

The Effect of Price Perception and Product Quality on Repurchase Intention: The Mediating Role of Customer Satisfaction among Oriflame Sun Care Consumers in Bandung City

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Article history:

Received July 28, 2026

Revised August 15, 2026

Accepted August 21, 2026

Abstract

The increasing competition in Indonesia's skincare industry has heightened the need to understand the factors influencing consumers repurchase intention. This study examines the effects of price perception and product quality on repurchase intention, with customer satisfaction as a mediating variable among Oriflame Sun Care consumers in Bandung City. A quantitative approach was employed using convenience sampling, involving 127 consumers who had previously purchased and used Oriflame Sun Care products. Data were analyzed using multiple regression and the Sobel test. The results show that price perception and product quality have positive and significant effects on customer satisfaction. Price perception, product quality, and customer satisfaction also have positive and significant effects on repurchase intention. Furthermore, customer satisfaction significantly mediates the effects of both price perception and product quality on repurchase intention. These findings indicate that strengthening perceived price fairness, maintaining product quality, and improving customer satisfaction are important strategies for increasing repurchase intention among Oriflame Sun Care consumers.

Keywords:

Price perception; Product quality; Customer satisfaction; Repurchase intention.

1. INTRODUCTION

Indonesia's skincare industry has continued to grow, supported by increasing awareness of skin health and UV protection. IndSight (2025) reported that the market reached US\$3.07 billion in 2025 and is expected to grow to US\$4.64 billion by 2032, with a CAGR of 6.10%. This expansion has intensified competition within the skincare market.

PREFERRED SKINCARE CATEGORIES

■ Serum ■ Sunscreen ■ Moisturizer ■ Cleanser
■ Toner ■ Exfoliator ■ Face Mask ■ Essence

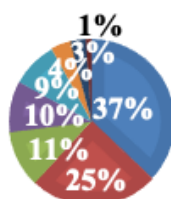


Figure 1. Consumer Preferences for Skincare Product Categories in Indonesia (2025)

Consumer preferences have evolved alongside the expansion of Indonesia's skincare market. As illustrated in Figure 1, serum remains the most preferred skincare category, accounting for 37% of consumer preferences, followed by sunscreen with a share of 25%. Compared with other product categories, the relatively large proportion of sunscreen reflects the growing importance of UV protection in consumers' daily skincare routines. This trend indicates that the Sun Care segment has become one of the most promising categories within Indonesia's skincare industry, creating broader market opportunities while intensifying competition among brands. Consequently, the growing relevance of sunscreen products provides an appropriate setting for examining consumers' repurchase intention toward Oriflame Sun Care products.

Despite the favourable market prospects of the Sun Care segment, not every brand has been equally successful in maintaining its market position. Oriflame Indonesia has experienced a decline in brand performance despite operating within a growing product category. According to the Top Brand Index (2025), Oriflame's Top Brand Index decreased from 19.00% in 2024 to 14.40% in 2025, whereas Nivea and Vaseline recorded positive growth over the same period. A comparison of the three leading brands is presented in Table 1.

Table 1. Top Brand Index of Sun Care Category (2024–2025)

Brand	2024	2025	Increase/Decrease (2024 -2025)
Nivea	26,50%	26,80%	+0,3%
Oriflame	19,00%	14,40%	-4,6%
Vaseline	20,40%	25,30%	+4,9%

Source: Top Brand Index (2025).

The decline in Oriflame's Top Brand Index indicates a weakening competitive position within the Sun Care category and raises concerns regarding consumers' future preference for the brand. According to Top Brand Index (2025), the Top Brand Index reflects several dimensions, including consumers' future intention and commitment toward a brand, which are related to their willingness to choose and repurchase the same brand in the future. Therefore, the decline in Oriflame's index from 19.00% in 2024 to 14.40% in 2025 may indicate a decrease in consumers' willingness to maintain their preference for Oriflame compared with competing brands. Although the decline in the Top Brand Index cannot by itself be interpreted as direct evidence of declining repurchase intention, it provides an important indication of a potential challenge in maintaining consumers' future purchasing preferences. This condition makes repurchase intention an important issue to examine, particularly in a highly competitive Sun Care market.

One of the factors that may explain consumers' willingness to repurchase is price perception. In skincare products, consumers do not evaluate price solely based on the amount they have to pay but also consider whether the price is reasonable in relation to the benefits and quality received. A relatively high price may be acceptable when consumers perceive that the product provides superior quality and benefits. However, when the perceived benefits are considered insufficient compared with the price paid, consumers may perceive the product as less valuable, which can reduce satisfaction and their willingness to purchase the product again. Thus, price perception becomes particularly important for Oriflame Sun Care because consumers have various alternative sunscreen brands available at different price levels.

In addition to price perception, product quality is an important consideration in consumers' decisions to repurchase skincare products. Consumers may evaluate Sun Care products based on characteristics such as texture, comfort during application, effectiveness of sun protection, suitability for the skin, and the overall performance of the product. When product performance meets consumers' expectations, positive evaluations may increase satisfaction and encourage consumers to repurchase. Conversely, dissatisfaction with product characteristics may weaken consumers' intention to continue purchasing the same product. Therefore, product quality is not only relevant to the initial purchase decision but also to the continuation of the consumer–brand relationship.

The importance of price perception and product quality becomes more apparent when examining consumer evaluations of Oriflame Sun Care products. Consumer reviews published on the Female Daily platform indicate that some consumers perceive Oriflame Sun Care products as relatively expensive compared with competing products offering similar benefits. Other reviews mention concerns regarding product characteristics, including a relatively thick texture, the appearance of a white cast after application, and perceived limitations in sun protection durability during prolonged outdoor activities. These consumer evaluations do not necessarily represent all Oriflame consumers and cannot independently establish the causes of the decline in Oriflame's Top Brand Index. Nevertheless, they provide contextual evidence that consumers may evaluate the product based on both the price paid and the quality or performance received. Such evaluations are relevant because negative perceptions of price or product performance may reduce satisfaction and subsequently weaken consumers' willingness to repurchase.

The relationship between these factors can be understood through customer satisfaction. Consumers are more likely to feel satisfied when the product's performance and benefits are considered appropriate relative to the price paid. In contrast, when consumers perceive that the product's quality does not justify its price,

dissatisfaction may arise. Customer satisfaction may therefore function as an important mechanism through which price perception and product quality influence repurchase intention. In the context of Oriflame Sun Care, examining customer satisfaction is particularly relevant because the decline in the Top Brand Index suggests that maintaining consumers' future preference has become an important competitive challenge.

Previous studies have examined the relationships between price perception, product quality, customer satisfaction, and repurchase intention, but their findings remain inconsistent. Several studies have reported positive and significant relationships among these variables (Titu, Grecu, Pop, & Șugar, 2025)(Aurelia et al., 2025; Azzahra & Elistia, 2025; Saragih & Ariasih, 2025). However, other studies have found that certain relationships are not statistically significant (Hutabarat & Susilowati, 2022; Nugraha et al., 2023; Safitri, 2021). These differences suggest that the influence of price perception and product quality on repurchase intention may depend on the characteristics of the product, brand, and consumer context. Furthermore, the inconsistent findings regarding the mediating

Price perception represents consumers' evaluation of whether the price paid for a product is reasonable and appropriate relative to the benefits and value received Kotler and Armstrong (2018). In the skincare industry, price perception is particularly important because consumers can easily compare products across brands based on price, product benefits, ingredients, and performance. Consumers do not necessarily evaluate a high or low price in isolation; rather, they assess whether the price is proportional to the quality and benefits they expect to obtain. When consumers perceive that a product offers appropriate value for the price paid, the comparison between expectations and actual consumption experience is more likely to result in a favourable evaluation and higher satisfaction. Conversely, when the price is perceived as excessive relative to the benefits received, consumers may perceive that the product provides insufficient value, which can reduce satisfaction.

This relationship is supported by empirical evidence from the Indonesian skincare and cosmetics industry. Putri and Djamaludin found that perceived price had a positive and significant effect on consumer satisfaction among Generation Z users of MS Glow cosmetics, indicating that consumers' favourable evaluations of price contributed to their overall satisfaction with the product. Similarly, (Putri & Djamaludin, 2024) found that perceived price significantly affected customer satisfaction among Azarine skincare consumers in Malang and also had an indirect effect on purchase decisions through customer satisfaction .

H1: Price perception positively affects customer satisfaction.

Product quality reflects consumers' evaluation of a product's capability to perform according to its intended functions and satisfy their expectations (Kotler & Keller, 2016). For skincare products, quality is generally assessed through attributes such as effectiveness, safety, texture, durability, and consistency between the promised and actual performance. Consumers who perceive these attributes positively are more likely to experience satisfaction because the product fulfills their expectations. Previous studies conducted by Safitri et al. (2024), Ramadhan and Adialita (2024), and Nugraha et al. (2021) consistently found a positive relationship between product quality and customer satisfaction.

H2: Product quality positively affects customer satisfaction.

Repurchase intention describes consumers' willingness to purchase the same product again after previous consumption experience (Zakiana & Rivai, 2025). Perceptions of a fair and proportional price relative to the acquired value directly increase the likelihood of consumer product repurchase. This relationship has been confirmed by Azzahra and Elistia (2025) and Safitri et al. (2024).

H3: Price perception positively affects repurchase intention.

Consumer decisions to buy a product again depend heavily on its quality, alongside how they perceive its price. When a product reliably meets expectations, it builds trust. This trust directly drives customers to make repeat purchases. Empirical evidence from Pawitno (2023), Mandili et al. (2022), and Saragih and Ariasih (2025) confirms that superior product quality directly boosts repeat purchase rates.

H4: Product quality positively affects repurchase intention.

Buyers determine customer satisfaction by comparing their initial expectations against the actual performance of a product (Kotler & Armstrong, 2018). When a product meets or exceeds these expectations, satisfied customers show a stronger willingness to buy it again. Empirical findings by Pratama and Prianthara (2025) and Lin et al. (2022) validate this positive link.

H5: Customer satisfaction positively affects repurchase intention.

Beyond its direct effects, customer satisfaction serves as a vital bridge. It helps consumers convert their assessments of pricing and quality into a concrete decision to buy again. When buyers find prices fair and quality acceptable, they feel satisfied. This positive state of mind then drives their intent to make repeat purchases. Research by Safitri et al. (2024), Prihatini and Gumilang (2021), Rama and Irda (2024), Wijaya et al. (2024), and Aulia and Herawati (2023) supports this mediating role.

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

The population of this study consists of consumers in Bandung City who have purchased and used Oriflame Sun Care products. Respondents were required to be at least 17 years old and to have previous experience purchasing and using Oriflame Sun Care products. These criteria were established to ensure that respondents had sufficient personal experience to provide informed evaluations of price perception, product quality, customer satisfaction, and repurchase intention. This study employed convenience sampling, a non-probability sampling technique in which respondents are selected based on their accessibility and willingness to participate. A total of 127 valid responses were collected. Data were obtained through questionnaires distributed through two channels: directly to consumers at Oriflame stores in Bandung City and online through Google Forms.

The use of convenience sampling allowed the researchers to efficiently reach consumers who met the predetermined criteria. However, this sampling technique may introduce sampling bias because respondents are not selected randomly from the entire population of Oriflame Sun Care consumers in Bandung City. Consumers who were more accessible or more willing to participate may have characteristics that differ from those who were not included in the sample. Therefore, the findings should be interpreted with caution and may not be fully generalizable to all Oriflame Sun Care consumers in Bandung City. This issue is acknowledged as one of the limitations of the present study.

The research model consists of four constructs: price perception, product quality, customer satisfaction, and repurchase intention. Price perception and product quality function as independent variables, customer satisfaction serves as the mediating variable, and repurchase intention functions as the dependent variable. Price perception and product quality are expected to influence repurchase intention both directly and indirectly through customer satisfaction. The conceptual relationships among the variables are presented visually in Figure 2, with directional arrows indicating the proposed relationships and the mediating role of customer satisfaction.

Each construct was operationalized using measurement indicators adapted from previous studies. All indicators were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), following the measurement approach described by Sekaran and Bougie (2017). Before hypothesis testing, the validity of the measurement instrument was assessed using the Pearson Product-Moment correlation, while reliability was evaluated using Cronbach's Alpha. Data were processed using IBM SPSS Statistics version 25.

Descriptive statistics were initially employed to describe the demographic characteristics of respondents and summarize the distribution of responses for each research variable. Subsequently, multiple regression analysis was conducted to examine the direct effects among the variables. The Sobel test was employed to examine the indirect effects of price perception and product quality on repurchase intention through customer satisfaction. Classical assumption tests, including normality, multicollinearity, and heteroskedasticity tests, were also conducted to assess whether the data met the requirements for regression analysis, following Ghazali (2016).

The conceptual model in Figure 2 illustrates the proposed relationships among the four constructs. Specifically, price perception (X1) and product quality (X2) are positioned as independent variables, customer satisfaction (Z) is positioned as the mediating variable, and repurchase intention (Y) is positioned as the dependent variable. The model shows both the direct paths from price perception and product quality to repurchase intention and the indirect paths through customer satisfaction. This visual representation provides a clearer explanation of the theoretical structure and the hypotheses examined in this study.

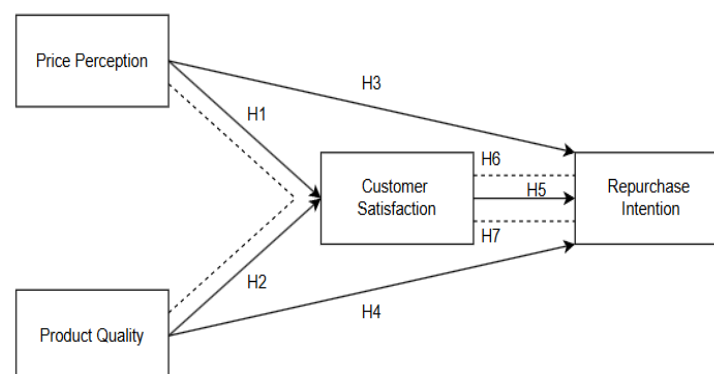


Figure 2. Conceptual Research Model

3. RESULTS AND DISCUSSION

3.1. Result

The study included 127 people who had bought and used Oriflame Sun Care products before and were residents of Bandung City. Women comprised the vast majority of the participants (92.91%), while individuals aged 22–26 years represented the largest age group (73.23%). All respondents met the study criteria, as they resided in Bandung and had prior experience purchasing Oriflame Sun Care products. In terms of occupation, university students accounted for the largest proportion of the sample (59.84%). Over half of the people surveyed, which is 54.33%, said they earn between IDR 1,500,000 and IDR 5,000,000 each month. Regarding purchasing behavior, most participants had bought the product twice (51.97%), and 65.35% had been using Oriflame Sun Care products for less than one year. Overall, these characteristics show that the people who answered had enough knowledge about the product to give thoughtful opinions on how much they thought it cost, how good the product was, how satisfied they were as customers, and whether they would buy it again.

3.1.1. Validity Test and Reliability

Table 2. Validity and Reliability Test Results

Variables	Statement	Validity Test			Remarks	Reliability Test	
		r-Count	r-Tabel	P (Sig)		Cronbach's Alpha	Remarks
Price Perception	X1.1	0,857	0,1743	0,000	Valid	0,788 > 0,60	Reliabel
	X1.2	0,842		0,000	Valid		
	X1.3	0,816		0,000	Valid		
Product Quality	X2.1	0,747	0,1743	0,000	Valid	0,766 > 0,60	Reliabel
	X2.2	0,771		0,000	Valid		
	X2.3	0,743		0,000	Valid		
	X2.4	0,810		0,000	Valid		
Customer Satisfaction	Y1.1	0,821	0,1743	0,000	Valid	0,775 > 0,60	Reliabel
	Y1.2	0,835		0,000	Valid		
	Y1.3	0,835		0,000	Valid		
Repurchase Intention	Z1.1	0,882	0,1743	0,000	Valid	0,856 > 0,60	Reliabel
	Z1.2	0,873		0,000	Valid		
	Z1.3	0,888		0,000	Valid		

Source: SPSS output version 25, 2026

The results in Table 2 show that every measurement item meets the validity standards. Each indicator had an r-count value higher than the critical r-table value of 0.1743, and all significance values were less than 0.05. These results show that each question in the survey is able to measure the specific idea it was meant to check, such as how customers see prices, the quality of the product, how satisfied they are, and whether they would buy again. And the reliability analysis also demonstrates satisfactory results. The Cronbach's Alpha scores were 0.788 for Price Perception, 0.766 for Product Quality, 0.775 for Customer Satisfaction, and 0.856 for Repurchase Intention. All the values are higher than the suggested minimum of 0.60, which means each construct has good internal consistency. So, the research tool is both accurate and consistent, which means it's a good choice for the next steps in statistical analysis.

3.1.2. Descriptive Analysis

Table 3. Descriptive Analysis Results

No	Descriptive Analysis Results	Mean Statistik	Mean Value	Criteria
1.	Price Perception		3,29	Good
2.	Product Quality		3,38	Good
3.	Customer Satisfaction		3,35	Good
4.	Repurchase Intention		4,35	Good

Descriptive statistics reveal that respondents generally expressed favorable evaluations of all research variables, with all mean scores falling within the good category. Among the independent variables, product quality obtained the highest mean score (3.38), indicating that respondents perceived Oriflame Sun Care products as capable of providing benefits that met their expectations. Customer satisfaction also received a positive assessment, with a mean score of 3.35, suggesting that consumers were generally satisfied with their experience after using the product. Price perception recorded a mean score of 3.29, implying that respondents considered the product price to be reasonably aligned with the benefits received. Meanwhile, repurchase

intention achieved the highest overall mean score (4.35), reflecting consumers' strong willingness to repurchase Oriflame Sun Care products in the future. Overall, these findings indicate that respondents held positive perceptions of the product and demonstrated a strong tendency toward repeat purchasing, providing a sound basis for further hypothesis testing.

3.1.3. Classical Assumption Tests

Table 4. Normality Test Results				
No	Classical Assumption Test	Acceptance Criteria	Test Results	Interpretation
1.	Normality Test (Kolmogorov-smirnov)			
	Normality Test (Equation 1)	(Sig $\geq$ 0,05)	0,200	The data are normally distributed
	Normality Test (Equation 2)	(Sig $\geq$ 0,05)	0,200	
2.	Multicollinearity Test			
	Multicollinearity Test (Equation 1)	Tolerance Value > 0,10 and VIF < 10	Tolerance Value PP = 0,944 Vif = 1,059 Tolerance Value PQ = 0,944 Vif = 1,059	No multicollinearity among the independent variabels
	Multicollinearity Test (Equation 2)	Tolerance Value > 0,10 and VIF < 10	Tolerance Value PP = 0,827 Vif = 1,209 Tolerance Value CS = 0,730 Vif = 1,371	
3.	Heteroscedasticity Test (Glesjer Test)			
	Heteroscedasticity Test (Equation 1)	(Sig) > 0,05	(Sig) PP = 0,327 (Sig) PQ = 0,244	No heteroscedasticity was detected
	Heteroscedasticity Test (Equation 2)	(Sig) > 0,05	(Sig) PP = 0,134 (Sig) PQ = 0,866 (Sig) CS = 0,149	

The results presented in Table 4 show that the regression models meet all the necessary statistical conditions for hypothesis testing. Both equations showed a Kolmogorov–Smirnov test result with a significance value of 0.200, which means the residuals are normally distributed. During the check for multicollinearity, every predictor had a tolerance value higher than 0.10 and a VIF value lower than 10. These results show that the variables are not highly related to each other, which means there's no multicollinearity. The Glejser test showed significance values higher than 0.05, which means the models do not have heteroscedasticity. As a result, both regression models completely satisfy the required assumptions for further statistical analysis.

3.1.4. Multiple Regression Analysis (t-Test and F-Test)

3.1.4.1. Hypothesis Testing (t-Test) and the First Multiple Regression Model

Table 5. Results of the First Multiple Regression Model					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.609	0.970		3,720	0,000
Price Perception	0,305	0,073	0,331	4,192	0,000
Product Quality	0,254	0,061	0,330	4,185	0,000
Dependent Variable: Customer Satisfaction					

$$Y = 3.609 + 0.305X_1 + 0.254X_2$$

Reported regression results in Table 5 indicate that both price perception and product quality both have a positive and important impact on how satisfied customers are. Consumers tend to report higher satisfaction when the price of Oriflame Sun Care products is perceived as appropriate for the benefits received. Likewise,

favourable evaluations of product quality contribute to greater customer satisfaction because the products are considered capable of meeting consumer expectations. Therefore, the empirical evidence supports H1 and H2.

3.1.4.2. Hypothesis Testing (t-Test) and the second Multiple Regression Model

Table 6. Results of the Second Multiple Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.760	0.844		5,638	0,000
Price Perception	0,284	0,064	0,332	4,424	0,000
Product Quality	0,147	0,054	0,199	2,740	0,007
Customer Satisfaction	0,349	0,074	0,365	4,710	0,000
Dependent Variable: Repurchase intention					

$$Z = 4,760 + 0,284X_1 + 0,147X_2 + 0,349Y$$

The results in Table 6 show that how much people think a product costs, how good the product is, and how happy customers are all have a big effect on whether they want to buy the product again. Of these three factors, customer satisfaction has the biggest impact. This means that having good experiences when using Oriflame Sun Care products helps people buy them again. How much people think a product costs and how good the product is can influence whether they buy it again, but these factors don't have as big an impact as how satisfied the customer is. Based on these findings, H3, H4, and H5 are completely supported.

3.1.5. Sobel Test

Table 7. Sobel Test Results

Hypothesized Relationships	A	B	Sa	Sb	t-value	Sobel Test Criterion	P-value
Price Perception → Customer Satisfaction → Repurchase Intention	0.305	0.349	0.073	0.074	3.127	t-value > critical > t-value = 1.97912	0.0018
Product Quality → Customer Satisfaction → Repurchase Intention	0.254	0.349	0.061	0.074	3.121		

The indirect effects evaluated via The Sobel test shows that customer satisfaction plays a major role as an intermediary factor. It successfully links both price perception and product quality to the intention to buy again. Since the Sobel test statistics are higher than the required critical value, it means that good perceptions of price and quality need to elevate satisfaction first before they can effectively trigger repeat purchases. These empirical outcomes confirm both H6 and H7.

3.2. Discussion

3.2.1. The Effect of Price Perception on Customer Satisfaction

The results show that price perception has a positive and significant effect on customer satisfaction, as indicated by a regression coefficient of 0.305, a t-value of 4.192, and a significance value of 0.000. Therefore, H1 is supported. This finding indicates that consumers who perceive the price of Oriflame Sun Care products as appropriate relative to the benefits received tend to report higher levels of satisfaction. The result suggests that price is not evaluated merely based on its nominal amount but through consumers' assessment of whether the product provides sufficient value for the financial sacrifice they make.

This finding can be explained through the relationship between price evaluation and consumer expectations. When consumers believe that the price paid is reasonable for the quality, effectiveness, and benefits obtained, the product is more likely to be perceived as providing good value. This favourable value evaluation can contribute to satisfaction because the consumer's expectations regarding the exchange between price and benefits are fulfilled. Conversely, when consumers perceive that the price is disproportionate to the product's benefits, dissatisfaction may occur even when the product itself performs adequately.

The finding is consistent with previous research in the Indonesian skincare context. Research on Azarine skincare consumers found that perceived price significantly affected customer satisfaction, while research on Elformula skincare consumers also reported a positive and significant relationship between price perception and customer satisfaction.

These findings reinforce the argument that consumers' perceptions of price are an important component of their post-purchase evaluation. The result is also relevant to Oriflame because previous research on Oriflame consumers in Denpasar found that perceived price positively and significantly affected repurchase intention.

The descriptive result provides additional support for this interpretation. The mean score for price perception was 3.29, categorized as good, indicating that respondents generally considered the price of Oriflame Sun Care products acceptable. However, the score was lower than the mean scores for product quality and customer satisfaction. This suggests that although consumers generally viewed the price positively, price remains an area that could be improved. Oriflame therefore needs to ensure that the price consumers pay is consistently supported by visible and meaningful product benefits.

3.2.2. The Effect of Product Quality on Customer Satisfaction

The regression results demonstrate that product quality has a positive and significant effect on customer satisfaction, with a coefficient of 0.254, a t-value of 4.185, and a significance value of 0.000. Thus, H2 is supported. This result indicates that better evaluations of Oriflame Sun Care product quality are associated with higher customer satisfaction.

The finding can be explained by the nature of skincare consumption. Unlike products that are purchased only for their functional convenience, skincare products are evaluated through repeated personal experiences. Consumers may assess whether the product performs as expected, whether its texture is comfortable, whether it is suitable for their skin, and whether it provides the expected protection or other benefits. When these attributes meet consumer expectations, the consumption experience becomes more favourable and contributes to satisfaction. Therefore, product quality represents not only the technical characteristics of the product but also the extent to which the actual experience confirms consumers' expectations.

This finding is consistent with previous research on Indonesian skincare consumers. A study of Oriflame skincare users found that product quality significantly affected customer satisfaction and repurchase intention, while customer satisfaction also mediated the relationship between product quality and repurchase intention.

Similar evidence has been reported for Skintific, where product quality was found to influence repurchase intention through customer satisfaction.

These findings strengthen the argument that product quality is an important determinant of consumers' post-purchase evaluations in the skincare industry.

The descriptive analysis also supports this result. Product quality obtained a mean score of 3.38, which was slightly higher than price perception. This suggests that respondents generally had favourable evaluations of the quality of Oriflame Sun Care products. Nevertheless, the result does not mean that product quality should be maintained without further improvement. Consumer expectations in the skincare industry continue to evolve, particularly regarding texture, comfort, effectiveness, and product performance. Therefore, maintaining consistent quality is essential for preventing dissatisfaction and preserving consumers' willingness to continue using the product.

3.2.3. The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction has a positive and significant effect on repurchase intention, with a regression coefficient of 0.349, a t-value of 4.710, and a significance value of 0.000. Therefore, H3 is supported. Among the three predictors in the second regression model, customer satisfaction has the largest standardized coefficient ($\beta = 0.365$), compared with price perception ($\beta = 0.332$) and product quality ($\beta = 0.199$). This indicates that customer satisfaction is the strongest predictor of repurchase intention in the model.

This finding suggests that consumers' willingness to repurchase Oriflame Sun Care products is strongly related to their overall evaluation after experiencing the product. When consumers are satisfied, they have already obtained a positive consumption experience and have less uncertainty about purchasing the same product again. Satisfaction can therefore reduce the perceived risk of repeating a purchase because consumers have evidence from their previous experience that the product can meet their expectations.

The result is consistent with previous research in the skincare industry. Research involving Oriflame consumers found that customer satisfaction significantly affected repurchase intention.

Similar findings have also been reported among Skintific consumers, where customer satisfaction significantly contributed to repurchase intention.

The consistency of these findings indicates that satisfaction is an important mechanism for maintaining consumer relationships in the skincare industry.

The descriptive findings further strengthen this interpretation. Customer satisfaction obtained a mean score of 3.35, indicating that respondents were generally satisfied with their experience. More importantly, repurchase intention obtained the highest mean score of 4.35. This combination suggests that respondents' generally positive experiences with Oriflame Sun Care products were accompanied by a strong willingness to purchase the products again.

3.2.4. The Effect of Price Perception on Repurchase Intention

The results indicate that price perception has a positive and significant direct effect on repurchase intention, with a coefficient of 0.284, a t-value of 4.424, and a significance value of 0.000. Therefore, H4 is

supported. This means that consumers who perceive Oriflame Sun Care prices more favourably are more likely to intend to purchase the products again.

The result can be explained through consumers' assessment of price fairness and value. A consumer who believes that the price is appropriate relative to the product's benefits has a stronger reason to repeat the purchase because the previous exchange is considered worthwhile. In contrast, a consumer who considers the price too high relative to the benefits received may be more willing to evaluate competing products before making another purchase.

This finding is supported by previous research involving Oriflame consumers in Denpasar, which found that perceived price had a positive and significant effect on repurchase intention.

Research on Oriflame products in other Indonesian cities has also examined price as an important determinant of purchase-related behaviour, although findings across studies are not completely consistent. For example, research on Oriflame consumers in Banjarmasin found that price did not significantly influence purchase intention, while brand image and product quality did.

This difference suggests that the importance of price may vary depending on the consumer group, product category, and stage of the purchasing process.

In the present study, the significant effect of price perception may be related to the highly competitive nature of the Sun Care market, where consumers have numerous alternatives with different price levels. Consequently, consumers may continuously compare the price of Oriflame products with the benefits offered by competing sunscreen products. Oriflame therefore needs to maintain a strong price–value proposition rather than simply lowering prices.

3.2.5. The Effect of Product Quality on Repurchase Intention

Product quality also has a positive and significant effect on repurchase intention, with a coefficient of 0.147, a t-value of 2.740, and a significance value of 0.007. Thus, H5 is supported. The finding indicates that consumers who perceive Oriflame Sun Care products as having better quality are more likely to intend to purchase them again.

The direct effect of product quality can be explained by the importance of previous product experience in repeat purchasing. Consumers who have experienced satisfactory product performance can use that experience as a basis for reducing uncertainty in future purchases. When the product consistently provides the expected benefits, consumers have fewer reasons to switch to competing products. In the context of Sun Care, this may include consistent product performance, comfortable application, suitable texture, and satisfactory sun-protection performance.

The result is consistent with previous research on Oriflame skincare consumers, which found that product quality significantly affected both customer satisfaction and repurchase intention.

Similar evidence has also been reported among Skintific consumers, where product quality positively influenced repurchase intention.

Therefore, the current finding reinforces the argument that maintaining product quality is essential for encouraging repeat purchases in the competitive Indonesian skincare market.

However, the standardized coefficient of product quality ($\beta = 0.199$) is lower than those of price perception and customer satisfaction in the second regression model. This indicates that although product quality significantly affects repurchase intention, its direct contribution is relatively smaller. One possible explanation is that consumers may evaluate product quality together with other considerations, particularly price and their overall satisfaction. Thus, high product quality alone may not guarantee repurchase if consumers perceive the price as inappropriate or their overall experience as unsatisfactory.

3.2.6. The Mediating Role of Customer Satisfaction

The Sobel test provides evidence that customer satisfaction mediates the relationship between price perception and repurchase intention as well as between product quality and repurchase intention. The indirect effect of price perception through customer satisfaction produced a Sobel t-value of 3.127 with a p-value of 0.0018, while the indirect effect of product quality through customer satisfaction produced a t-value of 3.121. Both values exceed the critical value of 1.97912. Therefore, H6 and H7 are supported.

These findings provide an important explanation of how price perception and product quality influence repurchase intention. Price perception and product quality are consumers' evaluations of the product, while repurchase intention represents a future behavioural response. Customer satisfaction connects these two stages. When consumers perceive that the price is reasonable and the product performs well, they are more likely to develop a positive overall evaluation. This satisfaction subsequently increases their willingness to purchase the product again.

The mediating role is particularly important because the results demonstrate that consumers do not base repeat-purchase intentions solely on individual evaluations of price or quality. Instead, these evaluations contribute to a broader consumption experience that is reflected in customer satisfaction. This finding is consistent with research on Oriflame skincare consumers, which found that customer satisfaction mediated the relationship between product quality and repurchase intention.

Similar evidence has been reported in other Indonesian skincare contexts, including Skintific, where satisfaction has been examined as an important mechanism connecting product-related evaluations with repurchase intention.

The mediation findings are also important in interpreting the decline in Oriflame's Top Brand Index discussed in the introduction. The decline in the index should not be interpreted as direct evidence that consumers stopped repurchasing because of price or product quality. Rather, the present findings suggest that consumers' evaluations of price and product quality are relevant factors that can shape satisfaction and, subsequently, repurchase intention. Thus, improving these aspects may help strengthen consumers' future purchasing preferences, although other determinants may also contribute to brand performance.

3.2.7. Other Factors That May Influence Repurchase Intention

Although the present model explains repurchase intention through price perception, product quality, and customer satisfaction, consumer repurchase behaviour is unlikely to be determined by these factors alone. Other variables may contribute to consumers' decisions to remain with or switch from a skincare brand.

First, brand image may influence repurchase intention because consumers often use their perceptions of a brand's reputation, identity, and credibility when evaluating skincare products. This factor may be particularly relevant to Oriflame given the decline in its Top Brand Index. Previous research on Oriflame consumers found that brand image influenced repurchase intention, while another study of Oriflame products found brand image to be a significant predictor of purchase intention.

Second, brand trust may influence repurchase intention because consumers need confidence that a skincare product is safe, reliable, and capable of delivering its promised benefits. Recent Indonesian skincare research has found positive relationships between brand trust, perceived quality, and repurchase intention.

For skincare products, trust may be particularly important because consumers apply the products directly to their skin and may be reluctant to repeatedly purchase a brand they do not trust.

Third, perceived value may provide a broader explanation of the relationship between price and repurchase intention. Perceived value incorporates consumers' assessment of the benefits received relative to the sacrifices made, rather than considering price alone. Research on Indonesian skincare has examined customer value as an intervening mechanism in repurchase decisions and has linked product quality and brand-related factors to consumers' repurchase behaviour.

Finally, digital word-of-mouth (e-WOM) may influence repurchase intention because consumers increasingly use online reviews, recommendations, and user-generated content when evaluating skincare products. Research on Indonesian skincare has shown the relevance of e-WOM, brand image, and perceived value in shaping consumers' purchase intentions.

Therefore, future studies could incorporate e-WOM to examine whether consumers' online experiences and recommendations strengthen or weaken their willingness to repurchase Oriflame products.

3.2.8. Practical Implications

The findings provide several practical implications for Oriflame and other skincare companies. First, because price perception significantly influences both customer satisfaction and repurchase intention, Oriflame should strengthen its price-value proposition. This does not necessarily mean reducing the product price. Instead, the company can communicate the benefits, ingredients, product performance, and advantages of its Sun Care products more clearly so that consumers understand why the price is appropriate. Promotional bundles, loyalty rewards, and targeted offers may also increase consumers' perceived value without substantially reducing the regular price.

Second, product quality should be maintained and continuously improved. Particular attention should be given to attributes that consumers can directly experience, such as texture, absorption, comfort, white-cast appearance, and perceived durability of sun protection. Since some consumer reviews raised concerns about these characteristics, product development should use consumer feedback systematically to identify areas requiring improvement. Consistent quality is important because a satisfactory first experience needs to be maintained across subsequent purchases.

Third, the finding that customer satisfaction has the strongest standardized effect on repurchase intention ($\beta = 0.365$) indicates that Oriflame should not focus exclusively on price or product quality in isolation. The company should manage the entire customer experience, including product performance, information provided to consumers, customer service, complaint handling, and post-purchase engagement. A consumer who receives a satisfactory overall experience is more likely to continue purchasing the brand.

Fourth, Oriflame should strengthen brand image and trust, particularly because the Top Brand Index declined from 19.00% to 14.40%. Previous research indicates that brand image can contribute to repurchase-related behaviour among Oriflame consumers.

Consistent communication about product quality, safety, effectiveness, and brand credibility can help rebuild consumers' confidence and differentiate Oriflame from competing Sun Care brands.

Finally, Oriflame should actively manage digital word-of-mouth. Online reviews should not merely be treated as promotional content but as a source of information about actual consumer experiences. The company can encourage satisfied consumers to share authentic experiences while responding professionally to negative

reviews and addressing recurring product complaints. This approach can help improve both perceived value and brand credibility in an increasingly digital skincare market.

4. CONCLUSION

This study contributes to the marketing and consumer behavior literature by providing empirical evidence on the mechanism through which price perception and product quality influence repurchase intention through customer satisfaction in the context of Indonesian skincare consumers. While previous studies have examined these variables separately or in other product contexts, this study specifically integrates price perception, product quality, customer satisfaction, and repurchase intention into a single framework focusing on Oriflame Sun Care consumers in Bandung City. This context provides a more specific understanding of repeat-purchase behavior within the increasingly competitive Indonesian skincare and Sun Care market.

The findings demonstrate that consumers' repurchase intention is influenced not only by their direct evaluation of price and product quality but also by the satisfaction generated from their consumption experience. Price perception and product quality significantly contribute to customer satisfaction, while customer satisfaction significantly increases repurchase intention. Furthermore, the mediation results demonstrate that customer satisfaction provides an important mechanism through which consumers' evaluations of price and product quality are translated into future purchasing intentions. The relatively stronger standardized coefficient of customer satisfaction in the second regression model also indicates that satisfaction plays an important role in explaining consumers' willingness to repurchase.

The academic contribution of this study therefore lies in strengthening the understanding that repurchase intention in the skincare sector is not determined solely by functional product attributes or monetary considerations, but also by consumers' overall post-purchase evaluation. In particular, the study extends the application of consumer value and satisfaction perspectives to the Indonesian Sun Care context by demonstrating that favourable perceptions of price and product quality can generate satisfaction, which subsequently supports consumers' intention to maintain their purchasing relationship with the brand. This finding provides additional empirical evidence for the role of customer satisfaction as a mediating mechanism in consumer repurchase behavior.

The findings also provide a basis for further theoretical development. Future studies may extend the proposed model by incorporating other variables that may explain repurchase intention, including brand image, consumer trust, perceived value, electronic word-of-mouth (e-WOM), brand experience, and customer experience. These variables may provide a more comprehensive explanation of why consumers remain loyal to or switch from skincare brands. Comparative studies involving different skincare or cosmetic brands, consumer segments, and geographical regions could also determine whether the relationships identified in this study remain consistent across different market contexts.

The findings provide several practical implications for Oriflame and other skincare companies. First, because price perception significantly affects both customer satisfaction and repurchase intention, companies should focus on developing a strong price-value proposition rather than relying solely on price reductions. Oriflame should ensure that consumers clearly understand the relationship between the price paid and the benefits received. This can be achieved by communicating product ingredients, functional benefits, sun-protection performance, product safety, and additional skincare benefits more effectively. Promotional packages, loyalty programs, and personalized offers may also be used to increase perceived value while maintaining the product's brand positioning.

Second, the significant effect of product quality on customer satisfaction and repurchase intention indicates that continuous product improvement is essential. Oriflame should pay particular attention to consumer-experienced attributes such as product texture, ease of application, absorption, white-cast appearance, comfort during daily use, and the perceived durability of sun protection. Consumer reviews and complaints can be systematically analyzed as inputs for product development and quality improvement. Maintaining consistent quality across repeated purchases is particularly important because consumers' previous experiences become a reference point when deciding whether to purchase the product again.

Third, customer satisfaction should be treated as a strategic priority because it demonstrated the strongest standardized effect on repurchase intention among the predictors included in the second regression model. Therefore, companies should manage not only the product itself but also the overall customer experience. Responsive customer service, accurate product information, efficient complaint resolution, clear usage instructions, and continuous product innovation can help ensure that consumers' actual experiences meet or exceed their expectations.

Fourth, the findings have implications for Oriflame's efforts to strengthen its competitive position in the Sun Care category. The decline in the Top Brand Index indicates the importance of strengthening consumers' future preference and commitment toward the brand. Although the present study does not establish that the decline in the Top Brand Index was directly caused by price perception or product quality, the findings suggest that improving consumers' perceptions of price and quality and subsequently increasing satisfaction may contribute

to stronger repurchase intention. Therefore, Oriflame should combine competitive value, consistent product quality, and positive customer experience as part of its customer-retention strategy.

This study has several limitations that should be considered when interpreting the findings. First, the study employed convenience sampling and involved 127 respondents. Because respondents were selected based on accessibility and willingness to participate, the sample may not fully represent the characteristics of all Oriflame Sun Care consumers in Bandung City. Consequently, the generalizability of the findings is limited. Future research could employ probability sampling techniques or larger and more diverse samples to obtain stronger population-level generalizations.

Second, the study was conducted specifically among Oriflame Sun Care consumers in Bandung City. Consumer preferences and purchasing behavior may differ across cities, regions, age groups, income levels, or skincare categories. Therefore, future research could replicate the model across different regions of Indonesia and compare Oriflame with other local and international skincare brands to determine whether the findings are consistent across different market environments.

Third, this study used a cross-sectional quantitative design, meaning that data were collected at one point in time. Consequently, the study captures consumers' perceptions and repurchase intentions at a particular period but cannot fully explain how these perceptions change after repeated product experiences or changes in market conditions. Future researchers are encouraged to conduct longitudinal studies to examine whether changes in price perception, product quality, and customer satisfaction over time lead to corresponding changes in repurchase intention.

Fourth, the study relies on quantitative questionnaire data, which provide measurable relationships among variables but may not fully capture the reasons underlying consumers' perceptions and decisions. Future research could therefore adopt a qualitative approach, such as in-depth interviews or focus group discussions, to explore why consumers consider Oriflame's prices fair or unfair, which specific product-quality attributes influence satisfaction, and why some consumers choose to repurchase while others switch to competing brands. A mixed-method approach combining quantitative and qualitative methods could provide an even more comprehensive explanation of skincare consumer behavior.

Finally, the current model focuses on price perception, product quality, and customer satisfaction. Other potentially important determinants, including brand image, consumer trust, perceived value, e-WOM, brand experience, and customer experience, were not examined. Future research could incorporate these variables to develop a more comprehensive model of repurchase intention in the Indonesian skincare industry.

Overall, despite these limitations, the study provides a focused empirical contribution by demonstrating how price perception and product quality are connected to repurchase intention through customer satisfaction among Oriflame Sun Care consumers in Bandung City. The findings provide both theoretical insight and practical guidance for understanding and strengthening consumer retention in Indonesia's increasingly competitive skincare market.

ACKNOWLEDGEMENTS

The author expresses deepest gratitude to Allah SWT for providing the continuous blessings, guidance, and strength necessary to complete this study. Deepest appreciation is also extended to the research supervisors, the Faculty of Economics and Business at Universitas Jenderal Achmad Yani, and the respondents who participated in this survey. Their support, constructive advice, and active participation made the successful completion of this project possible. Finally, the author hopes these findings enrich marketing science, advance consumer behavior research in the skincare sector, and offer a valuable reference for future investigators.

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