

Factors Influencing Repurchase Intention of Scarlett Whitening: Product Quality, Variety, and Celebrity Endorsement

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ABSTRACT

This study aims to determine the influence of product quality, product variation, and celebrity endorsement on repurchase intention of Scarlett Whitening. The sample in this study consisted of 100 respondents. The technique used in this research employed non-probability sampling technique with purposive sampling method. Data analysis in this study utilized SPSS for Windows 24.0 with multiple linear regression analysis technique at a significance level of $\alpha = 0.05$. The results of the study indicate that partially, product quality, product variation, and celebrity endorsement have a significant effect on repurchase intention. The magnitude of the influence of product quality, product variation, and celebrity endorsement is indicated by the Adjusted R Square value of 57.6%. Suggestions for further research include exploring other factors that may influence repurchase intention besides product quality, product variation, and celebrity endorsement.

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1. INTRODUCTION

Currently, skincare has become one of the basic needs for women. In addition to being used to improve appearance to look better and more attractive, the use of skincare products has also become part of the lifestyle of Indonesian citizens that must be fulfilled (Rachmaningtyas and Suriyanto, 2022). Skincare is skin care using certain products, especially for the face (Anwar and Wardani, 2021). Increasing public awareness of self-care has resulted in increasing demand for skincare products (Mardiayanti and Andriana, 2022). Quoted from [kompas.com](#), in recent years, skincare products from local brands have increasingly emerged and continue to grow (Pratiwi, 2021). As the skincare and beauty industry develops in Indonesia, consumers can obtain information about the various product choices available on the market (Rachmaningtyas and Suriyanto, 2022). Nowadays, consumers have very high standards in choosing skincare products. Companies must strive to understand consumer desires well so that they can build a positive reputation in the eyes of consumers (Riadi, Kamase, and Mapparenta, 2021). This phenomenon will have a positive impact and encourage the local skincare industry, including the Scarlett Whitening brand (Rachmaningtyas and Suriyanto, 2022).

Scarlett Whitening is a favorite product among the younger generation who are increasingly aware of their appearance and self-care (Rachmaningtyas and Suriyanto, 2022). Scarlett Whitening is one of the local beauty care products from Indonesia, this product itself was only founded in 2017 by Felicya Agelista, a public figure who once graced Indonesian television screens, and in a short

time has succeeded in attracting the attention of consumers with their innovative products (Soehandoko, 2022). Quoted from IDX cahannel.com, before Scarlett Whitening appeared, Felicya Angelista first launched the Feli skin product, which is a facial mask product sold in packages (Kurnia, 2022). Scarlett Whitening also has several branches located on several islands in Indonesia, namely Java, Kalimantan, Sulawesi and Sumatra. Scarlet Whitening products are confirmed as halal products because they have gone through trials with halal ingredients and have received approval from BPOM (Anwar and Wardani, 2021). When someone chooses a skincare product, there are many factors that need to be considered in order to get results that match the desires and needs of each individual (Mardiayanti and Adriana, 2022). Based on the description above, the factors that influence the interest in repurchasing Scarlett Whitening in this study are product quality, product variety, and celebrity endorsement (A'yun and Fitra, 2023).

Repurchase intention is a purchase intention based on past purchasing experiences by consumers (Hidayat and Resticha, 2019). Hillier and Geursen (2003) stated that repurchase intention is a person's planned decision to repurchase a service, considering a situation that will occur and accompanied by a level of preference. Repurchase intention is the tendency of consumer purchasing attitudes towards products that are carried out repeatedly within a certain period of time based on past experiences. One of the factors that drives repurchase intention is product quality (Aprileny, Khulikhot, and Ernawati, 2023). Customer intention to make repeat purchases indicates to consumers or other individuals that the customer is likely to continue purchasing certain products or services from the company in the future (Mirza, Younus, and Waheed, 2021). Product quality refers to the extent to which a product meets consumer expectations, including aspects such as reliability, durability, and the results provided by the product, considering the price paid by the consumer, and whether the product has failed within a certain period of time (Permata and Siagian, 2021). Product quality is a major marketing factor that plays an important role in determining customer satisfaction and loyalty, in addition to creating a positive shopping experience (Tian, Siddik, and Masukujjaman, 2022). Based on Kotler and Armstrong (2018) stated that product quality is a characteristic of a product or service that supports its ability to satisfy customer needs. According to Ernawati (2019) that product quality is an important factor that influences each customer's decision in purchasing a product.

Another factor that can influence purchasing decisions is product variety. According to Kotler and Keller (2009) product variety is a collection of all products and goods offered for sale by a particular seller. Product variety is determined by the number of different products a company offers to consumers (Brun and Pero, 2012). Utilizing the presence of celebrities in product promotions can be an effective strategy for manufacturers to create a positive image and influence consumer purchasing interest, according to Shimp (2003) Celebrity Endorsement is an advertisement that uses famous people or figures (public figures) to support an advertisement. Regarding the selection of a celebrity endorsement, it is important for the company to consider the suitability of the individual for the product to be advertised or promoted, (Permata and Siagian, 2021).

Based on the background above, the problems can be identified both contextually and empirically. Contextually, Scarlett Whitening has built a reputation as a brand that promises premium product quality, facing the challenge of maintaining consumer repurchase interest. Scarlett Whitening has succeeded in using celebrity endorsements and expanding its product variations, the company needs to understand more deeply how brand quality, product variations, and celebrity endorsements affect consumer repurchase interest. Empirically, previous studies have shown an inconsistent relationship between the dependent and independent variables, namely product quality, product variations and celebrity endorsements on repurchase interest, such as the results of research conducted by Basuki and Fairuz (2021) stating that celebrity endorsers influence consumer repurchase interest. Research conducted by A'yun and Fitra (2023) showed that celebrity endorsements had no effect on consumer repurchase interest. Research conducted by Anwar and Wardani (2021), Lestari and Noviningtyas (2021), and Basuki and Fairuz (2021), stated that product quality, product variety and celebrity endorsement influence repurchase interest, however the results of research conducted by Pratama and Andriana (2023), Peburiyanti and Sabran (2020), and A'yun and Fitra (2023) showed different results, so there is inconsistency with the results of previous research. The above can be a problem and research gap that needs to be improved.

2. RESEARCH METHOD

Research design is a framework prepared by researchers to collect, measure, and analyze data to answer research questions (Sekaran and Bougie, 2017). The research design in this study is quantitative research to determine the effect of product quality, product variation, and celebrity endorsement on Scarlett Whitening repurchase interest. According to Sugiyono (2018) quantitative data is a research method based on concrete data, research data in the form of numbers measured using statistics as a calculation tester and related to the problem being studied to make conclusions. The data source used in this study is using primary data sources. Primary data refers to information obtained directly by researchers related to the variables of interest for a specific purpose of the study. Primary data used in this study can be obtained by distributing observations, interviews, and distributing questionnaires to respondents. According to Sekaran and Bougie (2017) a questionnaire is a list of written questions that have been prepared in advance where respondents record their answers that are clearly defined. Questionnaires are usually designed to collect a lot of quantitative data.

Population is the whole of a research object whose characteristics will be determined (Suliyanto, 2018). In this study, the population is consumers who have purchased Scarlett Whitening products. According to Sulisyanto (2018), a good sample is not only seen from how much sample size can represent the population, but also depends on how or the technique of taking samples. The sampling technique in this study uses a non-probability sampling technique, which is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample and the selected respondents must have the ability to understand the contents of the questionnaire given (Sugiyono, 2013). Testing and data processing in this study used the SPSS for Windows version 24.0 program, where the basis for decision making was to find out the results of the questionnaire statement items.

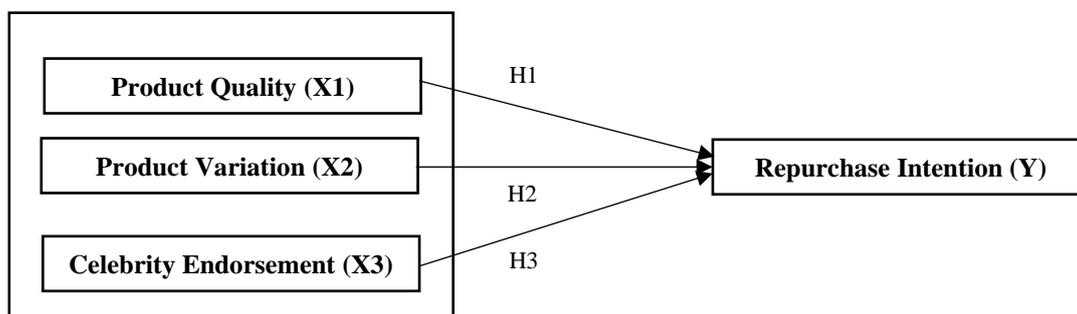


Figure 1. Research Framework

3. RESULTS AND DISCUSSIONS

The descriptive analysis of the data in this study was conducted by the researcher to determine the characteristics of the respondents. When distributing the questionnaire, the researcher first explained to the respondents about the Scarlett Whitening product. So, the researcher conducted data screening to ensure that the respondents who filled out the questionnaire were in accordance with what was expected and obtained 128 respondents. After that, the researcher conducted screening from the 128 respondents which was narrowed down to 100 respondents according to the screening so that the number of respondents in this study was 100 respondents.

Respondent's Characteristic

Respondent characteristic data based on gender shows that 82 female respondents have a percentage of 82% and 18 male respondents have a percentage of 18%, it can be explained that most respondents based on gender are female. The next respondent characteristic data is based on age which shows that those aged 17-19 years are 43 people and have a percentage of 43%, respondents aged 20-25 years are 45 people and have a percentage of 45%, and respondents aged 25-30 years are 8 people and have a percentage of 8%, and other ages have 4 people and have a

percentage of 4%, it can be explained that most respondents based on age are respondents aged 20-25 years.

Hypothesis Result

This research has three hypothesis that has been conducted. The t-test is used for the influence of the piece or relationship between product quality, product variety, and celebrity endorsement on repurchase interest. By using a sample of 100 respondents, variable 3, and a significance level (α) of 0.05, the t-table is 1.985. The following are the results of the t-test test which can be seen in the following table:

Table 1. T-test Result

Variables	t test	t tabel	Sig Value	Value	Result
Product Quality (X1)	4,082	1,985	0,000	< 0,05	H1 Supported
Product Variation (X2)	2,075	1,985	0,041	< 0,05	H2 Supported
Celebrity Endorsement (X3)	4,019	1,985	0,000	< 0,05	H3 Supported

First Hypothesis

Product quality has a significant effect on repurchase intention

Based on the results of the research that has been conducted, it is known that product quality has a positive and significant effect on repurchase interest. This is evidenced by the regression coefficient of 0.357 which is positive and a sig value of 0.000. A significant value below 0.05 indicates that product quality has an effect on repurchase interest. Based on the results of the study, it can be proven that the first hypothesis which states that product quality has a positive and significant effect on repurchase interest in Scarlett Whitening is acceptable. A positive effect means that product quality has a directional effect on repurchase interest. Thus, the higher the quality of the product provided, the more the interest in repurchasing the product will increase.

Product quality is performance as a direct description of a product, reliability, ease of use, aesthetics and so on. In a strategic sense, quality is everything that can provide consumer needs according to what consumers want (Tjiptono, 2015). According to Mufashih, et al. (2023), a good assessment of product quality will affect repurchase interest.

The results of this study are in line with the research of Natalia and Suparna (2023) which shows that product quality has a positive effect on repurchase interest. Product quality is an important factor that influences each customer's decision to buy a product. The better the quality of the product, the greater the interest of consumers who want to buy the product. Research conducted by Mulyana and Andreani (2019) also shows that product quality has a positive effect on repurchase interest, while research conducted by Pratama and Andriana (2023) shows that product quality does not affect repurchase interest.

Product variation has a significant effect on repurchase intention

Based on the results of the research that has been conducted, it is known that product variation has a positive and significant effect on repurchase interest. This is evidenced by the regression coefficient of 0.205 which is positive and a sig value of 0.041. A significant value below 0.05 indicates that product variation has an effect on repurchase interest. Based on the results of the study, it can be proven that the second hypothesis which states that product variation has a positive and significant effect on repurchase interest in Scarlett Whitening products is acceptable. A positive effect means that variation has a directional effect on repurchase interest. Thus, the more product variations provided, the more interest in repurchasing the product will increase. Product variation is the development of a product so that it produces a variety of choices for consumers. Product diversity or variation is a factor considered to improve product performance (Hidayat and Resticha, 2019). The more product variants offered or owned by a company; the more consumer perceptions of the company will change. Consumers assume that companies that have many product variants are those that are consistent and continue to innovate their products (Saputra, Khaira et al., 2023).

The results of this study are in accordance with the research of Lestari and Novaningtyas (2021) which concluded that product variation has a positive effect on repurchase interest in Coffeville Oishi Pan Magelang products. The existence of diverse products will make consumers find

the product that best suits their needs and tastes, so that it can increase repurchase interest because consumers feel that the product is in accordance with consumer desires, which means that product variation has an effect on consumer repurchase interest. Research by Hidayat and Resticha (2019) also shows that product variation has a positive effect on repurchase interest in Wardah cosmetic products. Research conducted by Peburiyanti and Sabran (2020) shows that product variation does not have a significant effect on repurchase interest.

Celebrity endorsement has a significant influence on repurchase intention

Based on the results of the research that has been conducted, it is known that celebrity endorsement has a positive and significant effect on repurchase interest. This is evidenced by the regression coefficient of 0.340 which is positive and a sig value of 0.000. A significant value below 0.05 indicates that celebrity endorsement has an effect on repurchase interest. Based on the results of the study, it can be proven that the third hypothesis which states that celebrity endorsement has a positive and significant effect on repurchase interest in Scarlett Whitening is acceptable. A positive effect means that celebrity endorsement has a directional effect on repurchase interest. Thus, the better the celebrity endorsement given, the more repurchase interest will increase. The use of celebrities can be used as a quick tool to represent the targeted market segment. Celebrity endorsement in an advertisement is as a message conveyor about the product, especially the brand, and to further communicate the product to consumers (Royan, 2015). Starting to use celebrity endorsement will be an attraction for consumers and create a desire to buy the product (Puspitasari, 2022).

The results of this study are in accordance with the research of Basuki and Fairuz (2021) which states that celebrity endorsement has a positive effect on repurchase interest. The use of celebrities/public figures as advertising stars is believed to have its own appeal. In addition to having the advantage of publicity and the power to gain attention from consumers, celebrities also have the power to be used as a tool to persuade, seduce and influence target consumers, namely with the fame they have and are expected to attract consumer interest in making purchases of the advertised products. Research by Mufasih, et al. (2023) also shows that influencers and celebrity endorsements have a positive effect on repurchase interest of a product. Research by A'yun and Fitra (2023) shows that celebrity endorsement has no effect on repurchase interest.

4. CONCLUSION

Based on the results of the research and discussion that have been described, regarding the influence of product quality, product variation, and celebrity endorsement on Scarlett Whitening repurchase interest. The results of the t test (partial) show that the calculated t value of all variables is higher than the t table and the significance value is less than 0.05. The results of the F test (simultaneous) also show that the calculated F value is greater than the F table and the significance value is less than 0.05. It can be concluded that product quality, product variation, and celebrity endorsement have a positive and significant effect on Scarlett Whitening repurchase interest. Based on the results that have been described, several suggestions can be put forward, as follows: the results of this study are expected to be a reference for researchers who will conduct research related to the repurchase interest of a product, to increase the sales volume of Scarlett Whitening products, companies need to improve product quality, develop product variations and continue to promote by utilizing celebrities, and for similar studies that will examine repurchase interest, it is expected to examine other independent variables outside of product quality and variation and celebrity endorsement.

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