

DOI: <https://doi.org/10.31933/dijdbm.v5i4>

Received: 20 May 2024, Revised: 2 June 2024, Publish: 4 June 2024

<https://creativecommons.org/licenses/by/4.0/>

## The Effect of Digital Marketing and Product Quality on Repurchase Interest In The Originote Skincare

**Nanda Nabilah<sup>1</sup>, Nurhapipah<sup>2</sup>, Lis Tatin Hernidatiatin<sup>\*</sup>**<sup>1</sup>Universitas Swadaya Gunung Jati Cirebon, Jawa Barat, Indonesia [nabilahnanda0217@gmail.com](mailto:nabilahnanda0217@gmail.com)<sup>2</sup>Universitas Swadaya Gunung Jati Cirebon, Jawa Barat, Indonesia [nurhafifah.trj@gmail.com](mailto:nurhafifah.trj@gmail.com)<sup>3</sup>Universitas Swadaya Gunung Jati Cirebon, Jawa Barat, Indonesia [lis.tatin@ugj.ac.id](mailto:lis.tatin@ugj.ac.id)Corresponding Author: [nabilahnanda0217@gmail.com](mailto:nabilahnanda0217@gmail.com)

**Abstract :** Marketing on purchases of The Originote has a huge influence on repurchase interest because in the current era technology such as e-commerce is used, technological advances have had a very significant impact on various aspects of business, including marketing. Support from product quality strengthens consumers' interest in repurchasing The Originote products. This research used a sample of 120 people using the Cochran formula. The results obtained were a sample size of 96 people, and this population was taken from people who used The Originote products. The results of this research show that digital marketing and product quality have a positive and significant influence on interest in repurchasing The Originote products. This research uses validity testing, reliability testing, classical assumption testing, regression analysis, and hypothesis testing.

**Keyword:** Digital Marketing, Product Quality, Repurchase Interest.

### INTRODUCTION

Whether companies are engaged in the industrial, commercial, or service sectors, they face increasingly fierce competition due to the development of new technologies. Companies try to attract consumers in various ways to compete with other competitors. The marketing strategy implemented by the company must be in accordance with the creation of products that can meet consumer needs in order to survive and be promoted through the latest digital media and succeed in competition.

The beauty business, which includes the subset of cosmetics and makeup, is one of the businesses that is experiencing growth today. Cosmetics are increasingly important as a necessity for modern women as skincare and foundation. For women, cosmetics are seen as a way to improve their appearance and support their self-confidence to better reflect women in their social life. According to BPOM, Products designed to be applied to the external parts of the human body, such as hair, nails, lips, and external genitalia, as well as teeth and oral mucosa, for purposes such as cleansing, fragrance, and replacement, are known as products as cosmetics. look better, reduce body odor, and keep the physical condition in good shape. Products used topically on the human body for the purpose of cleansing, beautifying,

enhancing attractiveness, or altering appearance are defined as cosmetics by the Food and Drug Administration (FDA).

Nowadays a lot of women are trying to beautify themselves by taking care of their skin, one of the efforts of women in caring for their skin is by using skin care products, this modern skin care product has become the main needs of women. In fact, the market share of skin care products has recently increased. One of the products used by both women and men is Skicare. The Originote is a local brand that was founded in 2018, but The Originote was better known in 2022 because of its strategic efforts. digital marketing, so it is becoming increasingly popular. Originote is a skincare product that currently only offers 20 product versions.

Many people buy this product because of its low price and reliable quality. People generally agree that the price of a product reflects its quality; hence, a high price tag indicates a high-quality product. Product quality is important, because buyers only care about what they see, not how much it costs. Before buying a product, customers have to think about several things, whether it meets consumer needs or is caused by various external aspects. Customers' interest in repurchasing a product increases when they have a positive experience with the product and realize its value. What determines the level of consumer repurchase is a set of core beliefs and values related to the product they buy or use. The results of the TikTok Shop online store The Originote successfully sold 9.8 million products until January 2023.

Digital marketing is a tool that helps businesses and consumers find information easily and efficiently. The phenomenon that researchers encountered in the market when developing The Originote skincare product, and which made it known and used by many consumers, Originote is the effect of a digital marketing strategy aimed at optimizing consumer awareness of its products. We started by strengthening the campaign through digital marketing, creating products that meet the needs of Indonesians. Given the problems raised above, the following research topic formulation can be carried out: Is there a correlation between consumer repurchase rate, quality of skin care products and effectiveness of digital marketing campaigns in Cirebon? The main objective of this study is to find out how each of these factors affects consumers' propensity to buy skin care products.

- Question 1 : How is the positive and significant influence between digital marketing on repurchase intention?
- Question 2 : How is the positive and significant influence between product quality on repurchase intention?
- Question 3 : How is the positive and significant effect simultaneously between digital marketing and product quality on repurchase intention?

## Digital Marketing

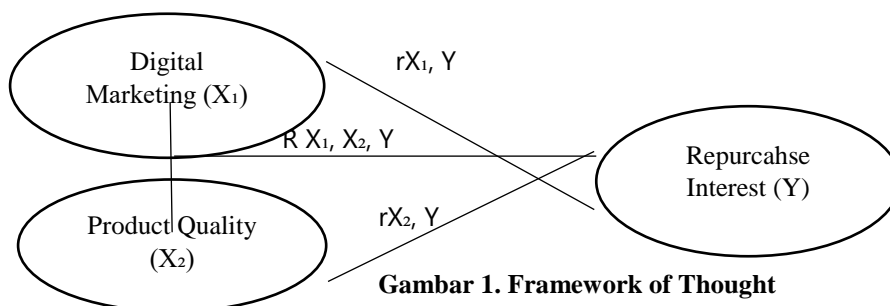
The advent of digital marketing has revolutionized the way companies interact with their target audience. Digital formats enable the availability and interaction of personalized and flexible content, which in turn enables smooth interaction with customers. The use of social media is especially important for consumers who make purchases online (Dwivedi, 2021). The term "digital marketing" refers to any advertising done entirely online or through digital devices. Search engines, social media, email, and company websites are some of the online channels that businesses use to interact with their clients today and in the future (Kajalale and Joshi, 2021). Businesses must have digital marketing skills. Therefore, businesses must adjust their digital marketing strategies to acquire new customers and maintain their loyalty. According to Sartika et al (2021), digital marketing is the activity of marketing products/services using the internet or other media.

## Product Quality

Product quality is one of the factors that determine whether a buyer will buy a product. The quality of a product is determined by how well it fulfills its intended purpose. This includes factors such as product strength, reliability, progress, simplicity of packaging, and repairability. According to Maryati and Khoiri (2022), one of the strategic weapons to outperform competitors is product quality. As a result, a superior business will outperform its competitors in the long term and experience rapid expansion. In other words, the extent to which a product can please consumers is an indicator of good quality, which is the most important aspect affecting consumer satisfaction (Poha, Karundeng and Suyanto 2021).

## Repurchase Interest

Every business wants more repeat purchases. But before making a repeat purchase, the customer must be interested in buying it again (Jalil, 2021). Customers don't just stop at consumption in the buying process; there is also an extra step called the post-purchase stage when they assess the items they purchased and determine whether they are satisfied. Purchase Process This process determines whether the customer is interested in executing a repeat purchase. According to Kotler and Keller, the repurchase rate is customer behavior after making a purchase, after which feelings of satisfaction or dissatisfaction arise which can affect subsequent behavior (Agustina and Julitriarsa, 2021). According to Peburiyanti and Sabran (2020), the desire to repurchase can be known from several indicators, namely (a) referral interest is a person's interest in suggesting to others, (b) research interest, is a person's interest in finding information. (c) transaction interest, or the tendency to trade and buy goods, and (d) preference, or interest, which describes the behavior of a person who tends to like a product.



Gambar 1. Framework of Thought

## Hipotesis :

- H1 :** It is suspected that there is a positive and significant relationship impact between digital marketing and repurchase intention.
- H2 :** It is suspected that there is a positive and significant relationship between Product Quality and Repurchase Interest.
- H3 :** It is suspected that there is a simultaneous positive and significant relationship between Digital Marketing and Product Quality on Repurchase Interest.

## METHOD

A quantitative research approach based on association analysis was used in this study. Since hypotheses are evaluated statistically using quantitative techniques, they are often used in research. Validity, reliability, classical assumptions, regression analysis, and hypothesis testing were used in testing the data collected through questionnaires. Data were collected and statistical analysis was performed in this study. Currently, IBM SPSS 29 for Windows is used for data processing of this study. The population of this analysis is users of The Originote products by taking a sample of 120 respondents.

The sampling technique for this analysis uses non-probability sampling, according to Sugiyono (2021: 131) defines it as: "Nonprobability sampling is a sampling technique that does not provide equal opportunities / opportunities for each element or member of the population to be selected as a sample". The sample acquisition technique from the non-probability method used in this analysis is incidental sampling. According to Sugiyono (2021: 133) shows that "Incidental sampling is a sampling technique based on chance, that is, anyone who coincidentally / incidentally meets the researcher can be used as a sample, if it is deemed that the person who happened to be met is suitable as a data source." The determination of the sample size in this analysis uses the Cochran Formula.

## Operational Variables

Operational variables are ways of measuring concepts that have variables that have an impact and are influenced. According to Sugiyono (2021: 67), the research variable states: "Research variables are basically anything in any form that researchers choose to study in such a way as to obtain information to draw conclusions." The variables used in this analysis consist of two variables, namely:

### 1 Variable X (Independent Variable)

According to Sugiyono (2021: 69), the variable shows that "independent variables are variables that affect or cause changes or the occurrence of dependent (related) variables". In this analysis, there are two X variables, namely digital marketing ( $X_1$ ) and product quality ( $X_2$ ).

### 2 Variable Y (Dependent Variable)

The variable according to Sugiono (2021: 69) states that "the dependent variable is the variable that is influenced or changes due to the independent variable". Variable Y in this study is repurchase intention. This study uses a Likert scale. Sugiyono (2021: 146) states that the Likert scale is used to measure how individuals or groups feel about the social issues being assessed. This social event is clearly formulated by the following researchers. The variables measured by the Likert scale are converted into indicator variables. "The indicators are then used as a starting point in the construction of instrumental objects, which can be in the form of statements or questions." In quantitative analysis, answer questions 1-5 with alternative choices with the following conditions: 1 = strongly disagree; 5 strongly agree.

**Tabel 1. Operasional Variabel**

Variabel	Dimensi	Indikator	Instrumen	Skala
Digital Marketing ( $X_1$ )	Interactive, in the sense that it involves two parties exchanging information in a way that both parties can understand and use	Interactive, more than 1 person communication.	Questionnaire	Likert Scale
	Intensive Program, an attractive program is a benefit in every advertisement that is applied.	Intensive Program, An interesting program that in the future can be an advantage in every promotion carried out by the owner.		

Source : (Khoziyah & Lubis, 2021)	One interesting aspect of digital marketing that may benefit companies is site design	A well-designed website can be a powerful tool in the fight for promotion and dominance in the online world		
	Cost, Effective digital marketing capacity that helps companies save time and money when promoting their products and services.	One of the best ways for owners to reduce the financial burden of expensive advertising is through digital marketing		
Product Quality (X2)  Source : (Safitri et al., 2022)	Durability	how long the expiry is offered.	Questionnaire	Likert Scale
	Conformance to specifications	products received by customers in accordance with what is offered or promoted.		
	Reliability	It is unlikely that there will be any product damage or defects		
Repurchase Interest (Y)  Source : (Ayu et al., 2023) dan (Dwi Indah Utami, 2022)	Transactional Interest	Product purchase propensity.	Questionnaire	Likert Scale
	Referential Interest	A person's tendency to suggest a product to others.		
	Preferential interest	The object of attention is a person's actions when they are genuinely enthusiastic about a product		
	Explorative Interest	This interest describes the behavior of a person who is constantly looking for information about a product he is interested in		

## Data Collection Tehnique

Data is an important stage in analysis because the main purpose of this analysis is to obtain information. Without knowledge of information technology, researchers cannot obtain

data that meets certain information standards. In this paper, researchers used primary and secondary data.

## RESULT AND DISCUSSION

### Validity test

Based on the results of the digital marketing variable validity test, it can be seen that the test results have valid results. Because  $r_{count} > r_{table}$ .

Based on the results of the product quality variable validity test, it can be seen that the test results have valid results. Because  $r_{count} > r_{table}$ .

Based on the results of the validity test of the repurchase interest variable, it can be seen that the test results have valid results. Because  $r_{count} > r_{table}$ .

### Reliability Test

**Tabel 2. Uji Reliabilitas**  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.740	5

Based on the results of the digital marketing variable reliability test, it can be seen that the test results have reliable results. Because Cronbach's alpha (0.740)  $> 0.70$ .

**Reliability Statistics**

Cronbach's Alpha	N of Items
.779	3

Based on the results of the product quality variable reliability test, it can be seen that the test results have reliable results. Because Cronbach's alpha (0.779)  $> 0.70$ .

**Reliability Statistics**

Cronbach's Alpha	N of Items
.710	5

Based on the results of the reliability test of the repurchase interest variable, it can be seen that the test results have reliable results. Because Cronbach's alpha (0.710)  $> 0.70$ .

### Classical Assumption Test

**Tabel 3 . Uji Normalitas**

#### One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		120
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.40079451
Most Extreme Differences	Absolute	.065

	Positive		.065
	Negative		-.064
Test Statistic			.065
Asymp. Sig. (2-tailed) <sup>c</sup>			.200 <sup>d</sup>
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.		.249
	99% Confidence Interval	Lower Bound	.238
		Upper Bound	.260

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

From the results of Kolmogorov-Smirnov normalization, it shows that Asymp.Sig. (2-tailed) is 0.20 which means it has a value > 0.05. Therefore, it can be said that all variables are normally distributed.

## Multicollinearity Test

**Tabel 4. Uji Multikolonieritas Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	10.685	1.799		5.940	<.001		
X1	.346	.124	.344	2.795	.006	.455	2.200
X2	.173	.175	.122	.990	.324	.455	2.200

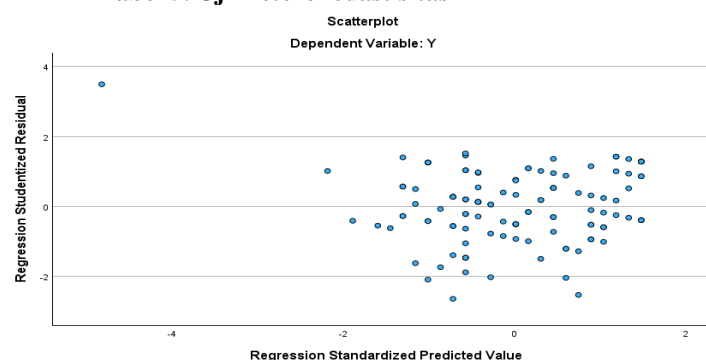
a. Dependent Variable: Y

Multicollinearity tests using IBM SPSS 29 for Windows can have a variance inflation factor (VIF) of 2,200 or < 10 and a tolerance value of 0.455 or > 0.10 for all digital marketing and product quality variables. According to the results it can be stated that there is no multicollinearity.

## Heteroscedasticity Test

If the Scatteplot is scattered or not patterned, then there is no heteroscedasticity.

**Tabel 5. Uji Heterokedastisitas**





## Regression Analysis Test

**Multiple Regression Analysis Test**  
**Tabel 6. Table 6. Multiple Regression Analysis Test Results**

		Coefficients <sup>a</sup>				Collinearity Statistics	
Model		Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Tolerance	VIF
1	(Constant)	10.685		5.940	<,001		
	X1	.346	.344	2.795	.006	.455	2.200
	X2	.173	.122	.990	.324	.455	2.200

a. Dependent Variable: Y

Obtained a constant value of 10,685 while the value of the Digital Marketing variable (X1) is 0.346 while the value of Product Quality (X2) is 0.173. With these results, the regression equation can be stated:

$$Y = \alpha + b_1 X_1 + b_2 X_2$$

$$Y = 10.685 + 0.346 X_1 + 0.173 X_2$$

## F Test (Simultaneous)

**Tabel 7. Hasil Uji F (Simultan)**

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	166.073	2	83.036	14.164	<,001 <sup>b</sup>
	Residual	685.894	117	5.862		
	Total	851.967	119			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

From this table, the F result is  $14.164 > 3.07$  and the Sig value is  $0.001 < 0.05$ . This means that the digital marketing and product quality variables simultaneously have a significant impact on repurchase interest in The Originote Skincare. So that Digital Marketing and Product Quality on Repurchase Interest are accepted.

## Test t (Partial)

**Tabel 8. Results of t Test (Partial)**

		Coefficients <sup>a</sup>				Collinearity Statistics	
Model		Unstandardized Coefficients	Standardized Coefficients	T	Sig.	Tolerance	VIF
1	(Constant)	10.685		5.940	<,001		
	X1	.346	.344	2.795	.006	.455	2.200
	X2	.173	.122	.990	.324	.455	2.200



a. Dependent Variable: Y

Based on this table, the calculated value of the digital marketing variable (X1) is  $2.795 > 1.980$  and the Sig value is  $0.006 < 0.05$ , so  $H_0$  is rejected and  $H_a$  is accepted, so digital marketing has a positive and significant partial impact on repurchase interest in The Originote skincare.

The tcount value of the product quality variable (X2) is  $0.990 < 1.980$  and a significant value of  $0.324 > 0.05$ , so  $H_0$  is accepted and  $H_a$  is rejected. Thus, product quality partially does not have a positive and significant impact on repurchase interest in The Originote skin care products

## Coefficient of Determination

**Tabel 9. Test Results of the Coefficient of Determination**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.442 <sup>a</sup>	.195	.181	2.421

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

The coefficient of determination on the Digital Marketing and Product Quality variables shows the Adjusted R Square (R<sup>2</sup>) result of 0.181. This means that the percentage of the impact of Digital Marketing and Product Quality partially or individually is worth 18.1% on variable Y and the remaining 81.9% is impacted by other aspects.

## The Effect of Digital Marketing (X1) on Repurchase Interest (Y)

From the results of hypothesis testing, the digital marketing variable (X1) has a partial and significant influence on repurchase interest (Y). This is stated by tcount  $2.795 > t_{table}$  1.980 or tcount  $> t_{table}$  and Sig  $0.006 < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted. Therefore, digital marketing partially affects repurchase interest. From the research above, it can be concluded that when digital marketing (X1) increases, repurchase interest also increases. This is obtained from the results of the t test discussion which states that digital marketing has an impact on the level of repurchase. Currently, it has been supported by technology that can reduce consumer doubts in buying a product, because they already know that they can rely on one of the advantages of technology, for example online stores and see firsthand reviews of online store reviews. Digital marketing applied by The Originote products is proven to have a positive and significant impact on repurchase interest. And the digital marketing owned by The Originote is very much in line with the quality standards they provide to consumers so as to make consumers satisfied so as to generate interest in carrying out repeat purchases.

This is in accordance with the results of the previous analysis (Wiguna, Agustina, and Trarintya 2022) "The Effect of Digital Marketing and Product Quality on Consumer Purchase Interest". This analysis found that digital marketing has a positive and partially significant impact on repurchase interest in The Originote Skincare. Because as digital marketing develops, repurchase interest also increases. (Nikonov and Prasetyawati 2023) examined "The impact of social media marketing via Instagram and product quality on repurchase

intention of Guèle Cosmetics customers". Stating that social media marketing via Instagram (X1) partially impacts the repurchase interest of Guèle Cosmetics consumers (Y)

### **Effect of Product Quality (X2) on Repurchase Interest (Y)**

From the results of the hypothesis test, the product quality variable (X2) has no partial impact and has no significant effect on the repurchase rate (Y). This is stated by  $t_{count} 0.990 < t_{table} 1.980$  or  $t_{count} < t_{table}$  and  $Sig\ 0.324 > 0.05$ , so  $H_0$  is accepted and  $H_a$  is rejected. That way, product quality has no partial impact on the level of repurchase. So it is said that to increase repurchase interest, special attention must again be paid to product quality. The tendency of customers to repurchase a product may be influenced by changes in its quality, because product quality is both an incentive and an influence on repurchase interest.

This is relevant to the results of previous research (Triyoko 2022), namely "The Effect of Product Quality and Service Quality on Consumer Satisfaction and Repurchase Intention". There is no partial effect of product quality on repurchase rates, according to this investigation. Simply because consumers may lose interest in making further purchases if the quality is low. Research conducted by Risetyanungsih, Yantih, and Derriawa in 2024 with the title "The Effect of Halal Labeling, Price and Product Quality on Purchasing Decisions that Affect Purchase Interest in X Facial Cleansing Soap Products in Jabodetabek and Surabaya". This study found that product quality has no partial effect on repurchase rates.

### **The Effect of Digital Marketing (X1) and Product Quality (X2) on Repurchase Interest (Y)**

Overall, the findings show that the number of repeat purchases (Y) is influenced by the quantity of digital marketing factors (X1) and product quality (X2) that work together in this study. The proposed hypothesis has a positive and significant effect on the number of buybacks if the  $F_{count}$  value is  $14.164 > F_{table} 3.07$  and a significant value of  $0.001 < 0.05$ . Repurchase interest is strongly influenced by digital marketing and the quality of goods. The variable that plays the most role in this analysis is digital marketing, so it can be said that product promotion requires creative digital marketing that can attract consumers back, where product quality is a plus that attracts consumers to buy back the product sold.

This is in accordance with the results of the previous analysis (Wiguna, Agustina, and Trarintya 2022) "The Effect of Digital Marketing and Product Quality on Consumer Purchase Interest". This study found that digital marketing and product quality variables together have a significant impact on repurchase interest in The Originote Skincare. Because when digital marketing increases along with product quality, repeat purchase interest will increase.

## **CONCLUSION**

Research, analysis, and information found by researchers resulted in the following conclusions: digital marketing has a positive and significant influence on repurchase interest (The Originate of 2,795), product quality does not have a positive and significant influence (0.324) on repurchase interest variables, and there is a positive and significant relationship (coefficient of determination of 18.1%) between digital marketing with product quality and repurchase interest (The Originate of 2,795).

This shows that when the quality of Originote's goods increases, consumers' repurchase intention can increase, and any digital marketing measures for Originote's goods can increase it. Customers are more likely to make repeat purchases when they are satisfied with the digital marketing efforts of a business and the goods and services promoted. Digital marketing, rather than product quality, is the most important factor in determining whether or not customers will purchase Originate products, according to this study.

## REFERENCE

- Anggraeni, Alvina Rahma, and Euis. Soliha. 2020. "Product Quality, Brand Image and Price Perception on Purchasing Decisions (Study on Consumers of Lain Hati Coffee Lamper Semarang City)." *Al Tijarah* 6 (3): 96. <https://doi.org/10.21111/tijarah.v6i3.5612>.
- Ayu, Mega, Cahya Mustika, Emi Suwarni, and Defia Riski Anggarini. 2023. "The Effect of Customer Experience and Product Variety on Repurchase Interest in Mixue Ice Cream and Tea Products in Bandar Lampung City." *Journal of Strategic Management and Accounting Through Research and Technology (SMART)* 2 (2): 35-46.
- Diko, Nadiya Fitriana, Sri Endang Saleh, Melizubaida Mahmud, Radia Hafid, and Roy Hasiru. 2022. "The Effect of Product Quality and Price on Purchasing Decisions at Ratu Furniture in Limboto District, Gorontalo Regency." *Aksara: Journal of Nonformal Education Science* 8 (3): 2321. <https://doi.org/10.37905/aksara.8.3.2321-2334.2022>.
- Dwi Indah Utami. 2022. "The Effect of Customer Experience and Product Variety on Repurchase Interest in Bittersweet By Najla, Depok Branch." *Multidisciplinary Scientific Journal* 1 (04): 33–42. <https://doi.org/10.56127/jukim.v1i04.143>.
- Fithrianto, M Novan, Judi Suharsono, and Mufid Andrianata. 2023. "The Effect of Digital Marketing, Customer Relationship Management, and Service Quality on Customer Satisfaction Kentucky Fried Chicken (Kfc) Probolinggo City." *Kapital Deli Sumatra* 1 (2).
- Ghozali, Imam. 2018. *Application of Multivariate Analysis with IBM SPSS 25 Program*. Semarang: Diponegoro University Publishing Agency.
- Khoziyah, Siti, and Evawani Elsyia Lubis. 2021. "THE INFLUENCE OF DIGITAL MARKETING ON THE PURCHASING DECISIONS OF INSTAGRAM @KPOPCONNECTION ONLINE SHOP FOLLOWERS." *JOURNAL OF COMMUNICATION SCIENCE* 10 (1): 39-50.
- Lestari, Budi, and Ivo Novitaningtyas. 2021. "The Effect of Product Variety and Service Quality on Consumer Repurchase Interest in Coffeerville-Oishi Pan Magelang." *National Journal of Marketing & HR Management* 2 (3): 150–59. <https://doi.org/10.47747/jnmpsdm.v2i3.374>.
- Maryati, and Khoiri.M. 2021. "The Effect of Product Quality, Service Quality and Promotion on Purchasing Decisions of Time Universe Studio Online Stores." *Journal of Economics and Business* 11 (1): 542-50.
- Montolalu, Novel Apriyani, Tinneke M. Tumbel, and Olivia Ch. Walangitan. 2021. "The Effect of Product Quality on Purchasing Decisions for Scarlett Whitening Skincare on Digital Platforms." *Productivity* 2 (4): 272-75.
- Nikonov, Friscilla, and Yuliana Riana Prasetyawati. 2023. "The Effect of Social Media Marketing Through Instagram and Product Quality on Repurchase Interest of Guèle Cosmetics Customers." *Expose: Journal of Communication Science* 6 (1): 82–98. <https://doi.org/10.33021/exp.v6i1.3985>.
- Poha, Fauzia Rukmana, Deby Rita Karundeng, and Moh Afan Suyanto. 2021. "Analysis of Brand Image, Product Quality and Service Quality on Consumer Satisfaction (Survey of Visitors to Kopi Dari Hati Marisa)." *Journal of Education and Entrepreneurship* 10 (1): 86–104. <https://doi.org/10.47668/pkwu.v10i1.336>.
- Putri, Yulia, Khbal Akhmad, and Intan Diane Binangkit. 2023. "The Effect of Brand Image, Celebrity Endorsement, and Perceived Quality on Purchase Intention of Originote Skincare Products." *SNEBA, Proceedings of the National Seminar on Economics, Business & Accounting* 3: 1097-1111.

- Peburiyanti, Desi, and Sabran Sabran. 2022. "The Effect of Sales Promotion, Product Variety and Service Quality on Repurchase Interest at Kanabini Boutique in Tangerang." *Indonesian Journal of Economics & Management* 20 (1): 29–39. <https://doi.org/10.53640/jemi.v20i1.771>.
- Putri, Prisma Miardi, and R.A Marlien. 2022. "The Effect of Digital Marketing on Online Purchasing Decisions." *Jesya (Journal of Sharia Economics & Economics)* 5 (1): 25–36. <https://doi.org/10.36778/jesya.v5i1.510>.
- Rizki Nur Salamsyah, and Elly Halimatusadiah. 2023. "The Effect of Digital Marketing Implementation and Service Quality on Purchase Interest in Micro, Small and Medium Enterprises." *Bandung Conference Series: Accountancy* 3 (2): 757–63. <https://doi.org/10.29313/bcsa.v3i2.7631>.
- Risetyanungsih, Ayunanda, Novi Yantih, and Derriawan. 2024. "The Influence of Halal Label, Price and Product Quality on Purchasing Decisions Which Impact on Repurchase Interest in X Facial Cleansing Soap Products in Jabodetabek and Surabaya." *Ibnu Sina Scientific Journal* 8 (3): 152-61.
- Robiah, Siti, and Hendri Hermawan Adinugraha. 2022. "The Effect of Digital Marketing, Price, and Decoration Creativity on Interest in Hiring MUA Services." *Journal Economics and Strategy* 3 (1): 54–69. <https://doi.org/10.36490/jes.v2i2.286>.
- Sudarti, Ken, and Salim Bakhrul Ulum. 2019. "The Role of Consumer Attitudes in Mediating the Effect of Religiosity and Brand Reputation on Repurchase Intention." *Journal of Economics and Business* 20 (2): 48. <https://doi.org/10.30659/ekobis.20.2.48-61>.
- Sugiyono. 2021. *Quantitative, Qualitative, and R&D Research Methods*. Bandung: Alfabeta.
- Safitri, Annisa, Fatimatu Zahroh, Rafi Naufaliadi, Ramadhon Tricahyo Nugroho, Mohammad Sofyan, Nur Fitri Rahmawati, and Anita Maulina. 2022. "The Effect of Product Quality, Service Quality, and Customer Experience on Sofyan Frozen Customer Satisfaction." *Bussman Journal: Indonesian Journal of Business and Management* 2 (2): 470–78. <https://doi.org/10.53363/buss.v2i2.99>.
- Triyoko, Triyoko. 2022. "The Effect of Product Quality and Service Quality on Consumer Satisfaction and Repurchase Interest at Kedai Yoko." *Journal of Competitiveness* 8 (1): 56–61. <https://doi.org/10.35446/dayasaing.v8i1.818>.
- Utami, Rheisnandya Pradipta, and Tomy Dwi Cahyono. 2023. "The Influence of Electronic Word Of Mouth, Product Quality, And Price On The Originote Product Purchasing Decision." *Nusantara Journal of Economics* 5 (2): 37-45.
- Victoriadita, Septi Ayu, and Yunita Fitri Wahyuningtyas. 2023. "The Effect of Service Quality and Digital Promotion on Buying Interest in Kunin Daster Yogyakarta." *Journal of Ekobis Dewantara* 6 (2): 504-14.
- Wiguna, I Gusti Ngurah Agung Dharma, Made Dian Putri Agustina, and Mirah Ayu Putri Trarintya. 2022. "The Effect of Digital Marketing and Product Quality on Consumer Purchase Interest." *Widya Amrita: Journal of Management, Entrepreneurship and Tourism* 2 (2): 486-92.