

THE INFLUENCE OF PROMOTION AND SERVICE QUALITY ON CONSUMER REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION AT UNDERPRICE SKINCARE JAMIN GINTING, MEDAN CITY

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Abstract

The purpose of this study was to analyze the effect of promotion and service quality on consumer repurchase interest through customer satisfaction in consumers of Underprice Skincare Jamin Ginting Medan City. The population in this study was 50,492 which was sourced from consumer data for the Underprice Skincare Jamin Ginting store in Medan City, with a sample of 100 respondents determined by the Slovin formula. The data were analyzed using descriptive analysis and SEM (Structural Equation Model) analysis. With the sampling method used is Purposive Sampling. The results show that directly promotion has a positive and significant effect on repurchase interest, service quality has a positive and significant effect on repurchase interest, promotion has no positive and significant effect on customer satisfaction, service quality has a positive and significant effect on customer satisfaction, and customer satisfaction has a negative and significant effect on repurchase interest. Indirectly, promotion has no positive and significant effect on repurchase intention through customer satisfaction, and service quality has a negative and significant effect on repurchase intention through customer satisfaction.

Keywords: *Promotion, Service Quality, Repurchase Interest, Customer Satisfaction*

INTRODUCTION

As the young population of Indonesia increases and public awareness of the importance of maintaining appearance and skin health, the beauty industry in Indonesia is also growing by giving birth to many local cosmetic brands. According to the Statistika report, (2024) the beauty and personal care market revenue in Indonesia in 2024 is estimated to reach US\$9.17 billion, with an annual growth of 4.39% (CAGR 2024-2028), personal care is the largest segment in this market, which is estimated to have a market volume of US\$3.88 billion in 2024. From the same source, it explains that offline sales are estimated to contribute 54.6% higher than online sales with a difference of 9.2% of total revenue in 2024. Currently, competition in the beauty business world is getting higher, every company is required to be able to maintain consistency and continue to innovate, the emergence of new competitors makes the competition in the cosmetic business even tighter. Companies not only compete in attracting new customers, but also need to retain existing customers by understanding the behavior of repurchase intentions.

LITERATURE REVIEW

According to Hasan (2018), repurchase interest is defined as purchasing interest based on past purchasing experiences. Kotler and Keller (2016), the main factors that influence a person's interest in making repeat purchases, namely: Psychological Factors: This includes individual experiences in evaluating past events and the influence of individual attitudes and beliefs, Personal Factors: Consumer personality will influence perception and decision making in purchasing, Social Factors: Including small reference group factors. Reference groups are defined as groups of people who influence consumer attitudes, opinions, norms, and behavior. Kotler and Keller (2016) states that retaining customers is more important than attracting customers. Customer satisfaction is one of the keys to retaining customers. Customer satisfaction is one of the important things to face increasingly fierce competition, companies must be able to survive and excel by understanding the factors that influence customer

satisfaction and determine the level of consumer satisfaction, according to Indrasari (2019) there are five main factors that must be considered by companies, namely product quality, service quality, emotional, price, and cost. Customer satisfaction is one of the behavioral factors of repurchase interest. This is explained in the research of Rendy Irwanto & Tjipto Subroto (2022) which shows that consumer satisfaction has a positive effect on repurchase interest of a service. The concept of service has various different meanings according to explanations from experts, but in essence it still refers to the same basic concept. According to Kotler and Keller (2016) Quality is a dynamic condition related to products, services, people, processes, and environments that meet or exceed expectations. Quality is considered good if the service provider delivers services that are equivalent to what the customer expects. Therefore, achieving customer satisfaction requires a balance between needs and desires and what is provided. (Indrasari, 2019). A good service quality is usually directly proportional to repurchase intention. When consumers receive service quality that meets or even exceeds their expectations, they are more likely to return and make repeat purchases. This is in line with research results (Laela, 2021), which show that service quality has a positive effect on repurchase intention. Customer satisfaction also influences customer satisfaction, as explained in Saragih's (2022) research, which suggests the influence of service quality on customer satisfaction.

Hariyanto (2016) states that promotion is communicating information about a product and influencing consumers to purchase it. Promotion is an effort to introduce products and services so that they are known and accepted by the public. In another definition, promotion is any form of communication that aims to inform, persuade, and remind the target market about a product (Kotler and Keller, 2016), where the purpose of promotion/marketing communication is to differentiate, remind, inform, and persuade. Promotion aims to inform, persuade, and influence consumer purchasing decisions (Halim et al., 2021). According to Kotler, P., & Armstrong, (2018), factors that influence repurchase interest include product quality, price, promotion, and brand awareness. In this case, promotion serves to strengthen positive perceptions of the product and encourage repurchase behavior. This is directly proportional to research (Alam & Sarpan, 2023) that promotion is directly proportional to or has a positive effect on repurchase interest. Promotion also has an impact on customer satisfaction, as explained in Tjahjaningsih's (2019) research, which shows that promotion has a positive impact on customer satisfaction because promotion helps customers to receive good information about the products or services offered.

METHOD

The type of research used by the author is associative research with a quantitative descriptive approach. According to Sugiyono (2018), associative research aims to determine the influence or relationship between independent and dependent variables and how closely they are related. Descriptive research describes something clearly and in detail. Quantitative research is research that obtains data in the form of numbers or qualitative data that is expressed in numbers. The population in this study were customers of Underprice Skincare Jamin Ginting Jamin Ginting Medan City totaling 50,492 and the sample used in this study were consumers of Underprice Skincare Jamin Ginting Jamin Ginting Medan City 100 respondents obtained using the Slovin formula with the criteria of consumers aged 13-63 years and who had made repeat purchases at least once.

This study uses a Likert Scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. According to Sugiyono (2018), the Likert scale is a scale used to measure the attitudes, opinions, and perceptions of an individual or group of people regarding social phenomena. The primary data used in this study were obtained from respondents by distributing questionnaires using Google Forms distributed according to predetermined criteria. Meanwhile, secondary data in this study were obtained from books, reports, papers, the internet, previous research data sources, and other literature. This study used the Partial Least Square or PLS analysis technique. According to Abdillah, W. (2015), Partial least square analysis is a variant-based structural equation analysis (SEM) that can simultaneously test the measurement model and test the structural model. In processing the data of this study, the statistical tool software PLS (Partial Least Squares) used was Smart PLS version 4. Model evaluation in PLS-SEM using Smart PLS 4 can be done by assessing the results of the model measurement (outer model) namely through confirmatory factor analysis (CFA) by testing the validity and reliability of latent constructs, then continued with structural model evaluation and significance testing to test the influence between variable constructs (Ghozali, 2018).

RESULTS AND DISCUSSION

Evaluation results of the Measurement Model (Outer Model)

Table 1. Outer Loading Values

	Customer Satisfaction (Z)	Service Quality (X2)	Repurchase interest (Y)	Promotion (X1)
X1.2				0.845
X1.3				0.833
X1.4				0.828
X1.5				0.887
X1.6				0.789
X1.7				0.784
X1.8				0.785
X2.1		0.733		
X2.2		0.820		
X2.3		0.758		
X2.4		0.736		
X2.6		0.743		
X2.7		0.725		
Y.1			0.910	
Y.2			0.935	
Y.3			0.920	
Y.4			0.924	
Y.5			0.808	
Y.6			0.914	
Y.7			0.917	
Y.8			0.895	
Z.1	0.861			
Z.2	0.902			
Z.3	0.845			
Z.4	0.790			
Z.7	0.814			
Z.8	0.786			

In Table 1, the outer loading value of each measurement item is at a value of ≥ 0.70 . Based on this, it can be concluded that the measurement items are valid or reflect all variable measurements. In addition to evaluating factor loading values, construct validity can also be assessed by looking at the Cronbach's Alpha and AVE (Average Variance Extracted) values where the Cronbach's Alpha value ≥ 0.70 indicates the level of variable reliability and the AVE value is able to show the ability of the latent variable value to represent the original data score. The greater the AVE value indicates a higher ability to explain the values of the indicators that measure the latent variable. The cut-off value of AVE used is 0.50 where the minimum AVE value of 0.50 indicates a good measure of convergent validity, meaning the probability of an indicator in a construct entering another variable is lower (less than 0.50) so that the probability of the indicator converges and enters the construct whose value in the block is greater than 50%. Convergent validity value. The following AVE values are generated from SmartPLS data processing in the following table:

Table 2. Cronbach's Alpha and AVE values

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
CUSTOMER SATISFACTION (Z)	0.912	0.915	0.932	0.696
QUALITY OF SERVICE (X2)	0.847	0.848	0.887	0.567
INTEREST IN REPURCHASE (Y)	0.968	0.970	0.973	0.817
PROMOTION (X1)	0.921	0.944	0.936	0.676

Table 2 shows that the reliability level of all measurement items is acceptable, indicated by Cronbach's Alpha and Composite Reliability above 0.70 (Reliable). The level of convergent validity indicated by the AVE value on all measurement items is $0.567 - 0.817 > 0.50$. It can be concluded that all measurement items have met the requirements of good convergent validity or this indicates that the latent variable can explain more than 50% of the variance of its indicators. So it can be concluded that all indicators and constructs in the model have met the Convergent Validity test criteria. Next, a discriminant validity test is conducted to determine whether the indicators of a construct are highly correlated with indicators from other constructs. The discriminant validity of the measurement model with reflective indicators is assessed based on Fornell-Lacker, HTMT, and cross-loading of the measurement with the construct. If the correlation of the construct with the measurement item is greater than the other construct measures, it indicates that the latent construct predicts the block measures better than the other block measures. The following are the results of SEM-PLS data processing:

Table 3. Fornell-Lacker Values

	CUSTOMER SATISFACTION (Z)	QUALITY OF SERVICE (X2)	INTEREST IN REPURCHASE (Y)	PROMOTION (X1)
CUSTOMER SATISFACTION (Z)	0.834			
QUALITY OF SERVICE (X2)	0.595	0.753		
INTEREST IN REPURCHASE (Y)	0.178	0.487	0.904	
PROMOTION (X1)	-0.167	-0.231	0.497	0.822

Discriminant validity evaluation needs to be conducted by considering the Fornell-Lacker criteria. Discriminant validity is a form of evaluation to ensure that variables are theoretically different and proven empirically or statistically. The Fornell-Lacker criteria must show a variable's AVE root value greater than the variable's correlation. In Table 4.7, the customer satisfaction variable has an AVE root (0.834) with a greater correlation than service quality (0.595) and a greater correlation than repurchase intention (0.178) and so on with the following variables. These results indicate that the discriminant validity of the customer satisfaction variable is met. The same results also apply to other variables. Based on this, it can be concluded that the measurement items that measure each focal variable measure their respective variables and are low in measuring other variables. It can be ensured that overall, these measurement items have good discriminant validity using the Fornell-Lacker method.

Table 4. HTMT Values

	CUSTOMER SATISFACTION (Z)	QUALITY OF SERVICE (X2)	INTEREST IN REPURCHASE (Y)	PROMOTION (X1)
CUSTOMER SATISFACTION (Z)				
QUALITY OF SERVICE (X2)	0.672			
INTEREST IN REPURCHASE (Y)	0.185	0.538		
PROMOTION (X1)	0.221	0.277	0.498	

Hair et al. (2021) recommend HTMT because this discriminant measure is considered more sensitive and accurate in detecting discriminant validity. The recommended value is below 0.90. In Table 4, the HTMT test results show a value below 0.90, thus concluding that discriminant validity has been achieved.

Table 5. Cross Loading Values

	CUSTOMER SATISFACTION (Z)	QUALITY OF SERVICE (X2)	INTEREST IN REPURCHASE (Y)	PROMOTION (X1)
X1.2	-0.195	-0.217	0.495	0.845
X1.3	-0.113	-0.146	0.477	0.833
X1.4	-0.325	-0.402	0.206	0.828
X1.5	-0.256	-0.230	0.477	0.887
X1.6	-0.013	-0.114	0.356	0.789
X1.7	-0.019	-0.051	0.409	0.784
X1.8	0.036	-0.218	0.299	0.785
X2.1	0.433	0.733	0.327	-0.261
X2.2	0.471	0.820	0.401	-0.241
X2.3	0.359	0.758	0.429	-0.113
X2.4	0.428	0.736	0.367	-0.101
X2.6	0.428	0.743	0.389	-0.123
X2.7	0.555	0.725	0.293	-0.200
Y.1	0.231	0.464	0.910	0.487
Y.2	0.179	0.489	0.935	0.462
Y.3	0.156	0.410	0.920	0.421
Y.4	0.170	0.442	0.924	0.428
Y.5	0.153	0.391	0.808	0.404
Y.6	0.187	0.426	0.914	0.448
Y.7	0.093	0.443	0.917	0.479
Y.8	0.116	0.449	0.895	0.453
Z.1	0.861	0.469	0.133	0.205
Z.2	0.902	0.542	0.169	0.137
Z.3	0.845	0.460	0.179	0.156
Z.4	0.790	0.511	0.289	0.033
Z.7	0.814	0.519	0.040	0.173
Z.8	0.786	0.464	0.055	0.225

Evaluating discriminant validity based on cross-loading values is done by ensuring that the value of each measurement item has a high correlation with its own variable and a low correlation with other variables. This illustrates that each measurement item focuses on measuring its own variable and has a low correlation with other variables. Table 5 shows that each measurement item's value has a high correlation with its own variable and a low correlation with other variables. Based on this, the discriminant validity of the cross-loading method is met.

Structural Model Evaluation Results (Inner Model)

Structural model evaluation is related to testing the hypothesis of the influence between research variables. The structural model evaluation is carried out in three stages: checking for the absence of multicollinearity between variables using the inner VIF (Variance Inflated Factor) measure. A VIF value below 5 indicates no multicollinearity between variables (Hair et al., 2021). Next, the hypothesis between variables is tested using the t-statistic or p-value. If the calculated t-statistic is greater than 1.96 (t-table) or the test p-value is <0.05, there is a significant influence between the variables. Furthermore, the results and 95% confidence intervals for the path coefficient parameter estimates need to be presented. The next step is the f-square value, which is for the direct influence of variables at the structural level, with the criteria (f-square 0.02 is low, 0.15 is moderate, and 0.35 is high) (Hair et al., 2021).

Table 6. VIF Values

	CUSTOMER SATISFACTION (Z)	INTEREST IN REPURCHASE (Y)
CUSTOMER SATISFACTION (Z)		1,550
QUALITY OF SERVICE (X2)	1,057	1,592
INTEREST IN REPURCHASE (Y)		
PROMOTION (X1)	1,057	1,058

Before testing the structural model hypothesis, it is necessary to determine the presence of multicollinearity between the variables using the inner VIF statistic. Table 6 shows that the estimation results show a VIF value <5, indicating a low level of multicollinearity between the variables. This result confirms the robust (unbiased) nature of the parameter estimation results in SEM PLS.

Table 7. Hypothesis Testing Results (Direct Effect)

Hypothesis	Path Coefficient	p-values	95% Path Coefficient Confidence Interval		f square
			Lower Limit	Upper Limit	
H1. Promotions influence repeat purchase intention	0.639	0.000	0.485	0.780	0.783
H2. Service quality influences repurchase intention	0.721	0.000	0.558	0.890	0.617
H3. Promotion influences customer satisfaction	-0.031	0.761	-0.230	0.164	0.001
H4. Service quality influences customer satisfaction	0.588	0.000	0.414	0.745	0.507
H5. Customer satisfaction influences repurchase interest	-0.145	0.014	-0.278	0.042	0.083

Based on the results of the hypothesis testing in Table 7, the following is known:

1. The first hypothesis (H1) is accepted, namely that there is a positive and significant influence of promotion on increasing repurchase interest with a path coefficient (0.639) and p value (0.000).
2. The second hypothesis (H2) is accepted, namely that there is a positive and significant influence of service quality on increasing repurchase interest with a path coefficient (0.721) and p value (0.000).
3. The third hypothesis (H3) was rejected, namely there was no positive and significant influence of promotion on customer satisfaction based on a p value of $0.761 > 0.05$.
4. The fourth hypothesis (H4) is accepted, namely there is a positive and significant influence of service quality on customer satisfaction with a path coefficient (0.588) and p value (0.000).
5. The fifth hypothesis (H5) is accepted, namely there is a negative and significant influence of customer satisfaction on increasing repurchase interest with a path coefficient (-0.145) and p value (0.014).

Table 8. Hypothesis Testing Results (Indirect Effect)

Hypothesis	Path Coefficient	p-values	95% Path Coefficient Confidence Interval	
			Lower Limit	Upper Limit
H6. Promotions influence repurchase interest through customer satisfaction	0.004	0.795	-0.023	0.046
H7. Service quality influences repurchase intention through customer satisfaction.	-0.085	0.032	-0.183	0.024

Based on the results of testing the indirect influence hypothesis in Table 8, the following is known:

1. The sixth hypothesis (H6) was rejected where there was no significance between the promotional variables and repurchase interest through customer satisfaction where the p-value was $0.795 > 0.05$.
2. The seventh hypothesis (H7) is accepted, there is a negative and significant influence between service quality and repurchase intention through customer satisfaction which is significant with a p-value of $0.032 < 0.05$.

Model Fit Evaluation (Goodness of Fit)

PLS is a variance-based analysis of variance (SPLS) aimed at testing model theories, emphasizing predictive studies. Therefore, several measures have been developed to demonstrate the acceptability of a proposed model, such as R-squared and SRMR (Hair et al., 2021).

Table 9. R square value

	R-square
CUSTOMER SATISFACTION (Z)	0.355
INTEREST IN REPURCHASE (Y)	0.643

The R-square statistic measures the extent to which the variation of endogenous variables can be explained by other exogenous variables in the model. According to Chin (1998), the qualitative interpretation of the R-square value is 0.19 (low influence), 0.33 (moderate influence), and 0.66 (high influence). Based on the processing results in Table 4.14, it can be said that the joint influence of promotion and service quality on customer satisfaction is 0.355 or 35.5%, this value is classified as a moderate or medium influence, while 64.5% is influenced by other

variables. The influence of promotion and service quality on repurchase intention is 0.643 or 64.3%, this value is classified as a high influence, the remaining 34.7% is influenced by other variables.

Table 10. SRMR Values

	Estimated model
SRMR	0.086

SRMR stands for Standardized Root Mean Square Residual. In Yamin (2022), this value represents model fit, which is the difference between the data correlation matrix and the estimated model correlation matrix. In Hair et al., (2021), an SRMR value below 0.08 indicates model fit. Table 4.15 shows an SRMR value of $0.086 > 0.08$, indicating an acceptable model fit.

DISCUSSION

Promotion of Repurchase Interest

Based on the results of the hypothesis test, it shows that the variable Promotion has a positive and significant effect on repurchase interest with a path coefficient value of 0.639 and a p value of 0.00. The results of this test indicate that promotion has a significant effect on consumer repurchase interest. This indicates that an effective promotional strategy can increase consumer interest in making repurchases. Attractive promotions with appropriate promotional media and effective promotional messages, good and consistent promotional timing, can create greater awareness and interest from consumers towards the products offered. Then looking at the 95% confidence interval value, the influence of promotion in increasing repurchase interest lies between 0.485 and 0.780. And the significant effect of promotion on repurchase interest is classified as high with an f square value of 0.783. This indicates the need for promotional improvement programs which are considered very important where when there is a good and appropriate promotional policy it will increase repurchase interest by 0.780. Empirical research conducted by Ambarwati (2023) found that promotion has a direct and significant influence on repurchase intention. This variable contributes significantly to individual repurchase behavior. This is also in line with research by Rendy Irwanto & Tjipto Subroto (2022), which found that promotion has a partial positive influence on repurchase intention. The conclusion explains what is expected in the Introduction section, as well as conclusion from the Results and Discussion section. Conclusions can also be added to the development plan for the implementation of the future service.

Service Quality on Repurchase Interest

Based on the analysis in this study discussing the results of the second hypothesis on the relationship between service quality and repurchase interest with a path coefficient value of 0.721 and a p value of 0.000, meaning that service quality has a positive and significant effect on purchasing decisions in other words the second hypothesis is accepted and meaning that every time there is a change in service quality it will affect repurchase interest. And if you look at the 95% confidence interval value, the influence of promotions in increasing repurchase interest lies between 0.558 and 0.890. And the influence of service quality on repurchase interest is relatively high with an f square value (0.617). This shows the need for promotional improvement programs that are considered very important where when there is a good service quality improvement policy it will increase repurchase interest by 0.890. Good service, including speed, friendliness, and responsiveness to customer questions or complaints, can increase customer satisfaction. When customers are satisfied with the service received, they are more likely to return to shop at the store. This finding is in line with research by Alam, Sarpan (2023) which shows that service quality has a significant influence on consumer repurchase interest.

Promotion of Customer Satisfaction

Based on the results of the hypothesis test, it shows that the promotion variable does not have a positive and significant influence on customer satisfaction with the value $p\text{-value} = 0.761$. The hypothesis regarding the effect of promotions on customer satisfaction is rejected because the p-value is above 0.05. This indicates that although promotions can attract consumers' attention, they do not directly increase customer satisfaction. Based on this, there are other factors that are more dominant in determining customer satisfaction, such as direct experience with the product or the quality of service provided (Indrasari, 2019). These findings differ from Ambarwati's (2023) research, which showed a positive and significant relationship between promotion and customer satisfaction.

However, these findings support the Expectancy-Confirmation Theory (*Expectation-Confirmation Theory*), where promotions may create exaggerated expectations that are not met when consumers experience the product directly. This is in line with research by Pupuni & Sulistyawati (2013), who also found that promotions have no impact on satisfaction. Other factors may be more dominant in determining customer satisfaction, such as direct experience with the product or the quality of service provided.

Service Quality and Customer Satisfaction

Based on the analysis in this study, it discusses the results of the fourth hypothesis on the relationship between service quality and customer satisfaction with a path coefficient value of 0.588 and $p\text{-value}$ 0.000, based on this, it explains that service quality has a positive and significant effect on customer satisfaction. This shows that good service can enhance positive customer experiences. Good service, including speed, friendliness, and responsiveness to customer questions or complaints, can increase customer satisfaction, so they feel satisfied with their purchases. Customer satisfaction is key to building long-term relationships between consumers and brands. Then, looking at the 95% confidence interval value, the influence of service quality on increasing customer satisfaction lies between 0.414 and 0.745. And the influence of service quality on customer satisfaction is categorized as high with an $f\text{-square}$ value of 0.507. The need to improve service quality is considered important because when there is an increase in customer satisfaction, it will increase repurchase interest by 0.042. These results are in line with the research of Amboningtyas, Hasiholan (2020) which states that the service quality variable has a partial positive and significant effect on customer satisfaction and the research of Murwanti and Pratiwi (2017) which shows that service quality has a positive and significant effect on customer satisfaction.

Customer Satisfaction on Repurchase Intention

Based on the analysis in this study, it discusses the results of the fifth hypothesis on the relationship between service quality and repurchase interest with a path coefficient value of -0.145 and $p\text{-value}$ of 0.014, meaning that customer satisfaction has a negative and significant effect on repurchase intention. A negative effect means that when customer satisfaction increases, their interest in repurchasing a product or service actually decreases. This can happen if customers feel that they have already gotten everything they want from the product, so there is no motivation to make a repeat purchase. However, based on the significant $p\text{-value}$ supporting that changes in customer satisfaction have a real impact on repurchase intention, satisfied consumers tend to make repeat purchases because they believe in the quality of the product and service provided by the store. This confirms the importance of maintaining customer satisfaction levels to encourage loyalty. Within the 95% confidence interval, the magnitude of the effect of customer satisfaction in increasing repurchase intention lies between -0.278 to 0.042. However, the existence of customer satisfaction in increasing repurchase intention has a low influence at the structural level with an $f\text{-square}$ value of (0.083). This finding differs from Alam and Sarpan's (2023) research, which demonstrated a positive effect of customer satisfaction on repurchase intention for decorative and skincare products, and from Rendy Irwanto and Tjipto Subroto's (2022) research, which demonstrated a partial positive effect of customer satisfaction on repurchase intention. Based on the differences found in other studies, this demonstrates the complexity of the relationship between satisfaction and repurchase behavior.

Promotion of Repurchase Interest Through Customer Satisfaction

Based on the analysis in this study, it discusses the results of the sixth hypothesis on the relationship between service quality and purchasing decisions through customer satisfaction with a path coefficient value of 0.004 and $p\text{-value}$ of 0.795 means the hypothesis is rejected, this hypothesis is rejected because the $p\text{-value}$ is above 0.05. However, the positive effect indicates that promotions carried out by the company can attract consumers' attention and encourage them to consider repurchasing, while insignificance indicates that the relationship between promotions and customer satisfaction is not strong enough to be considered valid evidence based on the results of data processing. This could be due to low overall customer satisfaction, so promotions may not be enough to encourage repurchase interest even if there is one. The results of the study show that although promotions can attract consumers' attention, their effect on repurchase interest through customer satisfaction is not proven significant. This emphasizes the importance of service and product quality in building sustainable customer satisfaction. Therefore, companies need to integrate marketing strategies with improving service quality to create positive experiences for customers and encourage long-term loyalty. These findings are inconsistent with research by Murwanti and Pratiwi (2017), which showed a positive and significant effect between promotions and repurchase intention through customer satisfaction. Based on the differences found in other studies, these

differences in results indicate complexity in this area. However, these findings align with Expectation-Confirmation Theory (ECT), which explains that customer satisfaction is formed from a comparison between pre-purchase expectations and actual post-purchase experiences. If a promotion creates unrealistic expectations, satisfaction can decline, even if the promotion successfully attracts initial attention (Kinanthi, GE, & Sisilia, K. 2022).

The Impact of Service Quality on Repurchase Intention Through Customer Satisfaction

Based on the analysis in this study, it discusses the results of the seventh hypothesis regarding the indirect relationship between service quality and repurchase interest through customer satisfaction with a path coefficient value of -0.085 and p -value of 0.032, the hypothesis is accepted that there is a significant influence of service quality on repurchase intention through customer satisfaction. This indicates that service quality not only has a direct impact on repurchase decisions but also through increased customer satisfaction. In other words, good service increases satisfaction which in turn encourages repurchase intention. This negative influence indicates that service quality has a negative indirect influence on repurchase intention through customer satisfaction, indicating that even if service quality increases, it can decrease repurchase intention if customer satisfaction is not managed properly. Based on the value in the 95% confidence interval, the influence of customer satisfaction in increasing repurchase interest lies between -0.183 to 0.024. However, the existence of customer satisfaction in increasing repurchase interest has a low influence in the structural level with an f square value (0.083) but increasing customer satisfaction is still considered important where when there is an increase in customer satisfaction it will increase repurchase interest by 0.042. This finding is in line with the research of Murwanti and Pratiwi (2017), where service quality mediated by consumer satisfaction has a significant positive effect on purchase interest.

CONCLUSION

Based on the results of the analysis and discussion that has been carried out, the following conclusions were obtained:

1. Promotion has a positive and significant effect on consumer repurchase interest in Underprice Skincare Jamin Ginting, Medan City.
2. Service quality has a positive and significant effect on consumer repurchase interest at Underprice Skincare Jamin Ginting, Medan City.
3. Promotion does not have a positive and significant effect on customer satisfaction at Underprice Skincare Jamin Ginting, Medan City.
4. Service quality has a positive and significant effect on customer satisfaction at Underprice Skincare Jamin Ginting, Medan City.
5. Customer satisfaction has a negative and significant effect on repurchase intention at Underprice Skincare Jamin Ginting, Medan City.
6. Promotion does not have a positive and significant effect on repurchase interest through customer satisfaction at Underprice Skincare Jamin Ginting, Medan City.
7. Service quality has a negative and significant effect on repurchase intention through customer satisfaction at Underprice Skincare Jamin Ginting, Medan City.

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