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The Effect of Subjective Norm, Attitude, Product Price and Product Quality on Repurchase Intention of Skincare Brand Skintific

Yulisa Halim Wijaya[1], Margaretha Pink Berlianto[2]
[1]Universitas Pelita Harapan, Jakarta, Indonesia, yulisa.halim@gmail.com
[2]Universitas Pelita Harapan, Jakarta, Indonesia, margaretha.berlianto@uph.edu

Corresponding Author: yulisa.halim@gmail.com[1]

Abstract: The potential growth of the skincare industry in Indonesia makes Indonesia a competitive market, triggering manufacturers to strive to prevent customers from falling to other competitors. Retaining existing customers is the cheapest and easiest option for managers to take, because in a competitive industry it is quite difficult to acquire new customers. This study aims to examine the influence of subjective norms, attitudes, product prices and product quality on repurchase intentions. The study was conducted quantitatively on 262 users of Skintific products from workers working in Jabodetabek. The results showed that subjective norms, product prices and product quality were able to significantly and positively influence repurchase intentions, but product quality was not able to significantly influence repurchase intentions.

Keyword: Subjective Norms, Attitudes, Product Prices, Product Quality, Repurchase Intentions

INTRODUCTION

The cosmetics sector is currently expanding quickly in both developed and developing nations. In Asia, the cosmetics market seems to be expanding at the quickest rate, per Boon et al. (2020). After Western Europe, the Asia Pacific area is the second-largest market, with a valuation of about $70 billion. This rapid development is not surprising considering that human nature is to want to look handsome or beautiful in the eyes of others so that someone will do their best to make themselves look their best. In Indonesia itself, according to Sadya (2022), as many as 45% of Indonesians buy skincare once a month. According to Endit (2022), in the past five years, the need for care and the world of aesthetic medicine has not only been identical to women. Currently, both women and men have realized the importance of maintaining and caring for their appearance. The increase, which was previously only around nine percent, has now increased drastically to thirty-five percent. From this, it indicates that there are increasingly large market opportunities for business actors to enter the skincare business because of the very high demand.

One of the skincare products that has a fairly large market share in Indonesia, namely 9.7%, is the Skintific brand Efendi & Aminah (2023). Reported from Wijayanti (2023), Skintific is one of the beauty skincare product brands from Canada. Skintific, which comes from the abbreviation Skin and Scientific, is a product produced by Kristen Tveit and Ann-Kristin Stokke. This brand was first marketed in 1957 in Oslo, Norway. Skintific comes with skincare products formulated from pure active ingredients. With a technology called Trilogy Triangle Effect (TTE), Skintific claims to be able to provide good results. Not only that, Skintific also claims that its products are safe for sensitive skin. In August 2021, Skintific entered the Indonesian market for the first time. In Indonesia, Skintific sells a variety of goods, such as face masks, moisturizers, toners, cleansers, and serums. The rapid growth of the beauty product market in Indonesia has made the competition conditions quite competitive, so it is important for management to make efforts to keep existing consumers from moving to other competitors (Kusumawardani & Purniasari, 2021). Due to the high cost of acquiring new customers and the economic value of loyal and trusted customers, repeat purchases become necessary and required. It costs five times as much to acquire new clients and start doing business with them as it does to keep existing customers Majeed et al (2022).

There are several things that can affect consumer repurchase intention, one of which is social pressure, especially in the current digital era, where social media activities are a place where individuals can feel accepted or not. This then refers to subjective norms. Subjective norms refer to a person's belief that others approve or disapprove of their actions who are considered important to them Jain et al (2015). Approval from the social environment regarding oneself can be formed from various things, one of which is from what is used by the individual, such as the brand of the Skincare product. With the pressure from the social environment, subjective norms can determine consumer behavior, whether consumers will continue to use the same product or switch to using another product. Studies carried out by Prayoga et al. (2018) and Udhayakumari & Anandanatarajan (2020) shows that subjective norms can influence consumer repurchase intention.

In addition to social pressure from subjective norms, consumer attitudes also determine whether consumers will continue to use products from the same brand or not. Attitude is how individuals believe about the consequences of each behavior or behavioral belief and how someone evaluates what consequences will be obtained, which are the results of their behavior or outcome evaluation Natami & Muliartha (2019). When customers have a favorable opinion of a specific brand, then their behavioral drive to use products from the same brand may emerge Hati et al (2021). This is also shown by research conducted by Suzuki et al. (2019) and Irawati et al. (2022) demonstrates how attitude significantly affects the intention to repurchase.

Despite the social pressure from subjective norms and positive attitudes towards a brand, the price offered for a product will determine whether the product will be purchased again or not. One of the most crucial aspects of marketing is price. The target market will not be able to afford excessively high prices so sales are hampered Iqbal & Safrin (2023). Thus, the price will determine whether the consumer is indeed the target market or not. The price offered by the producer tends to be compared to the value that the consumer will get before making a purchase. Price plays a significant role in customer satisfaction and aids consumers in determining the value of a service or product they wish to purchase Phan Tan & Le (2023). Research conducted by Kevin & Tjokrosaputro (2021) and Sudirjo et al (2023) shows that price can significantly positively influence repurchase intention.

In repurchase intentions, consumers previously had direct experience with the seller and the product they purchased, so they can use this experience as a source for decision-making (Mandili et al., 2022). Therefore, consumers will know the quality of the product they purchased and determine whether they will use the product again based on the quality they feel. Aghitsni & Busyra (2022) explain that product quality is a desire of prospective buyers in deciding to buy goods and services that have superior value and are suitable for sale according

to what is expected by prospective buyers. Research conducted by Suttikun & Meeprom (2021) shows that product quality can influence repurchase intention significantly and positively. Similar research conducted by Johari & Keni (2022) and Govindaraj (2023) also shows that product quality has a significant influence on repurchase intention. Based on the description of the research above, this study will test the influence of subjective norms, attitudes, product prices, product quality and trust on repurchase intention on one of the brands of skin care products, namely Skintific. For this case study, samples will be taken from workers working in Jabodetabek.

METHOD

A causal associative design, a kind of quantitative research that seeks to comprehend the cause-and-effect relationship between two or more variables, is used in this investigation. Customers of Skintific beauty products made up the study's population. There were 293 respondents in this survey. Purposive sampling combined with non-probability sampling was the method used in this investigation. The data were processed using structural equation modeling (SEM) techniques using SmartPLS 4.0.

RESULT AND DISCUSSION

Table 1 is the demographics of the respondent profile in this study.

Table 1. Descriptions of Research Respondents

Categories	Details	Frequency	Percentages
Gender	Men	64	22%
	Women	229	78%
Age	17 – 26	137	47%
	27 – 42	125	43%
	43 – 58	27	9%
	Above 59	4	1%
Domicile	Jakarta	118	40%
	Bogor	16	5%
	Bekasi	99	34%
	Depok	25	9%
	Tanggerang	13	4%
	Others	22	8%
Occupation	Student	140	48%
	Housewife	28	10%
	Government Employee	9	3%
	Private Sector Employee	106	36%
	Professionals	6	2%
	Others	4	1%
Spend for skincare Product (In Rupiah)	>IDR.500.000	193	66%
	IDR 500.000 – 1.000.000	79	27%
	IDR 1.000.001 – 1.500.000	16	5%
	IDR 1.500.001 – 2.000.000	3	1%
	<IDR.2.000.000	2	1%

To evaluate the outer model, validity and reliability tests were conducted. A convergent validity test is determined by the loading factor and AVE as long as the loading factor is larger than 0.4 and the AVE value is 0.5 (Hair, 2019). The value of composite reliability (CR), which is greater than 0.7, and Cronbach's alpha indicate the model's reliability test. The following will show an explanation of the measurement of the outer model, which is presented in Table 2.

Table 2. Convergent Validity Test

Constructs/Items	Outer Loadings
Attitude (Att) (CA 0.780; CR 0.856; AVE 0.603)	
ATT1	0.890

ATT2	0.681
ATT3	0.859
ATT4	0.646
Repurchase Intention (RI) (CA 0.885; CR 0.890; AVE 0.593)	
RPI1	0.814
RPI2	0.718
RPI3	0.844
RPI4	0.654
RPI5	0.786
RPI6	0.748
RPI7	0.811
Product Price (PP) (CA 0.821; CR 0.872; AVE 0.581)	
PP1	0.810
PP2	0.619
PP3	0.828
PP4	0.667
PP5	0.858
Product Quality (PQ) (CA 0.873; CR 0.899; AVE 0.604)	
PQ1	0.718
PQ2	0.878
PQ3	0.880
PQ4	0.534
PQ5	0.782
PQ6	0.815
Subjective Norm (SM) (CA 0.737; CR 0.834; AVE 0.561)	
SN1	0.757
SN2	0.822
SN3	0.598
SN4	0.798
Trust (TR) (CA 0.808; CR 0.871; AVE 0.630)	
TR1	0.667
TR2	0.869
TR3	0.779
TR4	0.845

The validity test results showed that each loading factor had a value above 0.4 and above 0.5 for the average variance extracted (AVE) value for the indicators of subjective norm, attitude, product price, product quality, trust, and repurchase intention. Additionally, all research variables had good reliability values, as evidenced by the values for each variable's Cronbach's alpha (CA) and composite reliability (CR) being above 0.7. These values indicate the condition of the positive relationship between the variables, allowing for the conduct of additional tests. Inner Measurement of the Model. SmartPLS 4.0.0 was used to bootstrap research data to measure the inner model.

The next test is to conduct a discriminant validity test. Discriminant validity testing is carried out by testing HTMT. The correlation between traits divided by the correlation within traits is known as the HTMT. The average of all indicator correlations between constructs that measure various constructs is known as the HTMT (i.e., heterotrait-heteromethod correlations) relative to the (geometric) average of the average indicator correlations that measure the same construct (Hair et al., 2022). The following are the results of HTMT testing in this study:

Table 3. Discriminant Validity Test

Variable	Att	PP	PQ	RI	SN	Trust
Attitude						
Product Price	0.600					
Product Quality	0.337	0.746				
Repurchase Intention	0.742	0.675	0.452			
Subjective Norm	0.783	0.713	0.400	0.773		
Trust	0.701	0.565	0.433	0.674	0.533	

In the HTMT test, the cut-off value is 0.900, and it can be seen in Table 3 that all test values show values less than 0.900, so it can be concluded that all variables met the HTMT test. Two outcomes came from the bootstrapping process. The first was the test's R-square as well as the significance of the two related variables. The ability of exogenous variables to construct endogenous variables is demonstrated by the R-square value. There are three categories for R-square values: weak, moderate, and strong relationships are indicated by values of 0.19, 0.33, and 0.67, respectively, between exogenous variables and endogenous variable. R-square values fall into these categories.

Table 4. R Square Test

Variable	R-square	R-square adjusted
Repurchase Intention	0.591	0.584

The table above shows the r-square value on the repurchase intention variable is 0.584, which means that 58.4% of the attitude, product price, product quality, subjective norm and trust variables can explain the value of repurchase intention while the remaining 41.6% is explained by other variables outside this study. The results of the multicollinearity test with VIF shown in Table 3 values lower than five. ranging from 1.675 to 2.548 which shows that the indicators in this research do not have multicollinearity issues

Table 5. Multicolonearity Test

Variable	VIF
Attitude	2.030
Product Price	2.548
Product Quality	1.905
Subjective Norm	1.915
Trust	1.675

This study aims to test the hypothesis of the influence of independent variables on dependent through mediating variables. The independent variables in this study are subjective norms, attitudes, product prices, product quality and trust on repurchase intention.

Table 6. Hypothesis Test

	Hipotesis	Original sample	T statistics	P values	Decision
H1	Subjective Norm -> Repurchase Intention	0.260	4.049	0.000	Accepted
H2	Attitude -> Repurchase Intention	0.246	3.717	0.000	Accepted
H3	Product Price -> Repurchase Intention	0.169	2.667	0.004	Accepted
H4	Product Quality -> Repurchase Intention	0.075	1.322	0.093	Not Accepted
H5	Trust -> Repurchase Intention	0.224	3.229	0.001	Accepted

Hypothesis 1 in this study tested the effect of subjective norm on repurchase intention. The results showed that subjective norm has a positive effect on repurchase intention because it has a p value of 0.000 less than alpha 0.050 and a t statistic of 4.049 more than t table 1.65. So it can be concluded that hypothesis 1 in this study is accepted. The nature of the influence given is positive because the original sample value is 0.260, which means that if the subjective norm increases by 1 unit, it is predicted that the repurchase intention will increase by 0.260. Therefore, the better the subjective norm, the consumer's interest in buying Skintific skincare products will also increase. Subjective norms in this context refer to various external forces that can influence a person's intention to be interested in purchasing a product Ikhsan & Wulandari (2024), so it can be said that there is an external push for consumers to make repeat purchases in the future related to Skintific products. The results of this study are in line with

those conducted by Prayoga et al. (2018) and Udhayakumari & Anandanatarajan (2020) shows that subjective norms can influence consumer repurchase intention.

Hypothesis 2 in this tests the effect of attitude on repurchase intention. The results of the study indicate that repurchase intention is positively impacted by that attitude because it has a p value of 0.000 less than alpha 0.050 and a t statistic of 3.717 more than t table 1.65 so it can be said that this study's second hypothesis is accepted. The nature of the influence given is positive because the original sample value is 0.246, which means that if the attitude increases by 1 unit, it is predicted that the repurchase intention will increase by 0.246. Therefore, the more positive the consumer's attitude towards the Skintific brand, the consumer's interest in buying Skintific skincare products will also increase. Behavioral intention will determine a person's behavior. The Theory of Reasoned Action (TRA) proposes that behavioral intention is a function of attitude towards behavior (Sumaryono & Sukanti, 2016). Therefore, positive consumer attitudes towards Skintific products can certainly encourage consumers to continue using the product. The results of this study are in line with those conducted by Suzuki et al. (2019) and Irawati et al. (2022) shows that attitude has a significant influence on repurchase intention.

Hypothesis 3 in this study tests the influence of product price on repurchase intention. The results of the study indicate that product price has a positive effect on repurchase intention because it has a p value of 0.004 less than alpha 0.050 and a t statistic of 2.667 more than t table 1.65. So it can be concluded that hypothesis 3 in this study is accepted. The nature of the influence given is positive because the original sample value is 0.169, which means that if the product price increases by 1 unit, it is predicted that repurchase intention will increase by 0.169. Therefore, the better the price offered by Skintific to consumers, the consumer's interest in buying Skintific skincare products will also increase. The use of advantages that consumers derive from a product is regarded as perceived pricing. Perceived price is the amount that customers pay for a good or service (Phan Tan & Le 2023). When the price is considered appropriate to the value to be obtained, then the price will be perceived as worth spending. Therefore, the price can affect consumer interest in the future. The results of this study are in line with those conducted by Kevin & Tjokrosaputro (2021) and Sudirjo et al. (2023) shows that price can significantly positively influence repurchase intention.

Hypothesis 4 in this study tests the effect of product quality on repurchase intention. The study's findings show that repurchase intention is not positively impacted by product quality because it has a p value of 0.0939 more than alpha 0.050 and a t statistic of 1.322 less than t table 1.65. So it can be concluded that hypothesis 4 in this study is rejected. The nature of the influence given is positive because the original sample value is 0.075, which means that if the product quality increases by 1 unit, it is predicted that repurchase intention will increase by 0.075. Therefore, the better the quality of Skintific products offered to consumers, the consumer's interest in buying Skintific skincare products will also increase. However, this influence is not significant. The absence of influence from product quality on repurchase intention can be caused by several things, firstly around 36% of respondents provide a budget of more than IDR 500,000 to buy Skincare products every month. Meanwhile, products with the Skintific brand in the form of complete packages range from IDR 229,000 to IDR 450,000, with the note that the package is not used up in a month. This means that the respondents in this study are not the main target of the Skintific brand. Therefore, product quality is not a consideration for respondents in determining whether to repurchase Skintific products in the future. On the other hand, the results of the descriptive analysis of respondents argue that they agree that the quality of Skintific products is of good quality, thus the results of this study confirm that the absence of product quality influence on repurchase is not due to the low quality of Skintific products, but because there are other factors such as the many similar products circulating in the market with comparable prices but also have almost the same quality, thus encouraging consumers to try products from other brands.

Hypothesis 5 in this study examines the relationship between trust and intention to repurchase. The study's findings show that repurchase intention is positively impacted by trust because it has a p value of 0.001 less than alpha 0.050 and a t statistic of 3.229 more than t table 1.65. So it can be concluded that hypothesis 5 in this study is accepted. Trust can be defined as a belief, where customers have the confidence to trust business partners who have knowledge, reliability, and good intentions (Dayani et al., 2022). When consumers are confident that cosmetic products can provide the results they want, it is likely that consumers will decide to buy products from that brand again. Research conducted by Dayani et al. (2022) shows that Trust has a significant and positive impact on the intention to repurchase. Research has been done to substantiate by Upamannyu et al. (2015) which states that Trust has a significant and positive influence on Repurchase Intention.

CONCLUSION

It is known that subjective norm, attitude, product price and trust have a significant and positive influence on repurchase intention, but product quality does not have a significant and positive influence. The managerial party can increase consumers' positive attitudes towards Skintific by creating a design that makes Skintific look luxurious compared to other competitors. In addition, the managerial party can also do appropriate branding so that the Skintific brand can be more valuable in the eyes of consumers. It is hoped that several of these efforts can increase consumers' positive attitudes towards products from the Skintific brand with the aim of increasing consumer repurchase intention. Skintific can also increase subjective norms towards Skintific in several ways, one of which is by triggering consumers to recommend Skintific to colleagues or family, such as by point system so the customers can get something with that point or Membership system with the membership they can get more benefit, this can encourage consumers to recommend to family or friends which then consumers' views on subjective norms related to Skintific will increase. It is hoped that several of these efforts can increase subjective norms towards products from the Skintific brand with the aim of increasing consumer repurchase intention.

Bundling is one of the strategic options that can be used by the management because it can also increase the quantity of Skintific sales. Price reductions without promotions tend to be detrimental to the company and increase the decline in the brand in the eyes of consumers. The absence of product quality influence on repurchase intention can be anticipated by Skintific by embracing several ambassador models from diverse backgrounds such as the Muslim women's market who wear the hijab, the youth market who have exotic and white skin colors, and various other backgrounds. This can create the perception that Skintific products are suitable for use in various backgrounds. In addition, to increase consumer confidence, Skintific can continue to maintain product quality and develop products using safe materials.

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