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The Impact of Product Quality and Brand Image on Repurchase Intention Through Customer Satisfaction

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Article Info

ABSTRACT

The importance of repurchasing intention indicates a product's success or failure in the market. This study aimed to determine and analyze the effect of product quality and brand image on repurchase intention through consumer satisfaction with Scarlett Whitening products. The data processing method in this study used the Structural Equation Modeling (SEM) modeling equation with a total of 135 respondents. This study uses a quantitative analysis approach that adopts Partial Least Square (PLS). This study uses inferential statistical data analysis. The-First finding is that product quality positively affects customer satisfaction. The brand image on customer satisfaction is declared influential or accepted. Product quality has a positive effect on repurchase intention and is accepted. The effect of brand image on repurchase intention is declared to have no effect, or the hypothesis is proven to be rejected. Customer satisfaction has a positive effect on repurchase intention. The results empirically prove if product quality affects repurchase intention, mediated by consumer satisfaction. Brand image has a positive effect on repurchase intention mediated by consumer satisfaction. This study has implications for management that a good brand image of Scarlett body lotion will generate fame or can be said to attract consumers' attention, and quality Scarlett body lotion products will also increase consumer repurchases.

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1. INTRODUCTION

The significance of repurchase interest serves as an indicator of a product's performance in the market[1]. Repurchase intention, on the other hand, reflects a buyer's inclination to revisit in the future. This intention emerges following a thorough alternative evaluation process, during which individuals make a series of choices based on brand and personal interest. In their pursuit of competitive advantage, companies strive to deliver an exceptional consumer experience when offering products or services. This endeavor fosters a proclivity for repeat consumer purchases over a defined period[2]. A positive consumer experience resulting from a quality product or service creates a favorable impression, reinforcing the likelihood of repeat purchases[3]. Repurchase interest is driven by the satisfaction experienced by consumers, which can, in turn, lead to valuable word-of-mouth recommendations for the company[4]. One crucial determinant of consumer satisfaction is the quality of the products manufactured by the company. Product quality represents a benefit that aligns with consumers' desires and perceptions[2].

It has a direct and positive impact on consumer satisfaction. In essence, higher product quality leads to greater consumer satisfaction and fosters repeat purchases in the future.

Another influential factor in shaping consumer satisfaction is the brand image. A strong brand is essential for effective product marketing and competitiveness in the market. A robust brand image engenders trust among consumers. When consumers lack experience with a particular product, they tend to rely on well-established and favorably regarded brands. Brand image is not merely an evaluation but also a vital component in enhancing consumer satisfaction with a product[5]. Brand image remains a significant factor in influencing consumer satisfaction[6]. Consequently, companies strive to cultivate a distinctive brand image to set their products apart from others.

Presently, the beauty product industry for women in Indonesia is experiencing rapid growth, particularly in skincare and body care, with an impressive average growth rate of 14%[7]. Among these products, Scarlett Whitening has gained remarkable prominence due to its exceptional quality and a brand image that is widely perceived as satisfying. Scarlett Whitening is part of a group of ten local skincare brands that have gained significant popularity, including Somethinc, Scarlett Whitening, Ms Glow, Avoskin, Whitelab, Azarine, Wardah, Erha, Emina, and Bio Beauty Lab[8].

As markets become more advanced, they tend to attract similar brands, such as Scarlett Whitening, which has swiftly ascended to become one of the preferred skincare brands since its inception. Scarlett Whitening specializes in skin lightening products and offers a comprehensive range of body care items, including body lotions, shower gels, body scrubs, and facial serums. Consequently, in this modern and competitive industry, companies face a multitude of competitors and intense rivalry. High-quality products and a positive brand image can culminate in a favorable consumer experience, thereby elevating their satisfaction levels. Elevated consumer satisfaction is a powerful catalyst for stimulating repurchase interest. When consumers perceive that a product meets their expectations and that the brand enjoys a favorable reputation, they are more inclined to make future purchases.

Potential customers expressing an interest in purchasing Scarlett Whitening body lotion primarily do so for the following reasons 43.2% of the 16 respondents are influenced by brand trust, as Scarlett Whitening body lotion is believed to possess BPOM certification and the MUI halal logo 21.6% are drawn by celebrity endorsement, particularly the fame and achievements of actor Song Joong Ki 18.9% are attracted by the brand's positive image within the community 13.5% appreciate the diverse selection, including various refreshing fragrances and only 1 respondent cited price as a factor influencing their decision. Numerous prior studies have examined the impact of product quality and brand image on repurchase intention[9][10][11].

Nevertheless, prior research has yet to investigate Consumer Satisfaction as an intervening variable affecting Repurchase Intention concerning Scarlett Whitening body lotion products in DKI Jakarta. Therefore, the primary objective of this study is to ascertain and analyze the influence of Product Quality and Brand Image on Repurchase Intention, with Consumer Satisfaction serving as the mediating factor, specifically in the context of Scarlett Whitening body lotion products. This research aims to contribute significantly to bolstering the sales and success of Scarlett Whitening body lotion products in the market while enhancing our comprehension of the factors that influence consumers' repurchase intentions towards Scarlett Whitening body lotion products.

2.   LITERATURE REVIEW
2.1 Interest in repurchasing

Repurchase intention is a behavioral response that signifies a customer's inclination to make future purchases. Customers engage in repeat purchases driven by impulse and recurring buying patterns, which can ultimately cultivate loyalty towards products they perceive as suitable for their needs.

Repurchase Intention can be succinctly defined as the inclination to make repeat purchases, reflecting positive responses to past customer actions. Within the realm of purchasing behavior, one dimension is repurchase intention. Existing theories suggest that repurchase intention can be discerned or identified through the following indicators:

a. Transactional interest, denoting a person's predisposition to purchase a product.
b. Referential interest, signifying a person's inclination to recommend a product to others.

c. Exploratory interest, characterizing the behavior of individuals who actively seek information about products they are interested in and strive to gather information that supports the product's positive attributes.

d. Preferential interest, describing the inclination of individuals who hold a primary preference for a specific product. These preferences can be altered only under certain circumstances affecting the chosen product.

2.2 Consumer Satisfaction

Consumer satisfaction is the emotional response a person experiences, whether it's contentment or disappointment, stemming from a comparison between the actual product performance and their initial brand-related expectations. In essence, consumer satisfaction represents the degree of contentment or discontentment expressed by buyers based on their evaluation of the benefits received post-consumption or usage, juxtaposed with the anticipated benefits at the time of purchase[12]. In summation, consumer satisfaction involves an individual's emotional response, influenced by the assessment of their actual experience against their preconceived expectations. Evaluating consumer satisfaction and elevating consumer expectations can lead to the cultivation of loyal customers.

Consumer Satisfaction Indicators can be assessed through the following criteria:

a. Conformance with expectations reflects the extent to which the performance of a product aligns with the customer's expectations, with the potential to meet or even exceed those expectations in terms of products, services, and facilities obtained.

b. Return intention signifies the customer's willingness to revisit or repurchase products related to their previous experience.

c. Willingness to recommend represents a customer's readiness to recommend products they have used to friends or family.

Product quality stands as a critical factor that every company must prioritize to compete effectively in the market and satisfy consumer needs and desires. Product Quality refers to the expected standard of quality achieved by managing variations to fulfill consumer requirements. Product Quality, in essence, encompasses the characteristics of products and services that enhance their capacity to meet consumer needs[2].

Product quality encompasses a product's capacity to meet consumer desires, with the following indicators:

a. Performance: This pertains to the functional aspects of an item and is the primary consideration for customers when making a purchase.

b. Features: These are additional performance aspects that enhance the basic functions of the product, influencing product choices and development.

c. Reliability: Reliability is associated with the likelihood that a product will consistently perform its function each time it's used over a specified period and under specific conditions.

d. Conformance: This refers to the product's alignment with predetermined specifications based on customer preferences. Conformance assesses how closely product design characteristics match established quality standards.

e. Durability: Durability reflects the economic lifespan of a product, measuring its longevity or service life.

f. Design: Design represents a product's distinctive features that evoke emotional responses and significantly impact purchase decisions and consumer satisfaction.

g. Serviceability: Serviceability concerns the speed, competence, ease, and accuracy with which services for repairing goods are provided.

h. Aesthetics: Aesthetics is a subjective quality related to personal considerations and individual preferences, encompassing characteristics such as beauty, elegance, and taste.

i. Perceived Quality: Perceived Quality, being subjective, relates to customers' feelings about the product's quality, including how it enhances self-esteem, self-confidence, and other personal aspects.

2.3 Brand Image

Brand Image refers to the perception of a brand that is intricately linked to the brand associations stored in memory. It represents the perception and belief that consumers hold about a brand, which mirrors the brand associations residing in their. A positive brand image plays a pivotal role in influencing consumer purchasing decisions[13].

Indicators of Brand Image include:

a. Product Excellence: This factor underscores how a brand distinguishes itself through superior product quality, encompassing design, convenience, and distinctive characteristics that make a product particularly appealing to customers. The strength of a brand's associations depends on how information is absorbed into the customer's memory and how it endures as a part of the brand image.

b. Brand Association Strength: The strength of these brand associations is contingent on the extent of information processing during encoding. When customers actively decode the significance of information related to a product or service, it results in the formation of stronger associations within their memory. The importance of these brand associations in customer memory is shaped by how a brand is perceived.

c. Brand Uniqueness: Every brand association is inevitably shared with other brands, making it essential to establish a competitive advantage that encourages customers to choose a specific brand. This is achieved by positioning the brand towards the experiential or personal benefits of the product image. By leveraging differences across products, services, personnel, and distribution channels, brands aim to set themselves apart from competitors, offering benefits to both producers and customers.

2.4 Relationship Between Variables and Hypothesis Development
a. Influence between Product Quality and Customer Satisfaction

Product Quality stands as a key factor influencing the extent of Consumer Satisfaction[9][10][11]. It exerts a notable and positive impact on consumer satisfaction. Product quality embodies the comprehensive evaluation by customers of a product or service's superior performance. Consequently, consumer satisfaction materializes when they acquire a high-quality product that aligns with their expectations.

In light of the preceding discussion, the proposed hypothesis is formulated as follows:

H1: Product Quality exerts a positive influence on Consumer Satisfaction.

b.   The Influence between Brand Image and Consumer Satisfaction

A favorable brand image has the power to instill customer satisfaction when purchasing a product, thereby elevating overall consumer satisfaction. In a landscape where the shipping industry in Indonesia is witnessing increasing competition, the importance of brand image is underscored[14]. Brand Image significantly impacts Consumer Satisfaction among users of Grab online motorcycle taxi transportation[15][16].

In light of the provided insights, the proposed hypothesis is as follows:

H2: Brand Image exerts a positive influence on Consumer Satisfaction.

c.   The Influence of Product Quality on Repurchase Intention

Repurchase interest emerges when consumers perceive that the quality of the product they receive aligns with their expectations[17]. This positive perception motivates consumers to express an intention to repurchase the product in the future. The impact of the Product Quality variable on Repurchase Intention[18][19].

In light of the provided insights, the proposed hypothesis is formulated as follows:

H3: Product Quality exerts a positive influence on Repurchase Interest.

d.   Influence between Brand Image on Repurchase Intention

A strong brand image plays a pivotal role in shaping consumers' intent to repurchase products. When consumers enjoy a satisfying experience with a brand and perceive it as offering high quality, reliability, and value, their inclination to repurchase products from that brand significantly increases. Brand image has a substantial influence on the desire to repurchase[20].

Typically, consumers tend to gravitate toward products that are well-known or possess a positive reputation[21][22].

Based on the elucidated insights, the proposed hypothesis is as follows:

H4: Brand Image exerts a positive influence on Repurchase Intention.

e. The Influence of Consumer Satisfaction on Repurchase Intention

Following a purchase, consumers may experience either satisfaction or dissatisfaction with the product, which can subsequently influence their post-purchase behavior. This link between Consumer Satisfaction and Repurchase Intention has been established as positive and significant[23]. Essentially, higher levels of consumer satisfaction correlate with an increased propensity for consumers to express repurchase interest[24][25].

In light of these insights, the proposed hypothesis is formulated as follows:

H5: Consumer Satisfaction has a positive impact on Repurchase Intentions.

f. The Influence of Product Quality on Repurchase Intention through Consumer Satisfaction

Consumers' evaluation of product quality plays a pivotal role in their purchase decisions. Product quality stands as a significant factor that can shape consumer satisfaction, consequently influencing their intention to repurchase and continue using the product. This mediating relationship between Product Quality, Consumer Satisfaction, and Repurchase Interest has been elucidated[26].

In consideration of the presented information, the proposed hypothesis is as follows:

H6: Product Quality exerts a positive effect on Repurchase Intention through the mediation of Consumer Satisfaction.

g. The Influence of Brand Image on Repurchase Intention through Consumer Satisfaction

Brand Image serves as a means for consumers to identify the needs fulfilled by a brand and distinguish it from its competitors. Consequently, Brand Image enhances the likelihood of consumers choosing the brand, ultimately shaping and impacting Consumer Satisfaction[27]

Considering the provided insights, the proposed hypothesis is as follows:

H7: Brand Image exerts a positive influence on Repurchase Interest through Consumer Satisfaction.
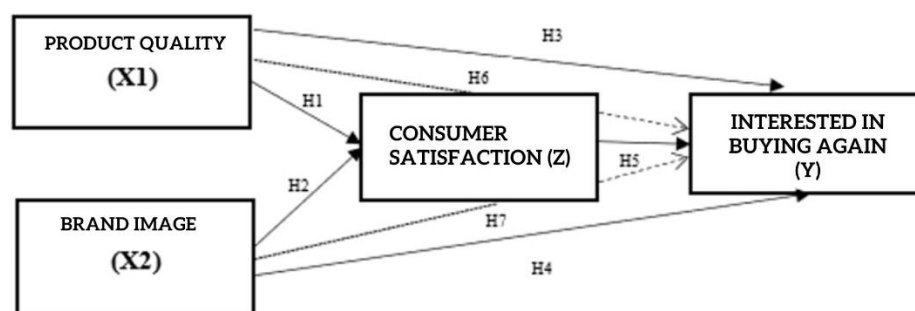
3. RESEARCH METHODS
3.1 Research Model

Figure 1. Research Model

3.2 Research Design

This study employs a descriptive approach along with quantitative methods to examine the cause-and-effect relationship between the independent variable and the dependent variable. The quantitative approach is grounded in the philosophy of positivism and is employed to investigate a specific population or sample. Data for this research were gathered using research instruments and subjected to quantitative analysis, with the primary objective of testing the predefined hypotheses. The objective of this causal investigation is to gauge the extent of influence of the independent variables (x), which include Product Quality and Brand Image, on the dependent variable (y), which is Repurchase Intention. This analysis takes into account the intervening variable, Consumer Satisfaction.

3.3 Population and Sample

A population refers to a broad group of entities or individuals possessing specific qualities and characteristics[28]. In this research, the selected population consists of users of the Scarlett Whitening brand skincare body lotion in Jakarta, which has an unspecified population size. The sampling method employed is purposive sampling, where samples are chosen based on criteria established by the researcher. In this context, the criteria set by the researcher encompass consumers who have purchased and used Scarlett Whitening body lotion products at least once. It is important to note that the number of samples should not be less than 50, as it is recommended for the sample size to exceed 100 to ensure statistical reliability. The selection of the sample size should be guided by the number of indicator statements included in the questionnaire, typically estimated by multiplying the number of indicators by a factor of 5 to 10, using the formula (n x 5 to 10). In this research, the sample size obtained consisted of 135 respondents.

3.4 Data Collection Technique

Questionnaires are a set of predetermined questions crafted by researchers to elicit structured data from respondents. In this study, data collection was conducted through an online questionnaire distributed using Google Forms. The questions presented in the questionnaire are closed-ended and tailored to the specific requirements of the research. Respondents' responses were assessed using a 5-point Likert scale, comprising the options Strongly Disagree (STS), Disagree (TS), Neutral (N), Agree (S), and Strongly Agree (SS)

3.5 Variable Measurement

The Product Quality Variable (X1) is assessed using a set of 7 statements with the following indicators: performance, features (attributes), reliability, suitability, durability, aesthetics, and perception of quality.
Next, the Brand Image Variable (X2) comprises 3 statements with the following indicators: product excellence, strength of association, and brand uniqueness. The Repurchase Intention Variable (Y) is defined by 4 statements with the following indicators: transactional interest, referential interest, and exploration interest. Lastly, the Consumer Satisfaction Variable (Z) is composed of 3 statements with the following indicators: alignment with expectations, interest in providing feedback, and willingness to recommend.

3.6 Data Analysis Technique

The data processing method employed in this research utilizes Structural Equation Modeling (SEM) to formulate and analyze equations. SEM not only identifies causal relationships (both direct and indirect) among observed variables but also helps in identifying the components involved in constructing constructs. This approach enhances the informativeness, comprehensiveness, and accuracy of cause-and-effect relationships between variables. For quantitative analysis, this study adopts the Partial Least Squares (PLS) method, known for its robustness as it is not overly reliant on assumptions. PLS offers the advantage of not requiring multivariate normal distribution in the data, accommodating smaller sample sizes, and serving the purpose of confirming theoretical constructs as well as exploring latent variable relationships. This research aligns with the formulated hypotheses and employs inferential statistical data analysis, a technique applied to sample data with results applicable to the population[28]. The analysis is conducted using SmartPLS (Partial Least Squares) software, commencing with hypothesis testing.

The measurement model (outer model) is evaluated to assess model validity and reliability. Validity tests assess the ability of research instruments to measure what they intend to measure. Reliability tests gauge the consistency of measuring instruments in capturing a concept and can also assess the consistency of respondents in answering questionnaire items. The measurement model is assessed through tests for convergent validity, discriminant validity, and composite reliability. Convergent validity is determined by examining the correlation between indicator scores and variable scores. An indicator is considered valid if it exhibits an Average Variance Extracted (AVE) value above 0.5 or if all dimensions of the outer loading variable have loadings exceeding 0.5. Discriminant validity is confirmed by examining cross-loading values of each variable, which should be > 0.7. Another approach involves comparing the square root of the AVE value for each construct with the correlation between other constructs in the model, aiming for good discriminant validity. Composite reliability, indicating good reliability, is achieved when the composite reliability is ≥ 0.7, although it is not an absolute standard.

The structural model (inner model) is evaluated by assessing the percentage of variance explained, which is determined by R2 for the dependent latent construct. Additionally, the Stone-Geisser Q Square test is employed, along with an examination of the size of the structural path coefficients. The stability of these estimates is assessed using t-test statistics, derived through a bootstrapping procedure. Model fit is measured using the R-square of the dependent latent variable, interpreted similarly to the Q-Square predictive relevance regression for structural models, evaluating how well the observed values align with the model and parameter estimates. A Q-square value > 0 indicates predictive relevance, while a Q-Square value ≤ 0 indicates less predictive relevance. The Q2 value falls within the range of 0 < Q2 < 1, with values closer to 1 indicating a better model fit. For SEM analysis with mediation effects using PLS, the following stages are employed: First, the model tests the influence of the independent variable on the dependent variable, requiring significance at t-statistics > 1.96. Second, the model tests the influence of the independent variable on the mediating variable, also needing significance at t-statistics > 1.96. Third, the model simultaneously tests the influence of both the independent and mediating variables on the dependent variable. In the final testing stage, if the influence of the independent variable on the dependent variable is not significant while the influence of the mediating variable on the dependent variable is significant at t-statistics > 1.96, it is established that the Consumer Satisfaction variable mediates the influence of Product Quality and Brand Image on Repurchase Intention. Hypothesis testing considers t-statistic values and probability values. Hypotheses are accepted when the p-value is below 0.05 or the calculated t-value exceeds 1.96[28].

4. RESEARCH RESULT

4.1 Respondent Demographic Analysis

The data collected from respondents who use Scarlett Whitening products provide insights into consumer profiles and preferences. Upon analyzing the data, it becomes evident that the majority of consumers are women (54%) compared to men (46%). The age breakdown reveals that the 20-23 age group comprises the largest segment (44%), followed by the 24-27 age group (36%), and the 16-19 age group (19%). There were no results available for the age group above 28 years. In terms of income, the group with monthly earnings between 500 thousand and 1 million has the highest representation (34%), while the income groups below 500 thousand per month (33%) and above 1 million per month (33%) have similar contributions. Regarding repeat purchases, the 3-time purchase frequency leads (27%), followed by single purchases (27%), 2-time purchases (26%), and 4-time purchases (20%).

This data offers valuable insights for Scarlett Whitening to create consumer profiles, understand preferences, and formulate marketing strategies aligned with consumer habits and preferences. Before testing the hypotheses, this research initially examines the measurement model to estimate indicators and latent variables. Construct validity assessment involves evaluating Convergent Validity, Discriminant Validity, and Average Variance Extracted (AVE) by assessing the Outer Loading value of each indicator variable. The results of the initial validity test reveal that all statements associated with each variable obtain a loading factor > 0.5 or P-value < 0.05. However, within the KP variable, two indicators exhibit values below 0.7, namely item KP 6 and KP 7. The remaining 15 indicators are considered valid.

This research employs a reflective measurement model to assess the validity and reliability of the construct (Hair et al., 2019). To ensure satisfactory construct validity, most indicators for each variable should possess a loading factor value of at least 0.70. To evaluate the overall quality of the measurement model, Composite Reliability (CR) and Average Variance Extracted (AVE) are calculated, with recommended thresholds being CR ≥ 0.70 and AVE ≥ 0.50. Cross-loading between indicators and their respective constructs is also examined to ensure validity and Discriminant Validity. The level of Discriminant Validity is considered adequate if the AVE value for each construct exceeds the correlation between other constructs or if the Discriminant Validity value is > 0.6.

The results of the calculation demonstrate that this measurement model meets these criteria, confirming the construct's acceptable reliability and validity. Below are the results of the AVE test and Discriminant Validity:

Table 1. AVE and Discriminat Validty

Variabel	Average Variance Extracted (AVE)	Discriminant Validity	Information
CM	0.729	0.854	Valid
KK	0.803	0.896	Valid
KP	0.749	0.865	Valid
MB	0.783	0.885	Valid

This research employs a reflective measurement approach to assess the validity and reliability of the constructs within the model. The construct validity is verified by examining the indicator loading factor, with a minimum value of 0.70, as recommended by Hair et al. (2019). The assessment results indicate that all indicators associated with the variables—Brand Image (CM), Consumer Satisfaction (KK), Product Quality (KP), and Repurchase Intention (MB)—meet the construct validity criteria. In evaluating the overall quality of the measurement model, we also consider Composite Reliability (CR) and Average Variance Extracted (AVE). A CR value exceeding the threshold of 0.70 signifies strong construct reliability.

The results reveal that all variables surpass this threshold, demonstrating the reliability and consistency of the measured constructs. Additionally, Average Variance Extracted (AVE) quantifies the proportion of variation explained by each indicator in relation to its corresponding construct. A recommended AVE value of at least 0.50 signifies acceptable construct validity. The findings show that AVE values for all variables meet this threshold, thus affirming the construct's validity within the model.

Furthermore, Discriminant Validity is assessed by examining the AVE value and its correlation with other constructs. Adequate Discriminant Validity is achieved when the AVE value is greater than the correlation with other constructs or when the Discriminant Validity value exceeds 0.6. The research results demonstrate that all variables possess AVE values exceeding the correlations with other constructs, indicating the fulfillment of discriminant validity. Table 2 provides the results of the construct reliability test, with the prerequisites for both Cronbach's Alpha and Composite Reliability exceeding 0.6. With the outcomes of these tests, it is evident that Cronbach's Alpha and CR values for each variable surpass 0.6, underscoring the reliability of all variables.

Table 2. Research Variable Construct Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability	Information
CM	0.816	0.890	Reliabel
KK	0.877	0.924	Reliabel
KP	0.916	0.937	Reliabel
MB	0.908	0.935	Reliabel

Additionally, to gauge the extent of the influence of the independent variable in shaping the dependent variable, the examination makes use of the R-squared (R^2) value. R^2 is employed for estimation, where values close to 1 signify a strong relationship, while values approaching 0 indicate a weak relationship (Ghozali, 2018). The predictive outcomes utilizing R^2 from this assessment are documented in the table below:

Table 3. R-Square Adjusted

Variabel	R Square Adjusted	information
KK	0.554	currently
MB	0.762	strong

The test results indicate that the Consumer Satisfaction (KK) variable has a coefficient of determination (R^2) of 0.554. Utilizing the described indicators, the R^2 value of 0.554 signifies that 55.4% of the variation in the Consumer Satisfaction (KK) variable can be accounted for by the Brand Image and Product Quality variables. Additionally, the Repurchase Interest (MB) variable demonstrates a coefficient of determination (R^2) of 0.762. In this context, it signifies that 76.2% of the variance in the Repurchase Intention (MB) variable can be explained by the Brand Image, Product Quality, and Consumer Satisfaction variables. This observation underscores a strong relationship among the variables within the model and Repurchase Intention. These findings illustrate that the tested model effectively explains variations in Consumer Satisfaction (KK) and Repurchase Intention (MB). The subsequent examination involves the Q Square test, which is utilized to evaluate how well the model and its parameter estimates generate observed values. A Q Square value greater than 0 indicates the model's predictive relevance, while a Q Square value less than 0 suggests a lack of predictive relevance. Therefore, the following Q^2 values are provided:

Table 4. Q-square

Variabel	Q Square (Q^2) redudancy	Information
CM		
KK	0.432	weak
KP		
MB	0.586	currently

The initial test results reveal that the Q Square (Q^2) redundancy value for the Consumer Satisfaction variable (KK) is 0.432, indicating a weak relationship between the Brand Image (CM) and Product Quality (KP) variables. Regarding the Repurchase Intention (MB) variable, a Q^2 value of 0.586 indicates a moderate relationship between Product Quality (KP) and Repurchase Intention. The evaluation of the model's goodness of fit, using both R Square (R^2) and Q Square (Q^2), produces unequivocal outcomes. Hence, it can be concluded that the model exhibits robust predictive capabilities and is practical for hypothesis testing. The results of the hypothesis test are presented as follows:

Table 5. Research Hypotheses Test (Path Coefficients)

Path Direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CM -> KK	0.254	0.264	0.102	2.502	0.013
CM -> MB	-0.032	-0.036	0.070	0.455	0.650
KK -> MB	0.790	0.788	0.061	13.048	0.000
KP -> KK	0.578	0.572	0.093	6.228	0.000
KP -> MB	0.139	0.145	0.069	2.018	0.044

Table 6. Research Hypothesis Test for Indirect Effect

Path Direction	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
CM -> KK -> MB	0.201	0.211	0.088	2.278	0.023
KP -> KK -> MB	0.456	0.448	0.066	6.876	0.000

Table 7. Research Model Hypothesis Test

Hypothesis	Hypothesis Statement	T Value	Information
H1	Quality Products have a positive impact on Consumer Satisfaction. (KP – KK)	6.228	The data support the hypothesis
H2	A positive Brand Image positively affects Consumer Satisfaction. (CM – KK)	2.502	The data support the hypothesis
H3	High Product Quality positively influences Repurchase Intention. (KP – MB)	2.018	The data support the hypothesis
H4	A positive Brand Image positively influences Repurchase Intention. (CM – MB)	0.455	The data do not support the hypothesis
H5	Consumer Satisfaction positively impacts Repurchase Intention. (KK – MB)	13.048	The data support the hypothesis
H6	High product quality positively influences Repurchase Intention through its mediation by Consumer Satisfaction. (KP – KK – MB)	6.876	The data support the hypothesis
H7	A positive Brand Image positively Influences Repurchase intention, with consumers serving as a mediator. (CM – KK – MB)	2.278	The data support the hypothesis

Hypothesis testing utilizes the fundamental T-Value measurement with a threshold set at 1.96. When the results exceed 1.96, it signifies a significant influence between the associated variables, and vice versa. From the testing outcomes, out of the 7 hypotheses assessed, 6 of them surpass the 1.96 threshold. This research conducted a series of tests regarding factors influencing Consumer Satisfaction and Repurchase Intention. The analytical results strongly support several hypotheses. To begin, the results demonstrate a significant positive impact of Product Quality on Consumer Satisfaction, with a calculated t value of 6.228.

This implies that as customers perceive product quality to be higher, their satisfaction levels also increase. This hypothesis is confirmed based on the analyzed data. Furthermore, the second hypothesis also garners support, asserting that Brand Image positively affects Consumer Satisfaction, with a calculated t value of 2.502. This affirms that a positive perception of Brand Image contributes to higher levels of Consumer Satisfaction. Additional findings reveal that Product Quality significantly influences Repurchase Intention, with a calculated t value of 2.018. However, in the case of the fourth hypothesis, claiming that Brand Image positively affects Repurchase Intention, the data does not provide sufficient support, as the calculated t value is only 0.455. On the other hand, the fifth hypothesis is robustly supported, indicating that Consumer Satisfaction has an extremely significant positive influence on Repurchase Intention, with a calculated t value of 13.048.

Furthermore, the sixth and seventh hypotheses also obtain support, suggesting that Product Quality and Brand Image positively impact Repurchase Intention when mediated by Consumer Satisfaction, with respective t values of 6.876 and 2.278. These collective findings underscore the significance of Product Quality, Brand Image, and Consumer Satisfaction in shaping Repurchase Intention. They also indicate the mediating role of Consumer Satisfaction in the relationship between Product Quality, Brand Image, and customer Repurchase Intention. The model is described as follows:
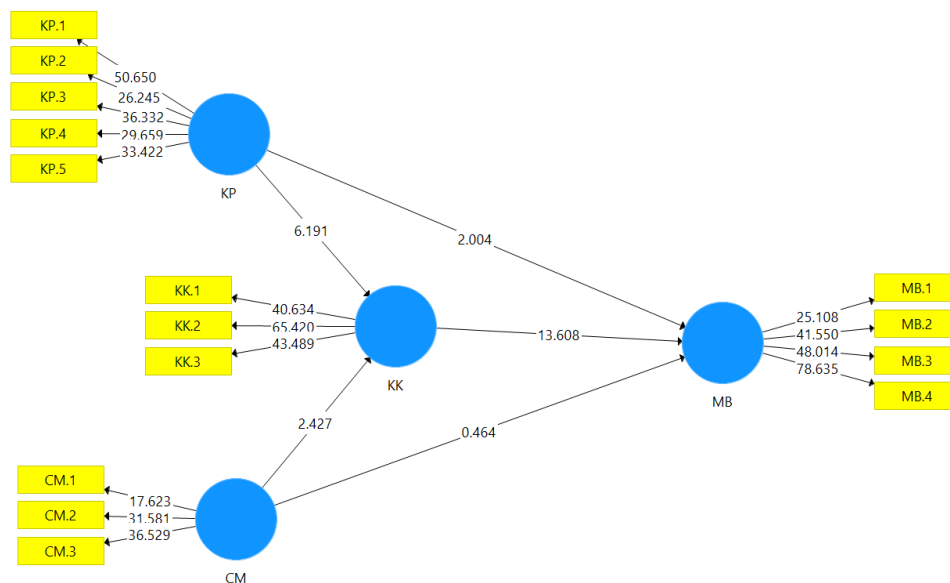
Figure 2. Model T Value Test Results

This research aims to determine the influence of Product Quality and Brand Image on Repurchase Intention through Consumer Satisfaction. Several series of tests have produced findings that answer the research hypothesis. The first significant finding, H1, underlines the positive influence of product quality on consumer satisfaction. Product quality plays an important role in shaping the level of consumer satisfaction. Through respondent responses, we gain insight into whether Scarlet Whitening products meet customer expectations. The product's brightening performance, fragrant aroma, and product durability have been proven to meet or exceed these expectations, resulting in a positive and significant impact on product quality on consumer satisfaction[10][11]. Product quality represents a holistic evaluation by customers of the performance of a product, and achieving this quality is in line with customer satisfaction. Therefore, the findings of this study are in line with previous research. Continuing to H2 which focuses on the influence of Brand Image on Consumer Satisfaction, it is emphasized that a positive or favorable Brand Image has an influence. Logically, a good Brand Image will increase customer satisfaction and, subsequently, Consumer Satisfaction[14]. Brand Image questionnaire data reveals that product excellence, strength, and overall positive image influence consumer satisfaction by meeting their high expectations. The company's efforts to present a positive image from various points of view have succeeded in satisfying high consumer expectations. Brand Image has a positive and significant influence on Consumer Satisfaction[29]. As a result, the findings of this study are consistent with previous research.

Shifting to H3, research findings show that Product Quality has a positive impact on Repurchase Intention which is considered acceptable. When considering purchasing Scarlet products, consumers actively seek information about the benefits of the product. Field evidence from questionnaires underlines that good product quality not only encourages repurchase of Scarlet Whitening products but also encourages recommendations. Repurchase intention arises when consumers feel that the quality of the product meets their expectations, thus encouraging them to consider purchasing in the future[17]. The Product Quality variable has been proven to have a positive and significant effect on Repurchase Intention[18].Thus, the results of this study are in line with previous research on this matter. The discussion continues to H4, where the alleged influence of Brand Image on Repurchase Intention is rejected or considered to have no effect. When consumers have a satisfactory experience with a brand, perceiving it as offering high quality, reliability and value, their propensity to repurchase products from that brand usually increases significantly. However, the Brand Image shown by respondents regarding the superiority of Scarlet seems to have a smaller influence on product purchasing decisions. Previous research suggests that Brand Image should influence purchase intentions, this research shows that Brand Image does not influence repurchase intentions[22]. Finally, the fifth finding highlights the positive impact of consumer satisfaction on repurchase intentions. Post-purchase, consumers may experience satisfaction or dissatisfaction with a product, and these emotions can significantly influence their subsequent purchasing behavior. consumer satisfaction has a positive and significant effect on repurchase intention. In other words, the higher the consumer satisfaction, the greater the interest in repurchasing[30].

5.   CONCLUSION

In conclusion, this research has tested and discussed the influence of Product Quality and Brand Image on Repurchase Intention as mediated by Consumer Satisfaction. Findings from various series of hypothesis tests show that Product Quality positively and significantly influences Consumer Satisfaction, confirming the theory that Product Quality plays an important role in shaping the level of Consumer Satisfaction. Brand Image has also been proven to have a positive effect on Consumer Satisfaction, indicating the importance of a good Brand Image in creating higher levels of satisfaction. In addition, it was found that product quality has a positive effect on repurchase intention, indicating that consumers tend to repurchase products that have good quality. However, brand image has not been proven to have an effect on repurchase intention, a different result from previous research. Consumer Satisfaction has also been proven to have a positive effect on Repurchase Intention, confirming that Consumer Satisfaction has an important role in forming repurchase intentions. Furthermore, this research proves that Product Quality has a positive influence on Repurchase Intention through the mediation of Consumer Satisfaction, and Brand Image also has a positive influence on Repurchase Intention through the mediation of Consumer Satisfaction. Overall, these findings illustrate the importance of Product Quality, Brand Image and Consumer Satisfaction factors in influencing Repurchase Intention, although some results are not in line with previous research.

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