



THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON REPURCHASE INTENTION MEDIATED BY CUSTOMER SATISFACTION ON SKINTIFIC SKINCARE PRODUCTS

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ABSTRACT

Skincare has become an essential part of modern lifestyles as awareness of skin health increases. The beauty industry is rapidly growing, driven by rising demand for skincare products with both aesthetic and health benefits. In Indonesia, this trend is supported by the Zap Index Beauty (2022), which highlights the strong influence of beauty trends on women, contributing significantly to the skincare industry's growth (Sari & Sitompul, 2023). However, consumers often struggle to choose suitable products due to inconsistent information. Skintific is a rapidly growing skincare brand in Indonesia, known for its BPOM-approved, halal-certified products with safe and effective active ingredients (Retnowati, 2024). In a highly competitive market, understanding the factors influencing repurchase intention is crucial. This study analyzes the effects of product quality and brand image on repurchase intention, with consumer satisfaction as a mediating variable, among Skintific users in Badung Regency. Using a quantitative approach, this study employs Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0. The sample of 200 respondents was selected through non-probability purposive sampling, referring to Hair et al. (2014), who recommend 100–300 observations for SEM. The findings reveal that product quality and brand image significantly influence consumer satisfaction. Brand image directly affects repurchase intention, while product quality does not. Consumer satisfaction positively influences repurchase intention and mediates the effects of both brand image ($\beta = 0.216$; $p = 0.002$) and product quality ($\beta = 0.162$; $p = 0.011$). These results highlight the importance of consumer satisfaction in strengthening brand image and product quality's impact on repurchase behavior. Firms should focus on improving product quality, building a strong brand image, and enhancing customer experience to foster long-term loyalty.

Keywords: brand image; customer satisfaction; product quality; repurchase intention

How to cite (in APA style)

Pratama, I. W. D. W., & Prianthara, I. B. T. (2025). The Influence of Product Quality and Brand Image on Repurchase Intention Mediated by Customer Satisfaction on Skintific Skincare Products. *Indonesian Journal of Global Health Research*, 7(4), 605-614. <https://doi.org/10.37287/ijghr.v7i4.6278>.

INTRODUCTION

Skincare has become an integral part of modern lifestyle, along with the rapid development of the beauty and cosmetics industry in recent years. Currently, skincare is not only focused on aesthetic aspects, but also on maintaining skin health and preventing long-term skin problems. Industry reports show that the demand for skincare products continues to increase, driven by public awareness of the importance of maintaining healthy skin (Wasitaningrum & Cahya, 2022). However, amidst the high consumer interest in skincare, an in-depth understanding of the relationship between skincare products and skin conditions, including their benefits and potential risks, is still limited. Factors such as diet, environmental conditions, choosing the right product, and technological innovation in product formulation also affect the effectiveness and safety of skincare products (Sari & Sitompul, 2023). Technological developments have brought about significant transformations in the skincare industry, especially in terms of the development of active ingredients such as hyaluronic acid, retinol, vitamin C, and peptides that have undergone clinical trials to increase their effectiveness. In addition, the use of nanotechnology allows the penetration of active ingredients into deeper layers of

the skin, while the clean beauty trend that prioritizes natural and organic ingredients is increasingly popular because it is considered more friendly to the skin and the environment (Retnowati, 2024). In Indonesia, the growth of the skincare market is driven by the high influence of beauty trends, as seen in the Zap Index Beauty survey (2022), where Indonesian women are highly influenced by the development of skincare products. This drives fierce competition among skincare brands, both local and international, to compete for market share.

One of the brands that stands out is Skintific, which despite being from Canada, is widely considered a local brand due to its success in penetrating the Indonesian market. Founded in 1957, Skintific combines a scientific approach in its product development and has obtained BPOM certification and a halal label, which are important considerations for Muslim consumers (Retnowati, 2024). In 2024, Skintific managed to rank first in beauty product sales in Indonesia, with total sales reaching 71 billion rupiah (Compass Market Insight, 2024). This success cannot be separated from the company's efforts in maintaining product quality and building a strong brand image. In a tight business competition, consumer loyalty is a key factor in the sustainability of a brand. Research shows that product quality and brand image play an important role in shaping consumer satisfaction, which ultimately drives repeat purchases (Tua et al., 2022; Kotler & Keller, 2016). However, there are differences in findings among researchers. Some argue that product quality does not directly affect purchasing decisions (Farhanah & Marzuqi, 2021), while others state that brand image does not have a significant impact on repeat purchases (Putra & Abiyoga, 2023). On the other hand, consumer satisfaction is considered a mediating variable that links product quality and brand image with repeat purchase intentions (Zeithaml et al., 2018).

Based on these findings, the objective of this study is to determine the extent to which product quality and brand image influence repurchase decisions, with consumer satisfaction as a mediating variable. Specifically, this research seeks to (1) examine the direct effect of product quality on repurchase intention, (2) examine the direct effect of brand image on repurchase intention, (3) assess the impact of product quality and brand image on consumer satisfaction, and (4) investigate the mediating role of consumer satisfaction in the relationship between product quality, brand image, and repurchase intention. This study takes the case of Skintific products as the object of research, considering its dominant position in the Indonesian skincare market. By understanding these dynamics, it is expected to contribute to the development of marketing strategies in the skincare industry, especially in building long-term consumer loyalty

METHOD

This study uses a quantitative approach with an explanatory research design to objectively test the relationship between variables through numerical data and statistical analysis. The location of the study was chosen in Badung Regency, Bali Province, considering that this area has a high economic level due to the rapidly growing tourism sector so that its people have adequate purchasing power for premium skincare products such as Skintific. The study population includes consumers of Skintific products in Badung Regency, with samples taken using a non-probability sampling technique in the form of purposive sampling targeting 200 respondents who have purchased and used the product for at least 3 months. Data collection was conducted through a questionnaire with a semantic differential scale of 1-10 distributed online and offline. Primary data were obtained from the results of respondent questionnaires, while secondary data came from literature studies and market reports. The validity of the research instrument was tested using Pearson Correlation with the criteria $r \geq 0.30$ and reliability with Cronbach's Alpha > 0.60 . Data analysis used Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0 because this method does not require the

assumption of normal distribution and is suitable for small samples. Evaluation of the measurement model (outer model) includes convergent validity test with loading factor > 0.70, discriminant validity with AVE > 0.50 and \sqrt{AVE} greater than the correlation between variables, and reliability with composite reliability > 0.70. Meanwhile, evaluation of the structural model (inner model) is done by looking at the coefficient of determination (R^2), predictive relevance (Q^2), and goodness of fit (GoF). Hypothesis testing uses bootstrapping with 500 resamples and t-statistic significance criteria > 1.64 at a significance level of 5%. This analysis approach was chosen because it is able to measure the effect of product quality and brand image on repeat purchases with consumer satisfaction as a mediating variable comprehensively.

RESULT

Outer Model

The measurement model (outer model) is intended to determine the relationship between latent variables and indicators that form the latent construct. Testing the measurement model is done through validity and reliability testing.

Construct Reliability Testing

Reliability testing is conducted to prove the accuracy, consistency and precision of the instrument in measuring the construct (Ghozali & Latan, 2015). The results of the construct reliability test are as in the following table.

Table 1.
Results of Construct Validity and Reliability Testing

Variables	Indicator	Loading Factor	AVE	Composite Reliability	Cronbach's Alpha
Product quality(X1)	X1.1	0.955	0.916	0.973	0.959
	X1.2	0.964			
	X1.3	0.954			
Brand image(X2)	X2.1	0.792	0.770	0.909	0.850
	X2.2	0.919			
	X2.3	0.916			
Repurchase intention(Y)	Y.1	0.962	0.924	0.973	0.959
	Y.2	0.969			
	Y.3	0.953			
Customer satisfaction(Z)	Z.1	0.912	0.842	0.964	0.953
	Z.2	0.909			
	Z.3	0.955			
	Z.4	0.906			
	Z.5	0.906			

Table 1 shows the value of the loading factor of each indicator is greater than 0.7, so it can be said that the reliability of each indicator has been met and the Average Variance Extracted (AVE) value of each construct is greater than 0.5. Thus it can be concluded that the indicators used are able to measure the construct accurately. The composite reliability (CR) and Cronbach's Alpha values of all constructs are greater than 0.7, thus the consistency and accuracy of the instrument in measuring the constructs of this study are proven.

Construct Validity Testing

Table 2.
Results of Discriminant Validity Testing of Constructs

	Brand image	Customer satisfaction	Product quality	Repurchase intention
Brand image	0.897			
Customer satisfaction	0.885	0.918		
Product quality	0.861	0.866	0.957	
Repurchase intention	0.880	0.890	0.860	0.961

Construct validity testing is done by discriminant validity testing. Discriminant validity is related to the principle that different construct measures (manifest variables) should not be

highly correlated. The method used to test discriminant validity in this study is by comparing the square root of AVE for each construct with the correlation value between constructs and models (Ghozali & Latan, 2015). Table 2 shows the discriminant validity for the constructs of brand image (X1), product quality (X2), customer satisfaction (Z) and repurchase intention (Y) has been met. This is proven by the root value of AVE in the diagonal column (bolded value) brand image (X1) = 0.897, product quality (X2) = 0.957, customer satisfaction (Z) = 0.918 and repurchase intention (Y) = 0.961 is greater than the correlation between dimensions in the same column.

Inner Model

Structural model analysis or inner model using SmartPLS 3.0 follows Sholihin and Ratmono (2021) by using a step-wise approach in its testing. The structural model testing consists of two stages, namely, the first stage of testing the structural model of customer satisfaction (Z) mediating the influence of brand image (X1), and product quality (X2) on repurchase intention (Y). The second stage of testing the structural model of the direct influence of brand image (X1) on repurchase intention (Y) and product quality (X2) on repurchase intention (Y). The results of the inner model test, as shown in the following image.

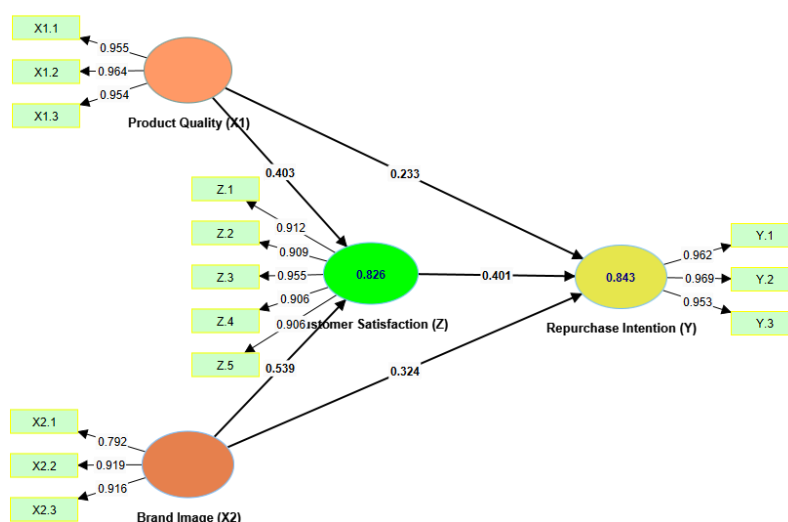


Figure 1. Smart PLS Output Structural Model Testing

Structural model analysis follows Latan & Ghozali (2017) which begins by looking at the coefficient of determination using R-square. R-square shows what percentage of the endogenous construct variance can be explained by the exogenous construct or predictor. Next, look at the Q2 predictive relevance value or often called predictive sample reuse. Q2 predictive relevance is used to see the validity of the prediction or relevance of the exogenous latent variable on the endogenous variable. Figure 1 shows the R-square value of the customer satisfaction variable of 0.288 and the repurchase intention variable of 0.561. The higher the R-square value, the greater the ability of the exogenous variable to be explained by the endogenous variable so that the better the structural equation. In addition to using R-square, the goodness of fit model is also measured using the Q-Square predictive relevance for the structural model, measuring how well the observation values are generated by the model and also its parameter estimates. A Q-square value > 0 indicates that the model has predictive relevance; conversely, if the Q-Square value = 0 indicates that the model has less predictive relevance. The Q-Square calculation is done using the formula:

$$Q2 = 1 - (1 - R12)(1 - R22) = 1 - (1 - 0.826)(1 - 0.843) = 1 - (0.174)(0.157) = 1 - 0.273 = 0.727$$

The calculation result of Q Square Predictive Relevance (Q2) shows a value of 0.727, which means that the model shows good observation, where 72.7% of the relationship between variables can be explained by the model, while the rest (27.3%) are error factors or other

factors that are not included in the research model. The evaluation of the inner model measured based on Q Square Predictive Relevance (Q²) above shows that the model formed by constructs that have a very good model category. The last step of testing the structural model is to see the significance value of the "p" value. The goal is to determine the influence between variables based on the hypothesis built. The significance value used is two-tailed, with a p-value of 0.05 (significance level 5%). Table 3 presents the path coefficient of the direct influence of brand image and product quality on customer satisfaction and the influence of brand image, product quality and customer satisfaction on repurchase intention.

Table 3.
MarkCoefficient, T-Statistics And P-Value

Track	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Brand image -> Customer satisfaction</i>	0.539	0.539	0.087	6.175	0.000
<i>Brand image -> Repurchase intention</i>	0.324	0.320	0.101	3,200	0.001
<i>Customer satisfaction -> Repurchase intention</i>	0.401	0.408	0.112	3,592	0.000
<i>Product quality -> Customer satisfaction</i>	0.403	0.403	0.095	4.219	0.000
<i>Product quality -> Repurchase intention</i>	0.233	0.232	0.119	1,956	0.051

Table 3 shows the relationship paths as follows:

- The influence of brand image (X1) on customer satisfaction (Z) has a coefficient value of 0.539 with a p-value of 0.000, which means it is significant at the 5% level.
- The influence of brand image (X1) on repurchase intention (Y) has a coefficient value of 0.324 with a p-value of 0.001, which means it is significant at the 5% level.
- The influence of product quality (X2) on customer satisfaction (Z) has a coefficient value of 0.403 with a p-value of 0.000, which means it is significant at the 5% level.
- The effect of product quality (X2) on repurchase intention (Y) has a coefficient value of 0.233 with a p-value of 0.051, which means it is not significant at the 5% level.
- The influence of customer satisfaction (Z) on repurchase intention (Y) has a coefficient value of 0.401 with a p-value of 0.000, which means it is significant at the 5% level.

Testing the mediation effect

Mediation testing was conducted to determine the effect of brand image and product quality on repurchase intention through customer satisfaction. The test was conducted using the SmartPLS program. SmartPLS has advantages because it can provide indirect effect coefficients and significance directly. The testing procedure to determine the presence of mediation influence, in this study follows the stages of Baron and Kenny (1986); Hair et al. (2017); AndCock (2014) as follows.

Table 4.
MarkCoefficient, T-Statistics and P-Value of Indirect Effect

Track	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>Brand Image -> Customer Satisfaction -> Repurchase Intention</i>	0.216	0.219	0.068	3.164	0.002
<i>Product Quality -> Customer Satisfaction -> Repurchase Intention</i>	0.162	0.166	0.063	2,561	0.011

Table 4 shows the following relationships

- The influence of brand image on repurchase intention through customer satisfaction has a positive coefficient value of 0.216 with a p-value of 0.002. This result means that customer satisfaction significantly mediates the influence of brand image on repurchase intention at the 5% level.

- b. The effect of product quality on repurchase intention through customer satisfaction has a positive coefficient value of 0.162 with a p-value of 0.011. This result means that customer satisfaction significantly mediates the effect of product quality on repurchase intention at the 5% level.

DISCUSSION

The influence of brand image on customer satisfaction

The results of the study indicate that brand image has a positive effect on customer satisfaction, with a coefficient value of 0.539. This means that every increase in consumer perception of brand image will be followed by an increase in customer satisfaction of 0.539 units, assuming other variables are constant. This coefficient also shows that the stronger and more positive the brand image of a product or service in the eyes of consumers, the higher the level of satisfaction felt by the consumer. In addition, this effect is proven to be significant at a significance level of 5%, which means that the p-value of the hypothesis test is below 0.05. Thus, it can be concluded that the effect of brand image on customer satisfaction is not a coincidence, but actually exists statistically. This finding is consistent with marketing theory which states that brand image plays an important role in shaping consumer perceptions of the quality and value of the products or services they receive. When a brand succeeds in building a positive image - through product quality, service, brand communication, and reputation - consumers tend to feel more satisfied and confident in their purchasing decisions.

The results of this study are in line with research (Novia et al, 2020) which found that products that meet or even exceed customer expectations not only create positive experiences but also encourage long-term loyalty. When a product is designed with quality materials, careful production processes, and relevant innovations, consumers tend to feel valued. They not only get value in terms of functionality, but also the certainty that their purchasing decision is the right choice (Mahira et al, 2021). Conversely, low-quality products can cause disappointment that has a negative impact on the company's reputation. Bad experiences such as products that are easily damaged, do not match the description, or do not meet needs can reduce consumer trust and reduce the chance of repeat purchases. Therefore, focusing on product quality is not only a business strategy, but also a long-term investment. Consumer satisfaction created from quality products will trigger word-of-mouth promotion, improve brand image, and drive sustainable business growth (Permatasari & Wahyuningsih, 2020)

The influence of product quality on customer satisfaction

Based on the research results, it is known that product quality has a positive effect on customer satisfaction, with a regression coefficient value of 0.403. This shows that every increase in product quality will increase customer satisfaction by 0.403 units, assuming other variables remain constant. This positive coefficient value confirms that good product quality contributes directly to increasing customer satisfaction. In addition, this influence is also significant at a significance level of 5%, which means that the p-value of the hypothesis test is less than 0.05. Thus, it can be concluded that the influence of product quality on customer satisfaction is statistically significant, so this finding is reliable. These results are in line with marketing and consumer behavior theory which states that product quality is one of the main factors influencing customer satisfaction. Product quality includes various aspects such as durability, reliability, features, and product conformity to consumer expectations. When a product is able to meet or even exceed consumer expectations, their level of satisfaction will increase.

The results of this study are in line with research (Wattimena, 2023) which found that brand image is an important factor influencing consumer satisfaction, because a positive perception of a brand can increase their trust, loyalty, and satisfaction with the products or services offered. When a brand has a good reputation, consumers tend to feel more confident in

choosing the product. They believe that a well-known brand has maintained quality standards and is able to meet their needs. This creates a sense of satisfaction, even before the product is used (Gunardi & Erdiansyah, 2019). Conversely, a bad or inconsistent brand image can make consumers hesitate. Even though the products offered are of high quality, negative perceptions of the brand can reduce consumer satisfaction and make them look for other alternatives. In addition, a strong brand image is also often associated with emotional value. Brands that are considered relevant to the lifestyle or personal values of consumers will create a deep emotional attachment. As a result, consumers feel more satisfied because they are not only buying the product, but also supporting something they believe in (Budiono, 2020).

The influence of brand image on repurchase intention

The results of the study indicate that brand image has a positive effect on repurchase intention, with a coefficient value of 0.324. This means that every increase in positive perception of brand image will increase consumer intention to make a repeat purchase by 0.324 units, assuming other variables in the model remain constant. This positive effect indicates that a strong and positive brand image can encourage consumers to choose and buy products or services from the brand again in the future. In addition, this effect is proven to be significant at a significance level of 5%, which means that the p-value of the test results is less than 0.05. This shows that the effect of brand image on repeat purchase intention is statistically significant and does not occur by chance. This finding is in line with the marketing concept which states that brand image plays an important role in shaping consumer perceptions and beliefs about the brand. When consumers have a positive impression of a brand, both in terms of quality, credibility, and reputation, they tend to feel confident and comfortable to buy products from that brand again.

The results of this study are in line with research conducted by (Tua et al, 2022) which found that product quality is one of the main factors influencing consumer decisions to make repeat purchases (repurchase intention). High-quality products not only meet consumer needs and expectations but also create positive experiences that drive long-term loyalty. When consumers are satisfied with the quality of the products they use, they tend to associate the brand with reliability and good value. Factors such as durability, function, aesthetics, and product consistency are the main indicators that influence their perceptions. A product that is able to provide optimal performance consistently will increase consumer trust, so that they are more motivated to make repeat purchases. Conversely, low product quality, such as products that are easily damaged or do not match the description, can create disappointment. This disappointment not only reduces the likelihood of repeat purchases but can also spread a negative image through bad reviews or word-of-mouth that is detrimental to the brand (Putra & Abiyoga, 2023). Good product quality also provides a competitive advantage in the market. In many cases, consumers are willing to pay more for products that they believe are of good quality. They feel that the investment is worth the benefits they get, thus encouraging them to remain loyal to the brand (Farhanah & Marzuqi, 2021).

The influence of product quality on repurchase intention

The results of the study indicate that product quality has a positive effect on repurchase intention, with a coefficient value of 0.233. This means that an increase in product quality tends to be followed by an increase in consumer intention to make a repeat purchase, although the effect is not too large compared to other variables. However, this effect is not significant at the 5% significance level, indicating that the resulting p-value is greater than 0.05. In other words, statistically, there is not enough evidence to conclude that product quality has a significant effect on repeat purchase intention in the context of this study. This finding indicates that although product quality remains important, consumers may be influenced by other factors that are more dominant in shaping their decision to make a repeat purchase, such as brand image, customer satisfaction, price, or emotional experience with the brand.

Alternatively, consumers may have considered quality as a basic standard (expected quality), so that it is no longer the main determining factor in their intention to repurchase. In conditions like this, increasing product quality alone is not enough to encourage repeat purchases without support from other aspects.

Theoretically, product quality is one of the important factors in influencing consumer decisions. According to Kotler and Keller (2016), product quality is defined as the ability of a product to perform its function, which includes durability, reliability, accuracy, and ease of use. Good quality should be able to build satisfaction, and ultimately encourage repurchase intention. However, in the context of this study, although the direction of the influence is positive, the relationship between product quality and repurchase intention is not statistically strong enough. This indicates that product quality may be considered a minimum prerequisite by consumers, and is no longer a major differentiating factor in deciding to repurchase. This is in line with the "threshold quality" theory, where consumers consider quality as a basic factor that must be met; however, loyalty and repurchase are more influenced by emotional factors or other value perceptions (Zeithaml, 1988). In addition, there may be other factors that are more dominant in influencing repurchase intention in this study, such as customer satisfaction, brand image, price, or previous usage experience. Therefore, companies are not enough to just improve product quality, but need to develop a more holistic approach in creating value for consumers. Thus, although product quality remains important as a foundation, companies are advised to combine quality strategies with other approaches such as improving service, effective brand communication, and pleasant consumer experiences to increase loyalty and repurchase intentions.

The influence of customer satisfaction on repurchase intention

The results of the study indicate that customer satisfaction has a positive effect on repurchase intention, with a regression coefficient value of 0.401. This indicates that the higher the level of customer satisfaction, the greater their intention to repurchase the same product or service. This positive influence shows that the satisfaction felt by consumers after consuming a product or service has an important role in creating behavioral loyalty in the form of repurchase intention. In addition, this influence is also statistically significant at a significance level of 5%, which means the p-value <0.05. Thus, it can be concluded that the influence of customer satisfaction on repurchase intention is proven to be significant and reliable in this research model.

Theoretically, this finding is supported by Oliver's (2007) view, which states that customer satisfaction is a key factor in shaping consumer loyalty, including repurchase intentions. Customer satisfaction occurs when their expectations of a product or service are met or even exceeded. When consumers are satisfied, they tend to have trust, emotional attachment, and positive value perceptions of the brand, which ultimately drives the desire to repurchase in the future. This finding is also in line with the Expectancy Disconfirmation Theory (EDT), which states that satisfaction is the result of an evaluation between initial expectations and actual experiences. If the perception of product performance exceeds expectations (positive disconfirmation), consumers will be satisfied and more likely to repurchase. Thus, companies need to make customer satisfaction a top priority in their marketing strategy, not only to retain existing customers but also to encourage continued repeat purchasing behavior. Efforts to increase satisfaction can be done through improving product quality, customer service, loyalty programs, and effective and personal communication.

Indirect influence of brand image on repurchase intention through customer satisfaction

The results of the study indicate that the influence of brand image on repurchase intention mediated by customer satisfaction has a coefficient value of 0.216 with a significance value of $p = 0.002$. This positive coefficient indicates that the better the brand image of the company, the higher the customer satisfaction, which in turn encourages an increase in consumer

repurchase intention. A p value <0.05 indicates that this mediation relationship is statistically significant at a 95% confidence level. This means that the possibility of this result occurring by chance is very small (only 0.2%), so it can be concluded that customer satisfaction does indeed act as a mediator in the relationship between brand image and repurchase intention. Theoretically, this relationship is in line with the consumer behavior model explained by Oliver (2007), which states that satisfaction is the main key in forming customer loyalty, including in the form of repurchase intention. When consumers have a positive perception of a brand (brand image), they tend to feel satisfied with the products or services provided. This satisfaction then strengthens the intention to make repeat purchases in the future.

Indirect influence of brand image on repurchase intention through customer satisfaction

The results of the study indicate that the effect of product quality on repurchase intention through customer satisfaction has a positive coefficient value of 0.162 with a significance value of $p = 0.011$. This means that good product quality contributes significantly to customer satisfaction, and this satisfaction positively encourages consumers to make repeat purchases. Because the p value <0.05 , it can be concluded that customer satisfaction significantly mediates the effect of product quality on repurchase intention at a significance level of 5%. Theoretically, this finding is supported by the Expectancy Disconfirmation Theory model (Oliver, 2007), which states that when consumers receive a product whose quality meets or exceeds their expectations, satisfaction will arise. This satisfaction is an important foundation in creating long-term relationships with customers, including increasing repurchase intentions. In other words, product quality is not only important directly, but also has a greater impact when it is able to create a satisfying experience for consumers.

CONCLUSION

This study aims to analyze the effect of product quality and brand image on repurchase intention with customer satisfaction as a mediating variable on Skintific skincare products in Badung Regency. Based on the results of data analysis using the PLS-SEM method, several main conclusions were obtained, brand image has a positive and significant effect on customer satisfaction. A strong and positive brand image has been shown to significantly increase customer satisfaction. This shows that consumer perception of the brand plays an important role in shaping a satisfying experience. Product quality has a positive and significant effect on customer satisfaction. Good product quality, seen from the aspects of reliability, durability, and conformity to specifications, can significantly increase the level of consumer satisfaction. Brand image has a positive and significant effect on repurchase intention. Consumers who have a positive perception of the brand tend to have a higher desire to make repeat purchases. Product quality has a positive but not significant effect on repurchase intention. Although the direction of the effect is positive, product quality does not show a statistically strong enough effect on repurchase intention directly. Customer satisfaction has a positive and significant effect on repurchase intention. Customer satisfaction has been proven to be an important factor in driving customer loyalty in the form of repurchase intention. Customer satisfaction significantly mediates the influence of brand image on repurchase intention. With a coefficient value of 0.216 and $p = 0.002$, customer satisfaction has been proven to be a bridge that strengthens the influence of brand image on consumer desire to make repeat purchases. Customer satisfaction also significantly mediates the influence of product quality on repurchase intention. With a coefficient of 0.162 and $p = 0.011$, these results indicate that product quality will have a greater impact on repurchase intention if through customer satisfaction. Overall, the results of this study confirm that in building customer loyalty, companies need to manage not only product and brand aspects, but also actively create a satisfying customer experience. Marketing strategies that prioritize consumer satisfaction will be more effective in driving repeat purchases and retaining customers.

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