

## THE EFFECT OF PRODUCT QUALITY, PRICE PERCEPTION AND PROMOTION ON REPURCHASE INTEREST (EMPIRICAL STUDY ON CONSUMERS OF SCARLETT SKINCARE USERS IN SEMARANG CITY)

<sup>1</sup>Jihan Salsabella Ayu Andini, <sup>2</sup>Euis Soliha  
<sup>1,2</sup> Universitas Stikubank Semarang, Indonesia

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#### E- mail :

Jihansalsabella01@gmail.com,  
euisoliha@edu.unisbank.ac.id

### ABSTRACT

This study examines the effect of product quality, price perception and promotion on repurchase interest among consumers who use Scarlett Skincare in Semarang City. This research was conducted on scarlett skincare users in Semarang City. This analysis uses multiple regression tools, then to test the results of the hypothesis using the t test. The results of data collection through this questionnaire using a Likert scale measurement of 1-5 points to answer several statements. The method of taking this sample will use a purposive sampling technique and the results of this study use a sample of 100 respondents. The results of this study indicate that the results of Product Quality have a positive and significant effect on Repurchase Intention, Price Perception has a positive and significant effect on Repurchase Intention. Still, the results of Promotion do not affect Repurchase Intention.

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### 1. INTRODUCTION

The development of technology is now advanced and competition is getting tougher, so there are many companies that have done various ways to market a product so that it does not happen losses in production so that many companies do not want to make various efforts to market products appropriately and well, thus leading the companies to apply marketing with good and correct quality to get the desired result. This happens because the quality of this product makes it one of the companies that determines the success or failure of a product to penetrate market dynamics. Problems that arise in the company's market if the products produced in a company are the same product as other competing companies, so that can give rise to marketing competence in one company with another. Companies will compete quite fiercely with their respective products so that the products they produce have excellent quality, including the products of companies others are similar, So in this development is very important in the economy that can provide important changes for the company and society.

Cosmetics or what is often referred to as *skincare* has now become one of the primary needs for women at this time. *Skincare* is a skin beauty product that uses certain products and ingredients, especially used for the face. At this time from the beauty industry which has a fairly large market potential, in the development of this industry must have a potensni and a strategy with a goal that Obviously to be able to compete with other *skincare* products. Many kinds of skincare products such as Emina, Wardah, MS Glow, Garnier, and many others. Marketing on scarlett is currently putting the category in high sales and usage. The following is because *skincare* scarlett is able to execute a very good strategy so that it is able to dominate a very large market share in product development.

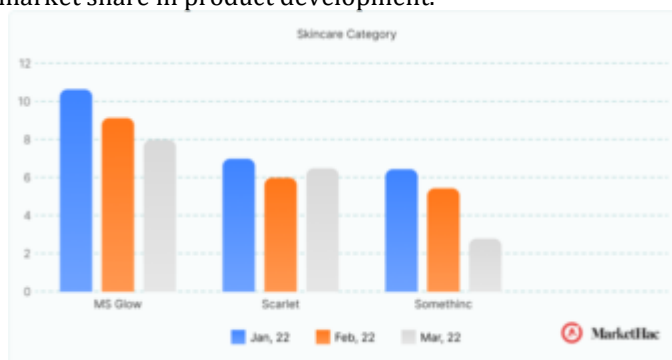


Figure 1 Skincare Categories in 2022

The current local skincare in Indonesia makes the target market of the latest global products, not forgetting beauty products. In this year, many local beauty product brands began to emerge. With the support of the increasing online shopping habits in *e-commerce* and the average character of these *Z-generation* consumers or millennials who are more likely to look for and try a product that has an affinity with a well-known product brand, now local beauty products must be able to compete even products offered globally or thoroughly. Among them the most prominent and the latest ones are very much to use are MS Glow and Scarlett. The volume of beauty products increased at the beginning of 2022, and on average decreased in February and March 2022 until the end of the first quarter. However, brands such as MS Glow and Scarlett remain stable as the most popular local brands in Indonesia. Until the end of March 2022, Scarlett occupied the 2nd position by currently controlling a market share of 6.2% at the end of the first quarter of 2022. This is a nurun when compared to the end of 2021 which is 10.9% however, Scarlett will be the favorite part in the use of *skincare*, followed by MS Glow and Somethinc the results remain stable and still occupying the 1st and 3rd positions.

Product quality is something that needs the main attention of a company or manufacturer, considering that the quality of a product is closely related to consumer satisfaction, which is the goal of the marketer's activities carried out by the company. Quality expresses the level of ability of a particular brand or product to carry out certain functions (Rosnaini, 2017:32).

Price perception is a process by which a person selects, organizes, interprets, stimuli in a meaningful picture. Price perception is an element of a flexible marketing mix, meaning it can change quickly according to circumstances. Perception also has a strong effect on consumers (Gogi Kurniawan, 2020: 7).

Promotion is an effort by marketers in informing and influencing other people or parties so that they are interested in making transactions or exchanging products or services they market (Sudaryono, 2016:148).

Previous research results from Ramdhani, D. and Widyasari, S. (2022) and Prameswara, A. and Soliha, E. (2022) states that product quality has a positive and significant influence on repurchase interest. This can be proven by previous researchers that those who examined the relationship between product quality and repurchase interest must be fulfilled so that what is expected to be in demand repeatedly. Results from Faradilla Sandy, N. and Aquinia, A. (2022) and Prameswara, A. and Soliha, E. (2022) states that price perception has a positive and significant influence on repurchase interest. This can be proven by previous researchers that those who examined the relationship between price perception and repurchase interest, namely in terms of price, must be better and must be in accordance with the benefits that have been provided. Results from Ariska, N. and Indra Wijaksana, T. (2017) and Silaen, E. and Prabawani, B. (2019) states that promotion has asignificant and PO si tif influence on repurchase interest. This can be proven by previous researchers that those who examine the relationship between price perception and repurchase interest, namely in the information that has been provided must be in accordance with the facts and must be appropriate so that the products that have been offered to consumers will be interested in using the product.

The purpose of this study is to analyze the effect of product quality on consumer repurchase interest of scarlett skincare users, to analyze the effect of price perception on consumer repurchase interest of scarlett skincare users, and to analyze the effect of promotion on consumer repurchase interest of scarlett *skincare* users.

## 2. LITERATURE REVIEW

### Repurchase Interest

Repurchase interest is a purchase interest that is based on experiences that have been made in the past (Ali Hasan, 2018:131), while according to Kotler & Keller (2009) repurchase interest is the tendency of consumers to take action on an actual purchase decision. Based on the description above, it can be concluded that repurchase interest is the sincerity of one's heart or desire to have a recurrent interest in buying a product that has been purchased.

According to Ferdinand (2014), buying interest can be identified through the following indicators:

- a. Transactional interest, that is, the tendency of a person to purchase products.
- b. Referenceal interest, that is, the tendency of a person to refer a product to others.
- c. Preferential interest, that is, an interest that describes the behavior of a person who has a primary reference to the product. This preference can only be replaced if something happens with the product of its reference.

d. Exploratory interest, this interest describes the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

### **Product Quality**

Quality is the overall features and characteristics of a product or service that bear the ability to satisfy the thing already stated in the product or service or the desired need, the seller has provided the quality of its products or services according to or exceeding customer expectations (Sofjan Assauri, 2018:92).

A product is something that can be offered to the market to meet the wants or needs of the market. Products can be distinguished by shape, features, performance quality, suitability quality, durability, reliability, repairability, style, adjustment, and design. (Kotler Keller, 2021:246).

Product quality is something that needs the main attention of a company or manufacturer, considering that the quality of a product is closely related to consumer satisfaction, which is the goal of the marketer's activities carried out by the company. Quality expresses the level of ability of a particular brand or product to carry out certain functions (Rosnaini, 2017:32). Quality expresses the level of ability of a particular brand or product in 32 Image, Product Quality and Customer Satisfaction to carry out certain functions. A product is something that is offered to a market to meet a desire or need. Everything that is included in it is tangible goods, services, events, places, organizations, ideas or combinations of things just mentioned (Anang Firmansyah, 2018: 152). Based on the description above, it can be concluded that product quality is the existence of a product that can meet all the satisfactions and desires of these consumers in terms of the level of product quality capability, ease of use, and there is value of a quality.

Direct measurement of the properties of the desired quality is not so easy that other qualities of quality are applied, called substitute qualities. The nature of the substitute must also reflect the demands of consumers (Wijaya, 2018).

The product quality indicators in this study according to Tjiptono (2010: 25), are:

1. Performance is an important characteristic that customers consider when they want to buy a product.
2. Features are the second aspect of performance that adds basic functionality with regard to choices and their development.
3. Reliability is related to the possibility of a product carrying out its functions successfully in a certain period of time under certain conditions.
4. Conformance to specification is the design and operation characteristic of meeting pre-established standards based on customer wishes.
5. Durability is a measure of the service life of a product, related to the durability of that product.
6. Serviceability is a characteristic related to speed, friendliness or courtesy, competence, comfort, easy repair, and satisfactory complaint handling.
7. Aesthetics is the attractiveness of the product to the five senses, such as physical form, color and so on.
8. Perceived Quality is the image and reputation of the product and the company's responsibility to it in consuming the product. Which means a process of activity in seeing the advantages of a product or service owned.

### **Price Perception**

Perception is the process of selecting, organizing, and articulating information input to create a meaningful picture of the world, consumers can receive many different types of information through the eyes of, sound, smell, taste, and nuance (Sofjan Assauri, 2018:117). Price is an exchange rate that can be equated with money or other goods for the benefits derived from a good or service for a person or group at the time certain and certain places (Sudaryono, 2016: 216).

Price perception is the amount of money charged for a product and service or the amount of value that consumers exchange to be able to benefit from using a product or service (Kotler Keller, 2016). Price perception is a process by which a person selects, organizes, interprets, stimuli in a meaningful picture. Price perception is an element of a flexible marketing mix, meaning it can change quickly according to circumstances. Perception also has a strong effect on consumers (Gogi Kurniawan, 2020: 7). Based on the description above, the perception of price is a product that is from consumers to payers, if from producers then for income results.

Indicators of price perception according to Kotler & Keller (2016), namely:

1. Price competitiveness is that consumers often compare the price competitiveness of a product with the products of its competitors. In this case, the cost or cheapness of a product is highly considered by consumers.
2. The compatibility of price with price benefit is that consumers decide to buy a product if consumers feel that a product benefit is smaller than the money paid, then consumers will think that the product is expensive and will think twice if they want to make a repurchase.
3. Affordability is that consumers can reach prices that have been set by a company. There are usually several types of products in one brand but different prices, ranging from the cheapest price to the most expensive price.
4. Price according to product quality is price often used as an indicator of product quality for consumers. If the price is higher, consumers tend to think that the quality of the product is also better.

### Promotion

Promotion is an activity that communicates the benefits of a product and persuades the target consumer to buy the product (Kotler and Armstrong, 2012:76). Promotion is an effort by marketers in informing and influencing other people or parties so that they are interested in making transactions or exchanging products or services they market (Sudaryono, 2016:148). Marketers conduct promotions to communicate information about their products and influence consumers to buy them. Promotion as an effort to introduce products and services so that they can be known and accepted by the public. There are several types of promotion, namely advertising, personal sales, sales promotion, publicity, and direct marketing. Some of these types of promotions are called Promotion Mixes. The promotion mix is one part of the Marketing mix in Marketing Management Science (Anang Firmansyah, 2018: 200). Based on the description above, the promotion of a product that has been offered aims to attract consumers to buy or consume.

Promotion Indicators According to Kotler and Keller (2016:272) promotional indicators include:

1. Promotional messages are as a benchmark for how well promotional messages are carried out and conveyed to the market or consumers.
2. Promotional media means media used by companies in carrying out promotions.
3. Promotion time is the length of promotion carried out by the company.

The relationship between product quality and repurchase interest. Product quality is the overall features and characteristics of a product that are able to satisfy visible and invisible needs. The ability to create product quality value can exceed consumer expectations which depends on the company's commitment to quality. Consumers will not buy a product if it does not match the quality that has been given. Therefore, applying good and appropriate quality, the higher the consumer's repurchase interest (Sofjan Assauri, 2018: 92).

Good product quality and having good results with a product offered, what is offered will have a positive impact on the company. This can be proven by previous researchers that those who examined the relationship between product quality and repurchase interest must be fulfilled so that what is expected to be in demand repeatedly. Results from Ramdhani, D. and Widyasari, S. (2022) and Prameswara, A. and Soliha, E. (2022) states that product quality has a positive and significant influence on repurchase interest. Based on the description, then the first hypothesis is established as:

**H<sub>1</sub>: Product quality positively affects repurchase interest.**

The relationship between price perception and repurchase interest. Price perception is the amount of money charged for a product and service or the amount of value that consumers exchange to be able to benefit from using a product and service (Kotler & Keller, 2016). Thus, the success of a company because the price determines how much profit the company will get from the sale of its products in the form of goods and services.

Price perception if it is in accordance with a desired product and in accordance with the price offered will be better in sales on consumer repurchase interest. This can be proven by previous researchers that those who examined the relationship between price perception and repurchase interest, namely in terms of price, must be better and must be in accordance with the benefits that have been provided. Results from Faradilla Sandy, N. and Aquinia, A. (2022) and Prameswara, A. and Soliha, E. (2022) states that price perception has a positive and significant influence on repurchase interest. Based on the description, the second hypothesis is established as:

**H<sub>2</sub>: Price perception has a positive effect on repurchase interest.**

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The relationship between promotion and repurchase interest. Promotion is a marketing mix that seeks to inform, persuade, and remind consumers about the company's brand and products. Marketers conduct promotions to communicate information about their products and influence consumers to buy them. Marketers conduct promotions to communicate information about their products and influence consumers to buy them (Anang Firmansyah, 2018: 200).

Promotions that have been offered by consumers will grow if the information provided is in accordance with the facts about the product on the consumer's repurchase interest. This can be proven by previous researchers that those who examine the relationship between price perception and repurchase interest, namely in the information that has been provided must be in accordance with the facts and must be appropriate so that the products that have been offered to consumers will be interested in using the product. Results from Ariska, N. and Indra Wijaksana, T. (2017) and Silaen, E. and Prabawani, B. (2019) states that promotion has insignificant and PO si tif influence on repurchase interest. Based on the description, the second hypothesis is established as:

**H<sub>3</sub>: Promotions have a positive effect on repurchase interest.**

### 3. METHODS

The object of research is a problem that is used as a writing topic in compiling a report. This research was conducted to obtain data related to the object of the study. The object of this study is consumers who use *scarlett skincare* in Semarang City. The sample method that I will use in the determination of research samples, researchers use the *Non-probability* sampling Technique because, this population is only consumers who have used skincare scarlett which is not known the number of members, so it cannot be stated in form quantities quantitatively. The sampling method in this study used *purposive* sampling as a sampling determinant technique. In this sampling using the following criteria:

1. Respondents were at least 17 years old.
2. Last high school / vocational education.
3. Users only live in Semarang City.
4. Have used *scarlett skincare* at least 1 time.

This analysis method uses multiple linear regression analysis, the result of this analysis to find out the results of dependent variables with several independent variables. This linear regression analysis method determines the results of the influence of Product Quality (X<sub>1</sub>), Price Perception (X<sub>2</sub>), and Promotion (X<sub>3</sub>) on Repurchase Interest (Y). Thus, the calculation form of multiple linear regression analysis will be used as follows:

$$Y = a + \beta_1(X_1) + \beta_2(X_2) + \beta_3(X_3) + e$$

Description:

Y = Dependent Variable (Buying Interest)

a = Constant

$\beta_1$  = Variable Regression Coefficient of Product Quality

$\beta_2$  = Price Perception Variable Regression Coefficient

$\beta_3$  = Regression Coefficient of Promotion Variables

e = Error

### 4. RESULT AND DISCUSSION

Table 1 Details of the results of the questionnaire recapture

No	Information	Sum
1.	The number of questionnaires distributed to respondents.	100
2.	The number of questionnaires filled in blanks by respondents.	0
3.	The number of questionnaires that are returned and filled out completely.	100
4.	The number of returned and completed questionnaires in percentage terms.	100%

Table 2 Respondents' Description Results

No	Information	Frequency	Percentage (%)	
1	Gender	Woman	75	75 %
		Man	25	25 %
2	Age Range	17 – 25 Years Old	94	94 %
		26 – 35 Years Old	5	5 %
		36 – 45 Years Old	0	0 %
		>45 Years Old	1	1 %
3	Education	High School / Vocational School	68	68 %
		D3	8	8 %
		S1	24	24 %
		S2	0	0 %
4	Work	Students / Students	65	65 %
		Private Employees	26	26 %
		Civil Service	0	0 %
		Housewives	1	1 %
		Other	8	8 %
5	Product Purchases	1 time	58	58 %
		2 Times	30	30 %
		>2 Times	12	12 %

Respondents who took an interest in repurchasing Scarlett Skincare products in Semarang City were women who amounted to 75 respondents (75%) and men who amounted to 25 respondents (25%). Thus, it can be said that the respondents in this study were mostly interested in repurchasing Scarlett Skincare products in Semarang City, namely women as many as 75 respondents (75%), this is due to women's awareness of the importance of taking care of the face and body to have clean skin as well as supporting appearance.

Respondents who took an interest in repurchasing Scarlett Skincare products in Semarang City with the largest percentage were aged 17-25 years old with 94 respondents (94%), followed by those aged 26-35 years old by 5 respondents (5%), followed by those aged > 45 years old by 1 respondent (1%), and for those aged 36-45 years, namely 0 respondents (0%). Thus, it can be said that most of the respondents in this study were consumers who took an interest in repurchasing Scarlett Skincare products in Semarang City, namely those aged 17-25 years, a total of 94 respondents (94%) who of course consumers of Scarlett products are very concerned about their face and body care to stay healthy, white, and clean.

Education of respondents who are interested in repurchasing Scarlett Skincare products in Semarang City with the largest percentage, namely those whose education is SMA / SMK is 68 respondents (68%), then followed by those with S1 education, namely 24 respondents (24%), followed by those with D3 education, namely 8 respondents (8%), and followed by those with S2 education, namely 0 respondents (0%). Thus, it can be said that in this study, the respondents who had the most interest in repurchasing Scarlett Skincare products in Semarang City, namely those with high school / vocational school education, were 68 respondents (68%).

The work of respondents who took an interest in repurchasing Scarlett Skincare products in Semarang City with the largest percentage was those whose jobs as students were 65 respondents (65%), followed by those who worked as private employees a total of 26 respondents (26%), then followed by those who worked outside the choice given by the researcher a total of 8 respondents (8%), then followed by those who worked as housewives as many as 1 respondent (1%), and the latter as a civil servant in the amount of 0 respondents (0%). Thus, it can be concluded that in this study stated that most respondents who took an interest in repurchasing Scarlett Skincare products in Semarang City worked as students / students a total of 65 respondents (65%), this is because along with the development of the times where Skincare Scarlett is able to change their lifestyle.

Repurchases in the use of *skincare* products of respondents with the largest percentage of repurchase interest in Scarlett Skincare products in Semarang City as much as 1 time a total of 58 respondents (58%), then those who made repurchase interest in Scarlett Skincare products 2 times a total of 30 respondents (30%), then who made interest in repurchase Scarlett Skincare products as much as >2 times a total of 12 respondents (12%). Thus, it can be concluded that in this study stated that most respondents who took an interest in repurchasing Scarlett Skincare products in Semarang City as much as 1 time a total of 58 respondents (58%).

Table 3 Validity Tests

Variable	Indicators	KMO	Loading Factor	Information
Product Quality (X <sub>1</sub> )	X1.1	<b>0.867</b>	0.746	Valid
	X1.2		0.625	Valid
	X1.3		0.775	Valid
	X1.4		0.858	Valid
	X1.5		0.707	Valid
	X1.6		0.648	Valid
	X1.7		0.740	Valid
	X1.8		0.709	Valid
Price Perception (X <sub>2</sub> )	X2.1	<b>0.733</b>	0.854	Valid
	X2.2		0.800	Valid
	X2.3		0.856	Valid
	X2.4		0.789	Valid
Promotions (X <sub>3</sub> )	X3.1	<b>0.698</b>	0.858	Valid
	X3.2		0.807	Valid
	X3.3		0.858	Valid
Repurchase Interest (Y)	Y.1	<b>0.842</b>	0.744	Valid
	Y.2		0.846	Valid
	Y.3		0.761	Valid
	Y.4		0.764	Valid

The above results can be known, that all indicators of the statement of variables of product quality, price perception, promotion and repurchase interest are declared valid. From the display of the SPSS utput, it can be seen that all variables show the Kaiser Meyer-Olkin Measure Of Sampling Adequacy value of >0.5 which is the meaning that the entire sample is valid. The value of the loading factor on each variable > 0.4 which indicates that the variable indicator is declared valid. Thus the answers to the questionnaire can be used for research and the number of samples set already meets the adequacy to be studied.

Table 4 Reliability Test

Variables	Cronbach's Alpha	Standard Reliability	Information
Product Quality (X <sub>1</sub> )	0,871	> 0.70	Reliable
Price Perception (X <sub>2</sub> )	0,840	> 0.70	Reliable
Promotion (X <sub>3</sub> )	0,793	> 0.70	Reliable
Repurchase Interest (Y)	0,902	> 0.70	Reliable

The results of the reliability test are known that all variables in the study have met the reliability requirements so that they can be said to be reliable. That is, the indicators used to measure variables are reliable and can be trusted as measuring instruments. This is indicated by *Cronbach's alpha* value of product quality indicators, price perception, promotion, and repurchase interest > 0.70. Thus, it can be concluded that all variables are worth conducting a subsequent analysis.

Table 5 Linear Regression Test Results

Variable	Adjusted R <sup>2</sup>	Test F		Beta	t-test		Information
		F-Count	Sig		t-count	Sig	
Effect of Product Quality, Price Perception and Promotion on Repurchase Interest	0.705	79.831	.000				
Product Quality (X <sub>1</sub> )				0.152	1.273	0.006	<b>H1</b> : Accepted
Price Perception X <sub>2</sub> )				0.722	7.529	0.000	<b>H2</b> : Accepted
Promotions (X <sub>3</sub> )				-0.008	-0.80	0.937	<b>H3</b> : Rejected

The result of the multiple linear regression analysis as givent:

$$Y = 0.152 (X_1) + 0.722 (X_2) - 0.008 (X_3)$$

The explanation of the equation above is as follows:

The value of the product quality regression efficiency (X1) is positive, which is 0.152 with a significance value of  $0.006 < 0.05$ , which means that the better the quality of the product provided by Scarlett's skincare products, the consumer's repurchase interest will also increase. The value of the price perception regression (X2) regression efficiency is positive at 0.722 with a significance of  $0.000 < 0.05$ , which means that the better the consumer's perception of the price provided by Scarlett's skincare products, the more consumer repurchase interest will also increase. And the value of the promotion regression efficiency (X3) is -0.008 with a significance of  $0.937 > 0.05$ , which means that the promotion carried out by the skincare product company Scarlett does not affect consumers' repurchase interest in buying the product.

The results of the results of the Adjusted R Square were carried out to see more clearly how much independent variables are able to describe the variables or diversity contained in the dependent variables. The higher adjusted R value indicates that the more powerful the independent variable describes the dependent. Conversely, the smaller the Adjusted R indicates the lower the ability of the independent variable to describe the dependent variable.

The value of the coefficient of determination analysis or Adjusted R Square analysis (R<sup>2</sup>) is 0.705 meaning that 70.5% of the variations of independent variables, namely product quality, price perception, and promotion are able to explain repurchase interest. While the remaining 29.5% was explained by other factors that were not observed in this study

The results of the simultaneous significance test above can be seen that the calculated F value is 79.831 with a significance profitability of  $0.000 < 0.05$ , meaning that the variables Product Quality (X1), Price Perception (X2), and Promotion (X3) affect the dependent variable (Repurchase Interest) simultaneously. This means that all independent variables are declared good and fit research data for further analysis.

The results of decision-making in the test are significant to be able to see significant results. The explanation of the results of the hypothesis test (t test) is as follows:

1. Hypothesis 1: Based on the calculation results of the SPSS program, it is known that the product quality variable has a positive beta value (0.152) with a significance value of  $0.006 < 0.05$  so that it can be declared significant. So this study can be concluded that hypothesis 1 is accepted, meaning that the quality of the product has a positive and significant effect on repurchase interest.
2. Hypothesis 2: Based on the calculation results of the SPSS program, it is known that the price perception variable has a positive beta value (0.722) with a significance value of  $0.000 < 0.05$  so that it can be declared significant. So this study can be concluded that hypothesis 2 is accepted, meaning that price perception has a positive and significant effect on repurchase interest.
3. Hypothesis 3: Based on the calculation results of the SPSS program, it is known that the promotion variable has a negative beta value (-0.008) with a significance value of  $0.937 > 0.05$  so that it can be declared insignificant. So this study can be concluded that hypothesis 3 is rejected, which means that promotion has no effect on repurchase interest.

### **The Effect of Product Quality on Repurchase Interest**

Based on the results of the hypothesis test 1 shows that the quality of the product has a positive and significant effect on repurchase interest, then, the hypothesis results can be **accepted**. Product quality has several indicators that can increase repurchase interest, so the dimensional indicators are performance, features, reliability, conformity with specifications, durability, service ability, aesthetics, perceived quality. As a result of using these indicators, the repurchase interest from the use of *skincare* scarlett can increase with increasing indicators on product quality. The results of this study are supported by research from Agnita Prameswara and Euis Soliha (2022) and Ita Ayu Saputri and Endang Tjahjaningsih (2022) kualitas produk have a positive and significant effect. So, consumers who feel that there is good product quality will be more likely to repurchase.

### **Effect of Price Perception on Repurchase Interest**

Based on the results of the hypothesis test 2 showing that price perception has a positive and significant effect on repurchase interest, the hypothesis results are acceptable. Price perception has several indicators that can increase repurchase interest, so the dimensional indicators are price competitiveness, price suitability with price benefits, affordability, and price according to product quality. As a result of using the indicator, repurchase interest from the use of *skincare* scarlett can increase with increasing indicators

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on price perception. The results of this study are supported by research from Niken Faradilla Sandy and Ajeng Aquinia (2022) and Desti Ramdhani and Suzy Widyasari (2022) price perception has a positive and significant effect. So, the better the price perception from consumers, the more interest in repurchase skincare scarlett.

### How Promotions Affect Repurchase Interest

Based on the results of the hypothesis test 3 showing that promosi has no effect on repurchase interest then, the hypothesis result **is rejected**. Promosi has several indicators that can increase repurchase interest, so the dimensional indicators are promotional messages, promotional media, and promotion time. As a result of using this indicator, repurchase interest from the use of skincare scarlett hypothesis that states promotion has a negative and insignificant effect on repurchase interest. The results of this study are supported by research from Desi Peburiyanti and Sabran (20 20) promosi negatively and insignificantly influencing. So the promotion does not affect the repurchase interest in the use of *skincare scarlett*.

### 5. CONCLUSION

The results of this study can be drawn from several conclusions that the quality of the product has a positive and significant effect on repurchase interest. This is that the better the quality of the product, the more it will also increase to repurchase. Price perception has a positive and significant effect on repurchase interest, and the better the perception of the price offered, the more repurchase will increase. Promotion has no effect on repurchase interest.

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