The Influence of Product Diversity, Price, and Service Quality on Repurchase Intention Through Customer Satisfaction as an Intervening Variable

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Abstract: Repurchase intention reflects a company's marketing success, where low repurchase interest may indicate declining sales performance. This study aims to examine the influence of product diversity, price, and service quality on repurchase intention, mediated by customer satisfaction as a marketing factor. Indonesian consumers who had used Shinzui products served as the population for this study. Data were collected through an online survey of 227 randomly selected respondents, ensuring equal chances of representation. A quantitative approach was used, with regression analysis carried out using the Statistical Product and Service Solution (SPSS). The interval scale enabled appropriate analysis based on regression requirements. The results were considered valid and reliable at a 95% confidence level. Findings indicate that product diversity, price, and service quality significantly influence repurchase intention, both directly and through customer satisfaction. This research is expected to offer practical insights for business stakeholders, especially those seeking to enhance their company's development through marketing strategy improvements.

Keywords: Customer Satisfaction; Price; Product Diversity; Repurchase Intention; Service Quality.

A. Introduction

The objective of this study is to investigate the impact of product diversity, price, and service quality on consumers' intention to repurchase, considering customer satisfaction as an intervening factor. The research focuses on Shinzui soap products in Indonesia, which have experienced relatively low repurchase rates compared to competing brands.

Repurchase intention represents a form of consumer behavior that reflects the sustained interaction between consumers and companies through repeated purchases. A strong sense of repurchase intention often stems from consumers' positive experiences with past product purchases. Within this context, repurchase intention serves as a critical indicator of a company's marketing effectiveness and is

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primarily the responsibility of the marketing division. A strong repurchase intention signals that the company has successfully met consumer expectations, both through online and offline channels. This intention tends to be sustained when consumers perceive compatibility and trust with the product provider (N. A. Hamdani et al., 2022).

High levels of repurchase intention are closely linked to improved market share, which is a crucial element of marketing performance (Adjeng et al., 2021). Market share itself is built on the foundation of strong brand image and consumer trust (Nurfadila & Nurdin, 2022). A survey conducted by (Annur Mutia, 2023) revealed that 28.1% of Indonesian consumers are willing to allocate significant monthly spending on soap products, indicating high consumer demand. Several popular soap brands available in Indonesia include Lifebuoy, Dettol, Biore, Lux, and Shinzui (see Table 1). However, despite being present in the market, Shinzui holds a relatively low market share of only 8.9%, trailing behind its competitors such as Lifebuoy (30.2%) and Dettol (13.1%) (Top Brand Award, 2023).

Table 1. Market Share of Soap Product in Indonesia 2023

No	Brand	Market Share
1	Lifebuoy	30.20%
2	More	24.90%
3	Dettol	13.10%
4	Biore	11.50%
5	Lux	11.40%
6	Shinzui	08.90%
Total	-	100%

Source : (Top Brand Award, 2023)

This situation raises concern regarding the marketing performance of Shinzui products. Given that market share is a critical metric of marketing effectiveness a decline in either can threaten a company's sustainability (Satria et al., 2020). Previous studies suggest that low repurchase intention may be improved through strategic interventions such as enhancing product diversity, service quality, and pricing policies.

Product diversity plays a crucial role in satisfying a wide range of consumer needs and preferences. By offering various product types, sizes, and quality levels, companies can enhance consumer satisfaction and thus encourage repeat purchases (Haris et al., 2022).

Similarly, service quality significantly affects consumer satisfaction. High service quality which characterized by accurate delivery, appropriate product descriptions, clear warranties, and responsive service, can foster trust and repeated purchasing behavior (Fasiha et al., 2022).

Price is another essential factor influencing repurchase intention. Consumers assess price as the value they must exchange to obtain a product or service. While higher prices may deter repeat purchases, competitive and perceived fair pricing can positively influence customer satisfaction and loyalty (Nu et al., 2022). Ultimately, when a company offers a diverse product range, competitive pricing, and high-quality service, customer satisfaction tends to increase—thereby reinforcing repurchase intention.

1. Product Diversity and Repurchase Intention

A research model with more than one independent variable, product diversity refers to the entire range of product lines and specific individual product items intentionally offered by a seller or company to its target market (Detika et al., 2021). Product diversity is the complete collection of products and merchandise provided by a seller for sale, encompassing every item offered to customers (Kaawoan et al., 2022). Product diversity refers to the entire range of products and merchandise intentionally provided by a particular seller to their consumers (Lonan et al., 2023). So that in the context of this study, product diversity is defined the complete collection of all product lines and merchandise, both specific and overall, that is intentionally provided and offered by a seller or business to its target market or consumers, in order to facilitate choice and fulfill purchase needs and desires. Previous researchers stated that repurchase

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interest is influenced by product diversity (Haris et al., 2022).

There are four indicators in the product diversity variable, including width, length, depth and consistency (Kaawoan et al., 2022). There are three indicators of product diversity: width, length, and depth (Lonan et al., 2023). The concept of product diversity encompasses five key aspects: product size, type, material, design, and quality (Hapsari & Astuti, 2022).

The indicators that will be used to measure service quality in this study are width, depth and product material. The consideration for determining these four indicators in measuring the price variable is the high validity category (interval 0.70 - 0.90). Width refers to the number of different product types offered under a brand. Depth indicates the number of variations available within a single product type. Product material refers to the raw materials or components used in the production of a given product.

2. Price and Repurchase Intention

A research model with more than one independent variable, repurchase intention is influenced by price. Price refers to the value assigned by consumers in exchange for the benefits derived from a product or service (Ilham et al., 2020). It represents the monetary amount required to obtain goods (Hasibuan et al., 2022) and is typically expressed in currency. Price plays two key roles in the purchasing decision process: as a means of transaction (distribution role) and as a signal of product quality or value (information role) (Husnah, 2023). So that in the context of this study, price is defined as the value of an item issued by the company for consumers to get the desired item. Previous researchers stated that repurchase interest is influenced by price (Haris et al., 2022).

There are four indicators in the price variable, including affordability, suitability, competitiveness, and benefits (Wirabuana et al., 2022). The price variable includes four dimensions: affordability, alignment of price with quality, price competitiveness, and

alignment of price with perceived benefits (Yustisar & Gemasih, 2022). Similarly, (Akmal et al., 2023) identify four indicators of price, which are price affordability, price–quality compatibility, price competitiveness, and price–benefit compatibility.

The indicators that will be used to measure the price variable in this study are price affordability, price competitiveness indicators, and price suitability indicators with benefits. The consideration for determining these three indicators in measuring the price variable is the high validity category (interval 0.70 - 0.90). Price affordability is a consumer expectation of Shinzui. Price competitiveness is the company's accuracy regarding shinzui products. Price compatibility with benefits is how the company sets the price according to the Shinzui product being produced.

3. Repurchase Intention and Service Quality

In this study, service quality is treated as an independent variable and is defined as the degree of discrepancy between customer expectations and the actual service experienced (Manao, 2024). Service quality is considered an assessment of how competently the services provided measure consumer expectations (Marbouh et al., 2020). The quality of service refers to the discrepancy between what consumers expect and how they perceive the actual service (Sanadi et al., 2024). Thus, service quality in this study is aimed at evaluating services and measuring the difference between reality and consumer expectations when receiving services.

The aspects of service quality encompass reliability, responsiveness, assurance, empathy and tangibles (physical evidence), as proposed by (Rohman et al., 2020). There are five aspects of service quality, namely empathy, assurance, reliability, responsiveness, and tangibility. Five service quality indicators consist of reliability, responsiveness, assurance, empathy, and physical evidence (Ginting et al., 2023). The indicators that will be used to measure service

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quality in this study are empathy, reliability, and responsiveness.

The consideration for determining these three indicators in measuring the repurchase interest variable is the high validity category (interval 0.70 - 0.90). Empathy is an effort by the Shinzui company to pay attention to consumers. Reliability is an effort by the Shinzui company to provide precise and satisfying service to consumers. Responsiveness is the provision of timely responses to Shinzui consumers.

4. Repurchase Intention and Costumer Satisfaction

Repurchase interest reflects a consumer's positive attitude, demonstrating loyalty and a commitment to sustaining the company's reputation and brand image (Nofrialdi, 2021). Repurchase interest is a behavioral manifestation of customer loyalty, indicating a willingness to purchase products or services repeatedly (Chuah et al., 2022). Repurchase interest refers to a consumer's decision to regularly purchase a product or service in the future, which may result in repeated purchases of the same brand or a series of related brands (Amoako et al., 2023).

Repurchase intention is commonly measured using several indicators, including transactional interest, referential interest, preferential interest, and exploratory interest (Utaminingsih & Sumiyati, 2024). Indicators of repurchase interest include transactional interest, referential interest, preferential interest, and exploratory interest (Rohman et al., 2020). Some indicators that can represent repurchase interest are transactional interest, referential interest, preferential interest, and exploratory interest (Ginting et al., 2023). However, this study will focus on three specific indicators to assess repurchase intention: preferential interest, exploratory interest, and transactional interest.

The consideration for determining these four indicators in measuring repurchase interest variables is the high validity category (interval 0.70 - 0.90). Preferential interest is the tendency of consumers to choose Shinzui as the first choice product. Explorative interest is the desire of

consumers to seek information about Shinzui products. Transactional interest is the tendency of consumers to buy Shinzui products.

A research model with more than one independent variable, repurchase intention is influenced by customer satisfaction. Customer satisfaction refers to the extent to which a product or service fulfills or surpasses consumer expectations, thereby fostering the likelihood of repeat purchases (Aryanti & Ali, 2025). It is an emotional response that emerges when customer needs and desires are fulfilled, fostering long-term loyalty (Jannah & Hayuningtias, 2024). Satisfaction results from the comparison between perceived product performance and initial expectations, which subsequently motivates consumers to continue purchasing products or utilizing the company's services (Febi Rahmawati et al., 2024). When expectations are surpassed, customer satisfaction manifests as a sense of pleasure, becoming a key driver of repurchase behavior and sustained customer loyalty. Previous researchers stated that repurchase interest is influenced by customer satisfaction (Haris et al., 2022).

Indicators for measuring costumer satisfaction antara In addition to product quality, service quality, price, delivery reliability, and security (Manao, 2024), customer satisfaction can also be measured through specific behavioral and perceptual indicators. These include the degree of conformity to expectations, the intention to repurchase or revisit, and the willingness to recommend the product or service to others (Febi Rahmawati et al., 2024). Accordingly, this study adopts these three indicators—conformity of expectations, intention to revisit, and willingness to recommend—as key measures of customer satisfaction.

The consideration for determining these four indicators in measuring the repurchase interest variable is the high validity category (interval 0.70 - 0.90). Conformity to expectations refers to the degree to which a product or service meets the customer's anticipated standards or desired outcomes. Repurchase intention reflects the customer's willingness or desire to use the

product or service again in the future. Willingness to recommend denotes the customer's inclination to share positive experiences and endorse the product or service to others.

B.   Materials and Methods

The research design utilized was to solve the problem of the research, the low repurchase intention of Shinzui products in Indonesia. This study employed a causal research design, which is aimed at gathering data and structuring it in a way that helps researchers understand cause-and-effect relationships among variables. The main objectives of causal research include: (1) analyzing the roles of independent and dependent variables in marketing phenomena, (2) identifying the relationships between causal variables and their effects, and (3) testing hypotheses related to these causal connections. Based on the literature review, the foundation of this study is rooted in the grand theory of entrepreneurship. Relationship between repurchase intention, product diversity, price, and service quality as shown in Figure 1.
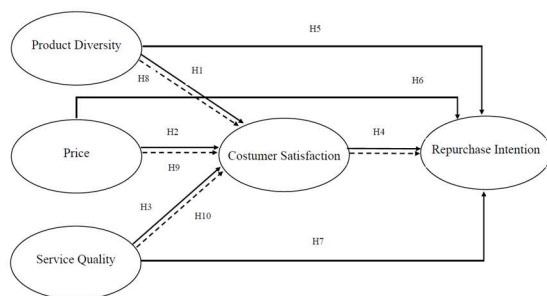

Figure 1. Relationship between repurchase intention, product diversity, price and service quality

Source: (Haris et al., 2022)

H1 : product diversity has an effect on costumer satisfaction.

H2 : price has an effect on costumer satisfaction.

H3 : service quality has an effect on costumer satisfaction.

H4 : costumer satisfaction has an effect on repurchase intention.

H5 : product diversity has an effect on repurchase intention.

H6 : price has an effect on repurchase intention.

H7 : service quality has an effect on repurchase intention.

H8 : product diversity has an effect on repurchase intention trough costumer satisfaction.

H9 : price has an effect on repurchase intention trough costumer satisfaction.

H10 : price has an effect on repurchase intention trough costumer satisfaction.

The development of hypotheses H1 through H7 in this study is based on the previous findings of (Haris et al., 2022), which demonstrated significant relationships between product diversity, price, service quality, customer satisfaction, and repurchase intention. These hypotheses have been empirically tested in various contexts, confirming the direct effects of marketing variables on consumer satisfaction and loyalty behaviors.

However, the indirect effects of product diversity, price, and service quality on repurchase intention through customer satisfaction have not been explored in depth, particularly in the context of personal care products in Indonesia. Therefore, this study introduces H8, H9, and H10 to examine the mediating role of customer satisfaction in those relationships. These three hypotheses represent the novelty of this research and aim to fill the gap in the existing literature by offering a more integrated and comprehensive understanding of how satisfaction mediates the influence of core marketing variables on repurchase intention.

The target population in this study consisted of Indonesian individuals aged 18 years and older who had previously used Shinzui soap. The unit of analysis was set at the individual user level. Data collection was conducted through an online survey distributed randomly to 99 individuals, giving each member of the population an equal chance of selection. The study achieved a response rate of 18.50%, resulting in 42 completed responses, with participants giving diverse evaluations across the survey items.

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This quantitative research employed a statistical approach for data analysis, specifically using regression techniques. Regression is a flexible and effective method used to examine how independent variables influence a dependent variable. It serves two main purposes: first, to forecast the dependent variable based on the values of the independent variables; and second, to gain insight into the nature of the relationship between those variables.

The data analysis in this study was conducted using the Statistical Product and Service Solution (SPSS) software with a regression method. An interval scale was applied to meet the requirements for regression analysis, enabling numerical operations on the respondents' answers. Since entrepreneurial behavior was measured using a Likert scale, which captures levels of agreement or disagreement, the measurement did not include a true zero point. To ensure clarity in interpreting the research topic and variables, the study clearly defined each variable used. The variables were referred to as product diversity (X1), price (X2), service quality (X3), customer satisfaction (Z), and repurchase intention (Y).

C. Result and Discussion

The validity test for each questionnaire item was performed by correlating the item score with the total score. An indicator is deemed valid if the calculated correlation coefficient (r) exceeds the r table value and is positive. In this study, the obtained r value was 0.304, which is greater than the r table and positive, indicating that all indicators are valid.

Table. 2 Validity Results

Item	Correlation Coefficient	Description
Y.1	0.886	Valid
Y.2	0.895	Valid
Y.3	0.818	Valid
X1.1	0.874	Valid
X1.2	0.799	Valid
X1.3	0.817	Valid
X2.1	0.867	Valid
X2.2	0.894	Valid
X2.3	0.869	Valid
X3.1	0.881	Valid
X3.2	0.842	Valid
X3.3	0.815	Valid
Z.1	0.837	Valid
Z.2	0.839	Valid
Z.3	0.892	Valid

Table 2 shows that all calculated r values for the questionnaire items are greater than the r table value. This indicates that all items in the variables of Repurchase Intention (Y), Product Diversity (X1), Price (X2), Service Quality (X3), and Customer Satisfaction (Z) are valid.

Reliability testing is conducted to evaluate the consistency of a research instrument. An instrument is considered reliable if its Cronbach's Alpha value exceeds the standard threshold of 0.70.

Table 3. Reliability Test

Variable	Cronbach's Alpha	Description
Repurchase Intention	0.801	Reliable
Product Diversity	0.784	Reliable
Price	0.838	Reliable
Service Quality	0.771	Reliable
Customer Satisfaction	0.827	Reliable

Table 3 shows that all variables in this study are reliable. This is evident from the Cronbach's Alpha values for Product Diversity (X1), Price (X2), Service Quality (X3), Customer Satisfaction (Z), and Repurchase Intention (Y), all of which are greater than 0.70.

The description of product diversity among Shinzui's customers was based on three dimensions: ingredient breadth, depth, and product material, all of which were rated at a good level (as shown in figure 2). The average value obtained from product diversity on Shinzui's customer was 4.57. Besides, the

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dimension with the highest values was depth, 4.63. Meanwhile, the dimension with the lowest score was product material, 4.47.
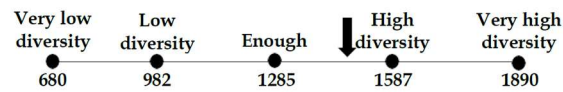

Figure 2. Continuum line on product diversity

Based on the data, while buying Shinzui products, 78.57% pelanggan setuju merek Shinzui memiliki banyak jenis produk, 59.52% pelanggan mengetahui ragam jenis sabun Shinzui, 83.33% pelanggan menyukai ragam jenis sabun Shinzui, 61.90% pelanggan mengetahui banyak varian produk sabun Shinzui, 66.67% pelanggan mengetahui ragam kemasan produk Shinzui, 73.81% pelanggan mengetahui kandungan yang ada pada Shinzui, 76.19% pelanggan menyukai kandungan yang ada pada Shinzui, 80.95% pelanggan membeli Shinzui karena bahan dan kandungannya.

The description of price on Shinzui's customer was based on the three dimensions, such as price competitiveness ingredient, price compatibility with benefits and price compatibility indicator with quality were at an expensive level (as shown in figure 3). The average value obtained from price on Shinzui's customer was 4.62. Besides, the dimension with the highest values was price compatibility wirh benefits, 4.67. Meanwhile, the dimension with the lowest score was price compatibility indicator with quality, 4.58.
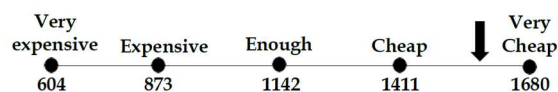

Figure 3. Continuum line on price

According to the data gathered during the purchase of Shinzui products, 69.05% of consumers expect price affordability, 59.52% of consumers expect product prices to be in accordance with income, 78.57% of consumers expect products to be affordable for every group, 78.57% of consumers feel the product is of high quality, 66.67% of consumers are satisfied with

promotions, 80.95% of consumers are satisfied with the expiration information provided by the product, 71.43% of consumers are satisfied with the benefits of the product, 52.38% of consumers feel the price is in accordance with the benefits, 80.95% consumers feel the benefits of Shinzui

The description of service quality on Shinzui's customer was based on the three dimensions, such as ingredient empathy, reliability, and responsiveness were at a good level (as shown in figure 4). The average value obtained from service quality on Shinzui's customer was 4.72. Besides, the dimension with the highest values was empathy, 4.76. Meanwhile, the dimension with the lowest score was responsiveness, 4.70.
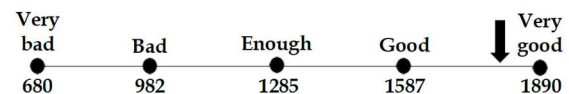

Figure 4. Continuum line on service quality

According to the data gathered during the purchase of Shinzui products, 73.81% of consumers pay attention to the product's performance as a cleaner, 64.29% of consumers pay attention to new product variations, 85.71% of consumers pay attention to product information, 78.57% of consumers get satisfactory service, 59.52% of consumers get good service, 90.48% of consumers get fast service, 80.95% of consumers get a fast response when purchasing, 73.81% of consumers get a fast response when consulting, 88.10% of consumers get a fast response when complaining.

The description of customer satisfaction on Shinzui's customer was based on the three dimensions, such as ingredient Conformity to expectations, repurchase intention, and willingness to recommend were at a good level (as shown in figure 5). The average value obtained from customer satisfaction on Shinzui's customer was 4.67. Additionally, the dimension with the highest value was intention to reuse, at 4.73, while the dimension with the lowest score was fulfillment of expectations, at 4.59.
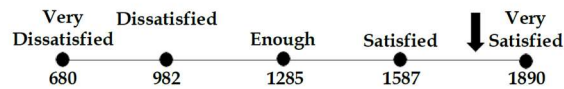
Figure 5. Continuum line on costumer satisfaction

Based on the data, 76.19% of customers feel that the quality of Shinzui products meets their expectations, 61.90% believe the benefits align with their expectations, and 83.33% agree that the fragrance matches their expectations. Regarding repurchase interest, 80.95% of customers want to buy Shinzui soap again, while 59.52% intend to use the soap again. Additionally, 92.86% of customers are willing to try Shinzui soap in a different variant. In terms of recommendation, 80.95% of customers are willing to recommend Shinzui soap to others, 57.14% are happy to do so, and 88.10% have shared positive testimonials about Shinzui soap with others.

Repurchase intention among Shinzui customers was measured using three dimensions: preferential interest, exploratory interest, and transactional interest, all of which indicated a high level of intention (see Figure 6). The overall average score for repurchase intention was 4.57. Among the dimensions, preferential interest had the highest mean score at 4.63, while transactional interest recorded the lowest at 4.47.
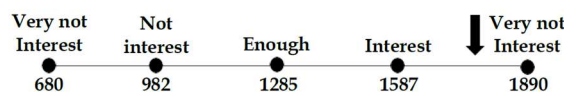

Figure 6. Continuum line on repurchase intention

According to the data gathered during the purchase of Shinzui products, 42.86% of consumers choose the product as the first choice, 54.76% of consumers make the product their favorite, 83.33% of consumers choose the product as a priority, 76.19% of consumers seek information about product benefits, 69.05% of consumers seek information about product ingredients, 76.19% of consumers seek information about new product variants, 57.14% of consumers buy products offline, 64.29% of

consumers buy products online, 69.05% of consumers purchase products every month.

1. Analysis of Product diversity on Customer Satisfaction

The initial analysis aimed to assess the strength of the relationship between product diversity and customer satisfaction. This assessment utilized the correlation coefficient and the coefficient of determination, as presented in Table 4. Model Summary.

Table. 4 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920[a]	.846	.842	1.863

a. Predictors: (Constant), ProductDiversity

According to Table 4, the strength of the relationship between product diversity and customer satisfaction is reflected in the R-value of 0.920. An R-value within the range of >0.9 indicates a strong correlation between the two variables. Additionally, the coefficient of determination (R^2) was 0.846, suggesting that product diversity accounts for 84.6% of the variation in customer satisfaction. The remaining 15.4% is influenced by other independent variables not included in the current regression model.

These results indicate that product diversity plays a crucial role in enhancing customer satisfaction for Shinzui products. A high coefficient of determination ($R^2 = 84.6\%$) suggests that efforts to expand and diversify the product line could directly contribute to increasing customer satisfaction levels. Therefore, Shinzui should consider developing new variants, formulations, or packaging options tailored to different customer segments. This strategic approach can attract a broader market base and strengthen customer loyalty. Furthermore, the findings align with previous studies which state that product variety enables customers to find products that better fit their individual needs, thereby boosting satisfaction. For practical marketing, Shinzui can focus on product line

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extensions and targeted promotions that highlight the diversity of its skincare offerings as a competitive advantage.

Hypothesis testing was carried out to assess whether the product diversity variable had a significant effect on customer satisfaction. In this research, the primary hypothesis evaluated was H1: product diversity has an influence on customer satisfaction. The test was performed using the significance value presented in Table 5.

Table. 5 ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	764.079	1	764.079	220.089	<.001^b
	Residual	138.867	40	3.472		
	Total	902.947	41			

a. Dependent Variable: CustomerSatisfaction

b. Predictors: (Constant), ProductDiversity

Based on Table 5, the significance value of <0.001 ($\leq$ 0.05) indicates that H1 is accepted, confirming that product diversity significantly influences customer satisfaction. These findings suggest the results may be generalized beyond the current sample, as similar outcomes could be expected in other contexts. This conclusion aligns with previous studies that also found product diversity to have a notable impact on customer satisfaction.

2. Analysis of Price on Costumer Satisfaction

The second analysis aimed to assess the strength of the relationship between price and customer satisfaction. This test utilized the correlation coefficient and the coefficient of determination, as presented in Table 6. Model Summary.

Table. 6 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.938^a	.880	.877	1.646

a. Predictors: (Constant), Price

Based on Table 6, the R-value of 0.938 indicates a very strong correlation between price and customer satisfaction, as it falls above 0.9. The coefficient of determination (R^2) was 0.880,

meaning that price contributes 88.0% to variations in customer satisfaction, while the remaining 12.0% is influenced by other factors not included in the model. Given the significant impact of price on customer satisfaction, Shinzui should consider competitive pricing strategies and price-value optimization to enhance customer satisfaction and loyalty. Adjusting prices according to market segments or offering promotions could be effective approaches to meet customer expectations.

The hypothesis testing was conducted to determine whether the price dimension influenced r customer satisfaction. This study tested the second main hypothesis H2: price influences customer satisfaction. The hypothesis was evaluated by analyzing the significance value presented in Table 7.

Table. 7 ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	794.510	1	794.510	293.078	<.001^b
	Residual	108.437	40	2.711		
	Total	902.947	41			

a. Dependent Variable: CustomerSatisfaction

b. Predictors: (Constant), Price

Based on Table 7, the significance value of <0.001 $\leq$ 0.05 indicates that H2 is accepted, meaning price has a significant effect on customer satisfaction. These findings suggest that the influence of price on satisfaction may be generalizable beyond this study's context, with similar outcomes expected across different consumer samples. The results are in line with previous studies that confirmed the significant role of price in shaping customer satisfaction.

3. Analysis of Service Quality on Costumer Satisfaction

The third analysis aimed to assess the relationship between service quality and customer satisfaction. This was evaluated through the correlation coefficient and coefficient of determination, as shown in Table 8. Model Summary.

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Table. 8 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749[a]	.561	.550	3.146

a. Predictors: (Constant), ServiceQuality

Based on Table 8, the correlation coefficient (R) between service quality and customer satisfaction was 0.749. According to international research methodology standards, an R-value within the interval of >0.70–0.90 indicates a strong positive correlation between the two variables. Meanwhile, the R² value of 0.561 indicates that service quality explains 56.1% of the variation in customer satisfaction, while the remaining 43.9% is influenced by other factors outside the regression model. Given the significant influence of service quality on customer satisfaction, Shinzui should focus on enhancing service aspects such as responsiveness, reliability, and customer support. Improving these service dimensions can help increase customer satisfaction and foster loyalty. Practical steps might include training staff to improve customer interaction, streamlining complaint handling, and providing clear communication channels.

The study also tested the hypothesis that service quality significantly influences customer satisfaction (H3). This hypothesis was evaluated by examining the significance value reported in Table 9.

Table. 9 ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	506.930	1	506.930	51.203	<.001[b]
	Residual	396.017	40	9.900		
	Total	902.947	41			

a. Dependent Variable: CustomerSatisfaction
b. Predictors: (Constant), ServiceQuality

Based on Table 9, the significance value was <0.001 ≤ 0.05, indicating that H3 is accepted. This means that service quality has a significant effect on customer satisfaction. The findings are considered generalizable beyond this study, suggesting that service quality influences customer satisfaction not only among Shinzui consumers but also in similar contexts. These results are consistent with previous studies confirming the positive impact of service quality on customer satisfaction.

4. Analysis of Costumer Satisfaction on repurchase intention

The fourth analysis aimed to assess the strength of the relationship between customer satisfaction and repurchase intention. This evaluation was conducted using the correlation coefficient and the coefficient of determination, as presented in Table 10. Model Summary.

Table. 10 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.971[a]	.943	.942	.974

a. Predictors: (Constant), CustomerSatisfaction

According to Table 10, the correlation between customer satisfaction and repurchase intention is represented by an R-value of 0.971. Based on international methodological references, a coefficient value above 0.70–0.9 indicates a strong relationship. Additionally, the R² value of 0.943 signifies that customer satisfaction explains 94.3% of the variance in repurchase intention. The remaining 5.7% is influenced by other independent variables not included in the current regression model. Given the strong influence of customer satisfaction on repurchase intention, Shinzui should prioritize strategies that improve customer experiences, such as maintaining product quality, responsive customer service, and effective communication. By doing so, the brand can foster customer loyalty and increase repeat purchases, which is vital for sustainable business growth.

The hypothesis testing was conducted to determine whether the customer satisfaction dimension influenced repurchase intention. This study aimed to test a primary hypothesis H4: customer satisfaction influences repurchase intention. The hypothesis was examined using the significance value presented in Table 11.

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Table. 11 ANOVA

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	630.449	1	630.449	664.400	<.001ᵇ
	Residual	37.956	40	.949		
	Total	668.405	41			

a. Dependent Variable: RepurchaseIntention
b. Predictors: (Constant), CustomerSatisfaction

Referring to Table 11, a significance value of <0.001 ≤ 0.05 indicates that H4 is accepted. This confirms that customer satisfaction significantly influences repurchase intention. The findings are considered generalizable beyond the scope of this study, suggesting similar outcomes may occur in other samples. These results support previous research that also found a significant relationship between customer satisfaction and repurchase intention.

5. Analysis of Product Diversity on Repurchase Intention

The fifth analysis aimed to assess the strength of the relationship between product diversity and repurchase intention. This was evaluated through the correlation coefficient and the coefficient of determination.

Table. 12 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.916ᵃ	.839	.835	1.639

a. Predictors: (Constant), ProductDiversity

Referring to Table 12, the strength of the relationship between product diversity and repurchase intention is reflected by an R-value of 0.916. An R-value within the range of >0.70 to 0.9 indicates a strong correlation between these two variables. Additionally, the coefficient of determination (R^2) was 0.839, suggesting that 83.9% of the variation in repurchase intention can be explained by product diversity. The remaining 16.1% is likely influenced by other variables not included in the current regression model. Given the significant impact of product diversity on repurchase intention, Shinzui should continue to

expand and diversify its product offerings to meet various customer preferences. By doing so, the brand can enhance customer loyalty and encourage repeat purchases, which are essential for long-term business sustainability.

Hypothesis testing was carried out to examine whether the product diversity variable had an influence on repurchase intention. This study aimed to test a primary hypothesis, namely H5: Product diversity influences repurchase intention. The analysis was conducted using the significance value presented in Table 13.

Table. 13 ANOVA

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	560.891	1	560.891	208.677	<.001ᵇ
	Residual	107.514	40	2.688		
	Total	668.405	41			

a. Dependent Variable: RepurchaseIntention
b. Predictors: (Constant), ProductDiversity

Referring to Table 13, the hypothesis H5 was accepted because the significance value was <0.001 ≤ 0.05. This indicated that product diversity significantly influenced repurchase intention. The findings of this research are considered to have broader applicability beyond the scope of this study, suggesting that similar outcomes may be obtained in different sample groups. These results align with previous research which also found that product diversity has a meaningful impact on consumers' repurchase decisions.

6. Analysis of Price on Repurchase Intention

The sixth analysis aimed to examine the strength of the relationship between price and repurchase intention. This was done by analyzing the correlation coefficient and the coefficient of determination as presented in Table 14. Model Summary.

Table. 14 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.914ᵃ	.836	.832	1.654

a. Predictors: (Constant), Price

Referring to Table 14, the strength of the relationship between price and repurchase intention is indicated by the R-value of 0.914. According to international methodological references, an R-value within the range of >0.70 to 0.9 signifies a strong correlation between the two variables. Furthermore, the coefficient of determination (R^2) was 0.836, implying that 83.6% of the variation in repurchase intention can be explained by the price variable. The remaining 16.4% is influenced by other variables not included in this regression model. Given the significant effect of price on repurchase intention, Shinzui should implement pricing strategies that balance affordability and perceived value. Competitive pricing, discounts, or promotional offers could effectively boost customer loyalty and repeat purchases, supporting the brand's market position.

The hypothesis testing was conducted to determine whether the price dimension influenced repurchase intention. This research included a primary hypothesis for evaluation, namely H6: price has an effect on repurchase intention. The hypothesis testing was conducted using the significance value presented in Table 15.

Table. 15 ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	558.920	1	558.920	204.200	<.001[b]
	Residual	109.485	40	2.737		
	Total	668.405	41			

a. Dependent Variable: RepurchaseIntention
b. Predictors: (Constant), Price

Based on Table 15, the significance value of <0.001 ≤ 0.05 led to the acceptance of H6, indicating that price significantly affects repurchase intention. These findings are considered generalizable beyond this study's scope, suggesting similar results could be observed in other samples. This outcome aligns with previous research confirming the significant influence of price on repurchase intention.

7. Analysis of Service Quality on Repurchase Intention

The seventh analysis aimed to evaluate the relationship between service quality and repurchase intention. This was assessed using the correlation coefficient and coefficient of determination, as shown in Table 16. Model Summary.

Table. 16 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.667[a]	.445	.431	3.045

a. Predictors: (Constant), ServiceQuality

According to Table 16, the relationship between service quality and repurchase intention is represented by an R-value of 0.667. Based on international methodological guidelines, an R-value between 0.50 and 0.70 indicates a moderately strong correlation. Additionally, the coefficient of determination (R^2) of 0.445 suggests that service quality accounts for 44.5% of the variance in repurchase intention, while the remaining 55.5% is explained by other factors not included in this regression model. Although service quality shows a moderately strong influence on repurchase intention, it still plays a vital role. Shinzui should ensure consistent and responsive customer service, including clear product information, fast complaint handling, and smooth customer support across digital platforms. Enhancing service quality can build consumer trust and encourage repeat purchases even in a competitive market.

The next analysis was performed to examine whether service quality has an effect on repurchase intention. The primary hypothesis tested in this study was H7: service quality influences repurchase intention. The hypothesis was evaluated using the significance value shown in Table 17.

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Table. 17 ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	297.578	1	297.578	32.099	<.001[b]
	Residual	370.827	40	9.271		
	Total	668.405	41			

a. Dependent Variable: RepurchaseIntention

b. Predictors: (Constant), ServiceQuality

Source: (SPSS, 2025)

Based on Table 17, with a significance value of <0.001 ≤ 0.05, H7 was accepted, indicating that service quality significantly influences repurchase intention. These findings are considered applicable beyond this study, suggesting similar outcomes could occur in other samples. This supports previous research confirming the significant impact of service quality on repurchase intention (Haris et al., 2022).

8. Analysis of Product Diversity on Repurchase Intention trough Customer Satisfaction

The eighth analysis aimed to explore the relationship among product diversity, customer satisfaction, and repurchase intention. The test used path analysis to examine both direct and indirect effects, which are represented by the β (beta) values. To calculate the indirect effect, the beta values of each variable are multiplied by the beta value of the intervening variable.

Table 18. Relationship of Variables

variable	The effect of a variable		
	Direct	Indirect	Total
X1 → Y	0.920		0.920
X2 → Y	0.938		0.938
X3 → Y	0.749		0.749
X1 → Z	0.971		0.971
X2 → Z	0.916		0.916
X3 → Z	0.914		0.914
Z → Y	0.667		0.667
X1 → Z → Y		0.971 x 0.667	0.647
X2 → Z → Y		0.916 x 0.667	0.610
X3 → Z → Y		0.914 x 0.667	0.609

Based on Table 18 above, the direct effect of product diversity is 0.971, while the indirect effect is 0.647. This shows that the indirect effect is less than the direct effect. Based on significance criteria, a Z value exceeding 1.98 indicates a significant effect, while a lower value suggests it is not significant. For Shinzui, this result emphasizes the importance of maintaining and expanding product variety, not just to attract customers, but also to ensure their satisfaction. By offering more fragrance options, packaging sizes, and specialized variants (e.g., for sensitive skin), Shinzui can enhance customer experience and indirectly encourage loyal purchasing behavior. Product variety should be aligned with evolving consumer preferences to maintain a competitive edge and boost long-term customer retention.

The calculation yielded a Z value of 5.34, exceeding the 1.98 threshold, indicating a significant effect. Consequently, H8: product diversity influences repurchase intention through customer satisfaction is supported. This finding shows that customer satisfaction effectively mediates the relationship between product diversity and repurchase intention.

9. Analysis of Price on Repurchase Intention through Customer Satisfaction

The ninth analysis focused on investigating the relationship between price, customer satisfaction, and repurchase intention. Path analysis was used to evaluate both the direct and indirect effects, as indicated by the β (beta) coefficients. The indirect effect is calculated by multiplying the beta values of each variable with the intervening variable.

Based on Table 18, the direct effect of price is 0.916, while the indirect effect is 0.610. This indicates that the indirect effect is smaller than the direct effect. According to the significance criteria, if the Z value is greater than 1.98, the effect is considered significant; otherwise, it is not. For Shinzui, competitive and perceived fair pricing is crucial not only to attract initial buyers but also to maintain satisfaction and build loyalty. If customers perceive that the product

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offers good value for money, considering its quality, packaging, and benefits, they are more likely to feel satisfied and repurchase. Shinzui should consider implementing value-based pricing strategies, promotional bundling, or loyalty programs to ensure price perception remains positive and encourages repeat purchases.

The calculation produced a Z value of 5.43, exceeding the critical value of 1.98, which confirms the effect is statistically significant. Therefore, hypothesis H9: price influences repurchase intention through customer satisfaction is accepted. This finding demonstrates that customer satisfaction mediates the relationship between price and repurchase intention.

10. Analysis of Service Quality on Repurchase Intention through Customer Satisfaction

The tenth analysis was conducted to examine the relationship between service quality, customer satisfaction, and repurchase intention. Path analysis was used to assess both direct and indirect effects, which are represented by the β (beta) values. The indirect effect was calculated by multiplying the beta values of each variable with the intervening variable. For Shinzui, improving service quality, such as responsiveness to customer inquiries, ease of product access, and post-purchase support, can directly influence customer loyalty. However, ensuring that customers are genuinely satisfied with the overall service experience further amplifies their likelihood of repeat purchases. This suggests that investment in service quality should not only focus on operational efficiency but also on creating emotional satisfaction, such as providing fast responses on online platforms, giving personalized recommendations, or ensuring timely delivery. These efforts will strengthen both trust and long-term customer retention.

Based on Table 18 above, the direct effect of service quality is 0.914, while the indirect effect is 0.609. This shows that the indirect effect is smaller than the direct effect. According to the significance criterion, if the Z value is greater than 1.98, the effect is significant; if it is less, it is not significant. The calculation resulted in a Z value of 4.47, which is greater than 1.98, indicating a significant effect. Therefore, H10: service quality affects repurchase intention through customer satisfaction is accepted. This demonstrates that customer satisfaction successfully mediates the relationship between service quality and repurchase intention.

D. Conclusion

This study demonstrates that all proposed hypotheses, from H1 to H10, are statistically significant. Product diversity, price, and service quality have a direct effect on customer satisfaction (H1–H3). Customer satisfaction is also shown to have a direct effect on repurchase intention (H4). Additionally, these three variables directly influence repurchase intention (H5–H7). The study further reveals the indirect effects of product diversity and price on repurchase intention through customer satisfaction as a mediating variable (H8–H10). These findings confirm that customer satisfaction plays a crucial role in strengthening the relationship between the marketing mix and customer loyalty.

Beyond its practical implications, this study offers valuable theoretical insights into consumer behavior. The results confirm that customer satisfaction mediates the relationship between product diversity, price, and service quality and repurchase intention. This supports existing mediation theories and extends their application to the context of skincare product repurchase behavior. It suggests that customer satisfaction is not only a direct result of marketing mix strategies but also a key mechanism that connects marketing efforts to sustained consumer loyalty.

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