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The Effects of Price Perception and Product Quality on Repurchase Intention: The Mediating Role of Customer Satisfaction Among Consumers of Make Over Lipstick in Cimahi City

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Abstract

This study aims to analyze the influence of price perception and product quality on repurchase intention, with consumer satisfaction as a mediating variable among Make Over lipstick consumers in Cimahi City. A quantitative approach was employed, utilizing an explanatory research design and survey method. The sample consisted of 134 female consumers who had purchased and used Make Over lipstick, selected through convenience sampling. Data were collected using a five-point Likert scale questionnaire and analyzed with descriptive analysis, multiple linear regression, path analysis, and the Sobel test, assisted by SPSS version 25. The results indicate that price perception does not have a significant effect on consumer satisfaction, whereas product quality has a positive and significant effect on consumer satisfaction. Perceived price, product quality, and consumer satisfaction each have a positive and significant effect on repurchase intention, with perceived price exerting the most dominant direct influence. Mediation analysis indicates that consumer satisfaction does not mediate the effect of perceived price on repurchase intention, but does mediate the effect of product quality on repurchase intention. These findings suggest that appropriate price management and product quality improvement are necessary to enhance consumer satisfaction and repurchase intention for Make Over lipstick.

Keywords:
Consumer satisfaction; Product quality; Repurchase intention; Price perception; Lipstick Make Over.

1. INTRODUCTION

The Indonesian cosmetics industry has continued to develop alongside consumers' increasing attention to appearance, self-care, and personal presentation. Recent research also shows that consumer behavior in the beauty sector is shaped by a combination of product-related evaluations, satisfaction, trust, perceived value, and other contextual factors. For example, research on Indonesian and Malaysian consumers demonstrates that satisfaction and brand-related evaluations are relevant to cosmetic purchase intention, while recent studies of beauty and skincare products emphasize the importance of product quality and consumer experience in shaping subsequent behavior (Abigail et al., 2024; An & Ngo, 2025; Cachón-Rodríguez et al., 2025).

The competitive environment is particularly relevant for lipstick because consumers can compare brands on product performance, color range, comfort, durability, packaging, price, and perceived value. Recent cosmetic research indicates that repurchase behavior is not determined by a single attribute. A cross-sectional study of skincare consumers, for example, found that consumer attitudes, retailer credibility, and information-related signals were associated with repurchase intention, illustrating the multidimensional nature of repeat-purchase decisions in cosmetics (Binaoro & Carpio, 2025; Huong et al., 2024). Research on bio-cosmetics similarly shows that consumer evaluations such as perceived quality, value, and trust can contribute to satisfaction and purchase intention (Choi & Kim, 2024; Kang & Kim, 2024; Lestari et al., 2025; Masyitoh & Erpurini, 2024.).

Make Over is an appropriate context for examining these relationships because it competes in a market where consumers can readily compare local and international cosmetic brands. The Top Brand Index provides a useful market-level signal. In the lipstick category, Make Over's index declined from 2.80% in 2024 to 2.60% in 2025. During the same period, Revlon increased from 4.20% to 4.80%, while Hanasui recorded 5.40% in 2025. The decline does not by itself prove a decline in individual consumers repurchase intention, but it indicates a change in brand-level preference and provides a relevant reason to investigate consumer retention more closely.

Table 1. Ranking of the Most Popular Lipstick Brands Based on the Top Brand Index

No.	Brands	Year		
		2024 TBI	2025 TBI	Change
1.	Hanasui	-	5,40	5,40%
2.	Revlon	4,20	4,80	+0,6%
3.	Make Over	2,80	2,60	-0,2%

Source: Top Brand Index

Cimahi City is selected as the research setting because it provides a specific urban consumer context that remains less represented in the cited literature than larger or more frequently studied settings such as Bandung, Semarang, Solo, and other Indonesian cities. Examining Make Over consumers in Cimahi therefore adds contextual evidence without assuming that the Cimahi market represents Indonesia as a whole. This location-specific approach is important because consumer responses to price and product quality can vary with demographic composition, purchasing power, competitive exposure, and local consumption patterns.

Repurchase intention refers to a consumer's tendency to purchase the same product again after previous consumption or usage. Expectation Confirmation Theory (ECT) provides the theoretical foundation for this study (Shukla et al., 2025) explains satisfaction as an evaluation arising from the comparison between expectations and experienced performance. When performance confirms or exceeds expectations, satisfaction is more likely to occur and may encourage subsequent behavioral intentions.

Within this framework, price perception and product quality represent important evaluative inputs, while customer satisfaction represents an evaluative state that may connect those inputs with repurchase intention. Price perception includes assessments of affordability, fairness, competitiveness, and the correspondence between price and benefits. Product quality concerns the extent to which the product performs according to consumer needs and expectations. In lipstick consumption, relevant quality cues include texture, comfort, durability, color suitability, and consistency.

Previous studies have reported inconsistent findings regarding the relationship between price perception and satisfaction. Some studies identify a positive relationship, while others report non-significant relationships. Similar variation appears in research on mediation. Recent work in cosmetics and related consumer contexts continues to demonstrate that satisfaction can mediate some product-related relationships, but mediation is not universal. This inconsistency creates a research gap that is especially relevant when examining a specific cosmetic product and a specific regional market.

The present study therefore addresses both an empirical gap and a contextual gap. Empirically, it examines whether price perception and product quality are associated with repurchase intention directly and indirectly through customer satisfaction. Contextually, it focuses on Make Over lipstick consumers in Cimahi City while considering the recent decline in Make Over's lipstick Top Brand Index. The study contributes by clarifying which consumer evaluations appear to operate directly and which operate through satisfaction.

The objective of this study is to examine the relationships among price perception, product quality, customer satisfaction, and repurchase intention among Make Over lipstick consumers in Cimahi City, with particular attention to the mediating role of customer satisfaction

Expectation Confirmation Theory. ECT proposes that satisfaction develops through a comparison between pre-purchase expectations and post-purchase performance. When experienced performance confirms expectations, satisfaction is strengthened; when performance falls below expectations, dissatisfaction can arise (Schiebler et al., 2026). In this study, ECT is applied to a cosmetic consumption context in which consumers evaluate price and product performance after using Make Over lipstick.

Price perception and customer satisfaction. Price is not only a monetary sacrifice but also a cue through which consumers evaluate value and fairness. However, price does not necessarily determine satisfaction when consumers have already accepted the price before or during purchase. In a cosmetic category with repeated exposure to market prices and promotions, consumers may use product performance more strongly than price when evaluating whether their experience was satisfactory. Existing studies report mixed evidence, motivating the following hypothesis:

H1: Price perception is positively associated with customer satisfaction.

Product quality and customer satisfaction. Product quality is closely related to post-purchase evaluation because consumers can compare actual product performance with their expectations. In lipstick, texture, comfort, durability, and color consistency are directly experienced during use. Recent evidence from local skincare products also indicates that product quality is relevant to satisfaction and subsequent consumer loyalty (Abigail et al., 2024) Accordingly:
H2: Product quality is positively associated with customer satisfaction.

Price perception and repurchase intention. Consumers who perceive a product as affordable, fair, competitive, and commensurate with its benefits may be more willing to purchase it again. Recent research on cosmetic purchasing also identifies price as an important consideration in consumer decision-making (Erpurini et al., & Safitri, 2023; Levrini & Jeffman dos Santos, 2021). Therefore:
H3: Price perception is positively associated with repurchase intention.

Product quality and repurchase intention. Consistent product performance can reduce uncertainty and strengthen the willingness to repurchase. In cosmetics, repeated purchase is more likely when the product reliably delivers the desired result. Recent studies in skincare and beauty contexts support the importance of product-related evaluations for repeat behavior (Huong et al., 2024; Pokhrel, 2023). Thus:
H4: Product quality is positively associated with repurchase intention.

Customer satisfaction and repurchase intention. Satisfaction reflects the consumer's evaluation of whether the product experience meets expectations. Satisfied consumers are generally more likely to maintain favorable behavioral intentions toward the same product. Studies of cosmetics and related consumer markets continue to identify satisfaction as an important mechanism in purchase-related behavior (Hasanein, et al, 2026). Therefore:
H5: Customer satisfaction is positively associated with repurchase intention.

Mediating role of customer satisfaction. Under ECT, price and product quality are evaluated through the post-purchase experience. If consumers perceive the price as fair and the product as high quality, these evaluations may increase satisfaction, which may then strengthen repurchase intention. However, the indirect relationship may be absent when the antecedent does not significantly explain satisfaction. Modern mediation research recommends directly evaluating indirect effects and their uncertainty rather than relying only on sequential significance tests (Tofighi & Kelley, 2020).
H6: Customer satisfaction mediates the relationship between price perception and repurchase intention.
H7: Customer satisfaction mediates the relationship between product quality and repurchase intention.

2. RESEARCH METHOD

Research design and sample. This study used a quantitative approach with an explanatory survey design. The population comprised female consumers in Cimahi City who had purchased and used Make Over lipstick. Convenience sampling was used because respondents were recruited through accessible online distribution channels. The final sample consisted of 134 respondents. The respondents had purchased and used Make Over lipstick at least twice within the previous three months.

The use of convenience sampling is a practical limitation. Because respondents were not selected through probability sampling, the sample may overrepresent consumers who were easier to reach online or who were more willing to participate. Consequently, the findings describe the observed sample and should not be interpreted as statistically representative of all Make Over consumers in Cimahi or Indonesia. Future studies should consider probability-based sampling, stratified sampling, or quota procedures across age, income, and purchasing frequency.

Measurement. All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Price perception was operationalized through affordability, fairness, competitiveness, and value alignment. Product quality captured product performance characteristics relevant to lipstick. Customer satisfaction measured consumers' overall evaluation of their experience. Repurchase intention measured the tendency to purchase Make Over lipstick again.

Data analysis. Instrument validity and reliability were assessed before hypothesis testing. Classical assumptions were examined using normality, multicollinearity, and heteroscedasticity tests. The hypotheses were evaluated using multiple linear regression and path analysis. The mediating relationships were examined with the Sobel test, following the analysis used in the original dataset. This revised manuscript interprets these results as statistical associations rather than causal effects because the study is cross-sectional and uses non-probability sampling.

Methodological consideration for mediation. Structural equation modeling (SEM), particularly bootstrap-based mediation analysis, would provide a stronger framework for a latent-variable model because it can evaluate the measurement and structural components together and estimate indirect effects without relying on the normality assumption of the indirect-effect distribution. Recent methodological work emphasizes explicit assessment of uncertainty in PLS-SEM mediation analysis (Sarstedt & Moisescu, 2024). However, the present revision does not invent SEM estimates because the item-level dataset and SEM output are not available in the manuscript source. Future research should replicate the model using CB-SEM or PLS-SEM with bootstrapped confidence intervals and an adequately justified sample size.

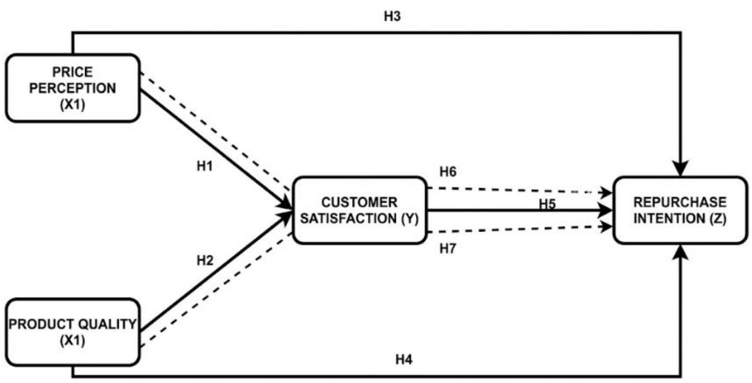

Figure 1. The conceptual model of the research

3. RESULTS AND DISCUSSION

The study included 134 female respondents residing in Cimahi City who had purchased and used Make Over lipstick at least twice within the past three months. The majority of respondents were aged 22 to 26 years, comprising 93 individuals (69.40%), followed by 38 individuals (28.36%) aged 27 to 31 years, and 3 individuals (2.24%) in other age groups. Regarding employment status, most respondents were students (107 individuals, 79.85%), followed by private employees (11 individuals, 8.21%), entrepreneurs (6 individuals, 4.48%), other categories (5 individuals, 3.73%), students and civil servants (2 individuals each, 1.49%), and housewives (1 individual, 0.75%). The majority of respondents reported a monthly income between IDR 1,500,000 and IDR 5,000,000, accounting for 82 individuals (61.19%). This was followed by 35 respondents (26.12%) with incomes below IDR 1,500,000, and 17 respondents (12.69%) with incomes above IDR 5,000,000. These findings indicate that the sample primarily consists of young female consumers with student status and prior experience purchasing Make Over lipsticks, aligning with the study's criteria and research objectives.

3.1. Validity Test and Reliability Test

Table 1. Validitas and reabilitas test results

Variabel	Validity test					Test Capabilities	
	Statement	r-Count	r-Table	P(Sig)	Remaks	Cronbach's Alpha	Remaks
Price perception	PP 1	0,897	0.1697	0,000	Valid	0,754 > 0,06	Reliable
	PP 2	0,711		0,000	Valid		
	PP 3	0,845		0,000	Valid		
Product Quality	PQ 1	0,835	0.1697	0,000	Valid	0,877 > 0,06	Reliable
	PQ 2	0,847		0,000	Valid		
	PQ 3	0,772		0,000	Valid		
	PQ 4	0,788		0,000	Valid		
	PQ 5	0,847		0,000			
Customer Satisfaction	CS 1	0,874	0.1697	0,000	Valid	0,821 > 0,06	Reliable
	CS 2	0,850		0,000	Valid		
	CS 3	0,837		0,000	Valid		
	CS 4	0,670					
Repurchase Intention	RI 1	0,769	0.1697	0,000	Valid	0,812 > 0,06	Reliable

Table 1, indicates that all statement items for the variables of price perception, product quality, consumer satisfaction, and repurchase interest are valid, as their r-calculated values exceed the r-table threshold of 0.1697. The r-calculated values for price perception range from 0.711 to 0.897, for product quality from 0.772 to 0.847, for consumer satisfaction from 0.670 to 0.874, and for repurchase interest from 0.769 to 0.909. The highest r-calculated values for each variable were observed in PP1 (0.897), PQ2 and PQ5 (0.847), CS1 (0.874), and RI2 (0.909). These results demonstrate that all items effectively measure the constructs of the respective research variables. The reliability test results indicate that all variables have Cronbach's Alpha values greater than 0.60.

Specifically, the Cronbach's Alpha values are 0.754 for price perception, 0.877 for product quality, 0.821 for consumer satisfaction, and 0.812 for repurchase interest. Therefore, all research instruments are considered reliable, demonstrating adequate internal consistency and suitability for further analysis.

3.2. Descriptive Analysis

Table 2. Descriptive analysis results

No	Descriptive Analysis Results	Mean Statistik	Mean Value	Criteria
1	Price perception (PP)		4,21	Very Good
2	Product Quality (PQ)		4,23	Very Good
3	Customer Satisfaction (CS)		4.29	Very Good
4	Repurchase Intention (RI)		4,13	Good

According to Table 2, the price perception variable achieved an average value of 4.21, classified as very good. This finding indicates that respondents perceive the price of Make Over lipstick as affordable, reasonable, competitive, and aligned with the benefits received. The product quality variable recorded an average score of 4.23, categorized as excellent, suggesting that respondents rated the product highly in terms of texture, comfort, durability, and color consistency. The consumer satisfaction variable received the highest average score of 4.29, classified as very good. This result demonstrates that the experience of using Make Over lipstick meets consumer expectations. In contrast, the repurchase interest variable achieved an average value of 4.13, categorized as good, indicating a positive tendency among respondents to repurchase Make Over lipstick. Overall, respondents provided excellent assessments of price perception, product quality, and consumer satisfaction, while their interest in repurchasing was rated as good.

3.3. Classic Assumption Test

Table 3. Classical Assumption Test results

No	Types of Classical Assumption Tests	Criteria for Acceptance of Test Results	Test Results	Interpretasi
1.	Normality Test (Kolmogorov-Smirnov)			
	Normality Test Equation 1	(Sig) ≥ 0,05	(Sig) = 0.200	Normally Distributed Data
	Normality Test Equation 2	(Sig) ≥ 0,05	(Sig) = 0.200	
2.	Multicollinearity Test			
	Multicollinearity Test equation 1	Tolerance value > 0,1 dan VIF < 10	Tolerance value = 0.401 atau VIF = 2.496	There are no symptoms of multicollinearity
	Multicollinearity Test equation 2	Tolerance value > 0,1 dan VIF < 10	Tolerance value = 0.401 atau VIF = 2.496	
3.	Heteroscedasticity Test (Glycejer Test)			
	Heteroscedasticity Test equation 1	(Sig) > 0,05	(PP) (Sig) = 0.427 (PQ) (Sig) = 0.421	There is no similarity of variance from the residual regression model, or the absence of heteroscedasticity

Table 3 presents the results of the classical assumption tests. The Kolmogorov–Smirnov normality test indicates that both the first and second equations have significance values of 0.200, which exceed the 0.05 threshold. This finding confirms that the residuals in both regression models are normally distributed. The multicollinearity test yielded a tolerance value of 0.401, greater than 0.10, and a VIF value of 2.496, less than 10. Therefore, the regression model does not exhibit multicollinearity, indicating no excessive correlation among independent variables. Additionally, the Glejser test for heteroscedasticity in the first equation produced significance values of 0.427 for price perception and 0.421 for product quality. In the second equation, the significance values for price perception, product quality, and consumer satisfaction are 0.824, 0.584, and 0.696, respectively. Since all significance values exceed 0.05, both regression models exhibit no evidence of heteroscedasticity. Therefore, the models satisfy the assumptions of normality, absence of multicollinearity, and absence of heteroscedasticity, rendering them suitable for subsequent hypothesis testing.

3.4. Multiple Regression Test (T Test), Hypothesis Test (T Test) & First Multiple Regression Equation Test

Table 4. Results of the First Multiple Regression Test Equation

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	7.440	1.042		7.140	.000
Price perception (PP)	0.181	0.120	0.160	1.506	0.134
Product Quality (PQ)	0.352	0.073	0.510	4.815	0.000

a. Dependent Variable: Customer Satisfaction

Based on table 4, the first multiple regression equation can be obtained as follows:

$$Z=7{,}440+0{,}181X1+0{,}352X2$$

According to the multiple regression analysis, price perception exhibits a positive coefficient of 0.181; however, its effect on consumer satisfaction is not statistically significant, as indicated by a significance value of 0.134, which exceeds the 0.05 threshold. In contrast, product quality demonstrates a positive and significant effect on consumer satisfaction, with a coefficient of 0.352 and a significance value of 0.000, which is below 0.05. The beta values indicate that product quality is the most influential variable affecting consumer satisfaction.

Table 5. Results of the Second Multiple Regression Test Equation

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-1.181	0,702		-1.683	.095
Price perception (PP)	0.507	0.069	0.498	7.298	0.000
Product Quality (PQ)	0.110	0.045	0.178	2.430	0.016
Customer Satisfaction (CS)	0.282	0.050	0.315	5.655	0.000

a. Dependent Variable: Repurchase Intention

$$Y=-1{,}181+0{,}507X1+0{,}110X2+0{,}282Z$$

According to the second multiple regression equation, the research model demonstrates that price perception exerts a positive and significant effect on repurchase interest, with a coefficient of 0.507 and a significance value of 0.000, which is less than 0.05. Product quality also has a positive and significant effect on repurchase interest, with a coefficient of 0.110 and a significance value of 0.016, which is less than 0.05. Consumer satisfaction similarly exerts a positive and significant effect on repurchase interest, with a coefficient of 0.282 and a significance value of 0.000, which is less than 0.05. Based on standardized beta values, price perception has the most substantial direct influence on repurchase interest (0.498), followed by consumer satisfaction (0.315) and product quality (0.178). A more positive price perception, higher product quality, and increased consumer satisfaction are associated with a stronger intention to repurchase Make Over lipstick.

3.5. Hypothesis Testing

Table 6. Hypothesis Test Result

Relationship	Standardized			Decision
	β	t	p	
Price perception → Customer satisfaction	0.160	1.506	0.134	Not supported
Product quality → Customer satisfaction	0.510	4.815	<0.001	Supported
Price perception → Repurchase intention	0.498	7.298	<0.001	Supported
Product quality → Repurchase intention	0.178	2.430	0.016	Supported
Customer satisfaction → Repurchase intention	0.315	5.655	<0.001	Supported

Price perception and customer satisfaction. Price perception has a positive coefficient but is not significantly associated with customer satisfaction ($\beta = 0.160$, $p = 0.134$). This finding deserves particular attention because the descriptive mean for price perception is already high (4.21). One plausible interpretation is that respondents generally regard the price as acceptable, so differences in price perception are insufficient to explain differences in satisfaction. For a frequently purchased cosmetic product, consumers may evaluate satisfaction primarily from the actual usage experience—such as texture, comfort, durability, and color performance—rather than from price alone. The dominance of product quality in the first regression equation ($\beta = 0.510$) is consistent with this interpretation.

The result also illustrates why a positive descriptive perception should not automatically be translated into a significant statistical relationship. Respondents can simultaneously report that a price is reasonable and that their satisfaction depends more strongly on product performance. This finding is also compatible with the broader literature showing that price and satisfaction relationships can vary by product and consumer context. The non-significant relationship should therefore be treated as an empirical result rather than as evidence that price is irrelevant to consumer behavior.

Product quality and customer satisfaction. Product quality is positively and significantly associated with customer satisfaction ($\beta = 0.510$, $p < 0.001$). Among the predictors in the first equation, product quality is the stronger predictor. This result supports the ECT perspective: consumers are likely to experience satisfaction when the product performs in ways that confirm their expectations. In lipstick consumption, consistent texture, comfort, durability, and color performance are experienced directly and can therefore provide stronger evidence for satisfaction than the price paid.

Price perception and repurchase intention. Price perception has the strongest direct standardized association with repurchase intention ($\beta = 0.498$, $p < 0.001$). This result indicates that, within the observed sample, consumers who evaluate the price more favorably tend to report stronger repurchase intention. The result is consistent with the idea that price can operate as a direct value cue even when it does not significantly explain satisfaction. In other words, consumers may decide that a product is worth buying again because its price is acceptable, without that evaluation necessarily becoming the primary basis of overall satisfaction.

Product quality and repurchase intention. Product quality is positively and significantly associated with repurchase intention ($\beta = 0.178$, $p = 0.016$). Although its direct standardized association is smaller than that of price perception and customer satisfaction, the finding indicates that product performance remains relevant to retention. This is consistent with recent cosmetics research emphasizing the role of product-related evaluations in repeat behavior (Pigola et al., 2026; Wen, Cai, & Lee, 2026).

Customer satisfaction and repurchase intention. Customer satisfaction is positively and significantly associated with repurchase intention ($\beta = 0.315$, $p < 0.001$). This supports the view that consumers who are more satisfied with their Make Over lipstick experience are more likely to intend to repurchase it. The finding also supports the mediating role of satisfaction in the product-quality pathway.

3.6. Mediation Analysis

Table 7. Mediation Analysis Test

Indirect Pathway	Sobel Statistic	P	Decision
Price perception → Customer satisfaction → Repurchase intention	1.457	0.145	No significant mediation
Product quality → Customer satisfaction → Repurchase intention	3.655	<0.001	significant mediation

Price perception → customer satisfaction → repurchase intention. Customer satisfaction does not significantly mediate the relationship between price perception and repurchase intention (Sobel = 1.457, $p = 0.145$). This result is theoretically coherent with the first regression equation because price perception does not significantly predict satisfaction. The direct relationship between price perception and repurchase intention remains significant, suggesting that the observed price-related pathway is primarily direct rather than transmitted through satisfaction.

For managerial interpretation, the non-significant mediation means that improving satisfaction alone should not be expected to translate price perceptions into stronger repurchase intention. Instead, price management may influence repurchase intention through consumers' direct evaluation of value, affordability, fairness, or competitiveness. Make Over should therefore avoid relying solely on satisfaction-building activities to justify pricing decisions. Price communication should clearly explain the benefits consumers receive for the price paid.

Product quality → customer satisfaction → repurchase intention. Customer satisfaction significantly mediates the relationship between product quality and repurchase intention (Sobel = 3.655, $p < 0.001$). This finding indicates that product quality is associated with repurchase intention not only directly but also through customer satisfaction. The result provides stronger support for the ECT logic because consumers' experience of product performance can generate satisfaction, which then strengthens the intention to purchase again.

The mediation findings also show that the mechanisms linking price and product quality to repurchase intention are not identical. Price perception is associated most strongly with repurchase intention through a direct route, whereas product quality has a meaningful indirect route through satisfaction. This distinction is practically important: pricing strategy and product-development strategy should not be managed as substitutes.

3.7. Practical Implication

First, Make Over managers should maintain a clear value proposition. Because price perception is the strongest direct predictor of repurchase intention in the observed sample, pricing should remain competitive and understandable. Promotions, bundle offers, loyalty incentives, and communication of product benefits can help consumers evaluate whether the price is justified.

Second, product quality should remain a central retention strategy. Because product quality is strongly associated with satisfaction and also has a direct relationship with repurchase intention, managers should prioritize texture, comfort, durability, color consistency, packaging usability, and product reliability. Improvements should be communicated through credible product demonstrations and consumer information.

Third, customer satisfaction should be managed as a mechanism through which product quality becomes repeat-purchase behavior. Customer feedback, complaint handling, product testing, and post-purchase engagement can help identify quality attributes that most strongly shape satisfaction.

Fourth, the decline in Make Over's lipstick Top Brand Index should be treated as a market signal rather than direct evidence of declining individual repurchase intention. The appropriate managerial response is to strengthen both value communication and product experience while monitoring consumer retention indicators over time.

3.8. Limitations Future Research

This study has several limitations. First, convenience sampling limits representativeness and may introduce selection bias. Second, the sample consists of 134 respondents and is dominated by young female students, limiting the diversity of consumer profiles. Third, the cross-sectional design captures perceptions at one point in time and therefore does not establish temporal or causal relationships. Fourth, the analysis relies on self-reported repurchase intention rather than observed purchase records. Fifth, mediation was assessed with the Sobel test rather than a bootstrap-based SEM framework.

Future studies should use larger and more diverse samples and, where feasible, probability or quota sampling across demographic groups. Longitudinal research could examine whether satisfaction and price/product evaluations predict actual subsequent purchases. Future researchers should also test the model using CB-SEM or PLS-SEM with bootstrapped indirect effects and an a priori sample-size justification. Additional variables such as brand image, perceived value, trust, promotional exposure, digital engagement, and brand switching could also help explain why consumers remain with or move away from a cosmetic brand.

4. CONCLUSION

This study extends the application of Hope Confirmation Theory to explain consumer satisfaction and repurchase interest in cosmetic products. The findings indicate that price perception does not significantly affect consumer satisfaction, whereas product quality exerts a positive and significant influence. Price perception, product quality, and consumer satisfaction each have a positive and significant impact on repurchase interest, with price perception emerging as the most influential factor. Consumer satisfaction does not mediate the relationship between price perception and repurchase interest, but it does mediate the effect of product quality on repurchase interest. The findings indicate that price exerts a direct effect, whereas product quality influences repurchase behavior through consumer satisfaction. Future research should broaden respondent characteristics and incorporate additional variables to enhance the comprehensiveness and generalizability of the results.

The findings of this study indicate that Make Over brand managers should develop marketing strategies that integrate positive price perception, product quality, and consumer satisfaction. As price perception is identified as the most influential factor in repurchase intention, it is essential to reinforce this through reasonable, competitive, and commensurate product pricing. Additionally, the advantages and value of the product should be communicated clearly to ensure that consumers perceive the price of Make Over lipstick as justified by its quality. Continuous improvement of product quality, particularly regarding texture, comfort, durability, and color consistency, is essential, as higher quality has been shown to enhance customer satisfaction and subsequently increase repurchase intentions. Furthermore, effective price management combined with consistent product quality can improve satisfaction and reinforce consumer interest in purchasing Make Over lipstick again.

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