in the Special Region of Yogyakarta.

The negative impression experienced because the products used cause various unexpected facial skin problems resulting in customer disappointment resulting in customer satisfaction which has an impact on the loss of interest in repurchase. However, the results of the study show that product quality affects online repurchase intention mediated by customer satisfaction because Skintific listens to and responds to the anxiety experienced so that Skintific continues to innovate its products to meet customer needs. In addition, Skintific displays transparency of the content in each of its products to maintain customer trust. When customers know that the products they use are safe to use and in accordance with expectations, it will provide a pleasant experience. A pleasant experience will create customer satisfaction which has an impact on increasing customer repeat purchases.

## **Conclusion**

Based on the results of research and discussion regarding the influence of promotion, product quality, customer satisfaction, and online repurchase intention of Skintific product customers through customer satisfaction as a mediating variable in Special Region of Yogyakarta conducted by researchers, it can be concluded as follows:

- ☑ Promotion has a positive and significant effect on Customer Satisfaction for Skintific Product Customers in the Special Region of Yogyakarta
- ☑ Product quality has a positive and significant effect on Customer Satisfaction for Skintific Product Customers in the Special Region of Yogyakarta
- ☑ Promotion has a positive and significant effect on Online repurchase intention for Skintific Product Customers in the Special Region of Yogyakarta
- ☑ Product quality has a positive and significant effect on Online repurchase intention on Skintific Product Customers in the Special Region of Yogyakarta
- ☑ Customer satisfaction has a positive and significant effect on Online repurchase intention on Skintific Product Customers in the Special Region of Yogyakarta
- ☑ Promotion has a positive and significant effect on Online repurchase intention mediated by Customer Satisfaction on Skintific Product Customers in the Special Region of Yogyakarta
- ☑ Product quality has a positive and significant effect on Online repurchase intention mediated by Customer Satisfaction on Skintific Product Customers in the Special Region of Yogyakarta

### ***Limitations***

Based on the results of this study, the researcher was limited to only two independent variables, namely promotion and product quality. As well as the mediation variable, namely customer satisfaction. Therefore, the author suggests that researchers in the future add other variables that may affect online repurchase intention because there are still other variables that have an influence beyond the variables used in this study. In addition, the objects used are limited to Skintific skincare customers in the Special Region of Yogyakarta. Therefore, it is hoped that researchers in the future can develop this research object so as to produce comprehensive research.

### ***Management Implications***

The results of the study show that product quality has the greatest influence on online repurchase intention, so it is important for Skintific to actively innovate in formulating solutions and effective products for customers. In addition, promotions also contribute to online repurchase intention, so Skintific needs to maximize its marketing strategy to attract customers' attention, help answer, and solve problems experienced in order to create a pleasant experience. A pleasant experience will give a positive impression so that customer satisfaction occurs. Customer satisfaction is a benchmark for customers to make online repurchase intentions. If customers are satisfied with the services and products offered by Skintific, then it will increase online repurchase intention thereby encouraging the company's online sales.

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