

The Influence of Digital Marketing on Repurchase Intention with Consumer Satisfaction as an Intervening Variable in Oh My Skin Products

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Abstract

This research aims to analyze the influence of digital marketing on repurchase interest through consumer satisfaction as an intervening variable for Oh My Skin products. The population in this research are consumers who have purchased Oh My Skin products more than once or repeatedly. The data collection method is by distributing questionnaires and taking samples using the Lemeshow formula, namely 96 respondents and rounded up to 100 respondents. Data processing uses a Structural Equation Modeling approach with the help of the SmartPLS 4.0 program. The research results show that Digital Marketing has a positive and significant effect on repurchase interest, digital marketing has a significant positive effect on consumer satisfaction, consumer satisfaction has a positive and significant effect on repurchase interest, Consumer Satisfaction Variable, can mediate between the Digital Marketing Variable and Repurchase Intention. Companies are expected to be able to increase product marketing through digital marketing because it has been proven to help increase customer satisfaction and repurchase interest.

Keywords: Digital Marketing, Re-Purchase Intention, Satisfaction Consumer.

INTRODUCTION

The development of skincare or facial care is growing rapidly in Indonesia. It is no longer foreign to society and has even become an important need. Especially among today's young people, even many adults are willing to spend large amounts of money on facial care. However, everything also depends on suitability for the wearer with changes to their skin. In Indonesia itself, there are many skincare products with guaranteed ingredients and quality. Consumers who are careful and patient about the results will definitely choose products that are registered with BPOM and are trustworthy, especially the composition of these skincare products. Like product brands that are already well known in Indonesia, namely MS Glow, Somethinc, Scarlett Whitening, Avoskin, Whitelab, Azarine, Wardah, Emina and many other local brands, of which Oh My Skin is one of the local brands.

The era is increasingly sophisticated and makes things easier. consumers in accessing information about skincare products. So before buying, consumers will look for information through advertisements, information from around them according to their needs. This can be done through social media such as Instagram, YouTube, Facebook and TikTok, which are currently in the midst of an uproar in society by watching several videos regarding product reviews from artists, celebrities, influencers, where they can influence consumers to buy.

In 1.5 years, Oh My Skin succeeded in becoming a brand known to the public so that in 2021 it won digital and received the 2021 Brand Choice Award in the organic mask and lip serum category through E-awarding in the info brand article. The brand choice index research uses three assessment aspects, namely the Digital Brand Awareness Aspect, Digital Consumer Choice Aspect, and Digital Consumer Reviews and Rating Aspect. With digital marketing via the internet, Oh My Skin is increasingly known to the public, making it very easy for consumers to find information about the products they need. The number of internet users in

Indonesia is at least 62.1% of the total population (BPS, 2021). In fact, the number of Indonesian people who access the internet, especially from mobile phones, continues to increase every year. The capabilities of the Indonesian people and access opportunities in digital media have an influence on various sectors, one of which is the digital economic sector with the increase in the number of market users in Indonesia to one of the largest in the world and will continue to increase to 221 million users in 2024 (Statista, 2022)

The digital era makes it easier for consumers to access information about skincare products, so consumers will be able to first search for information through information advertisements from around them according to their needs or through social media such as Instagram, YouTube, Facebook and TikTok which are currently in the midst of an uproar among the public by watching several videos regarding product reviews from artists, celebrities, influencers which can influence consumers to buy. According to Diana Rapitasari (2016) one aspect of marketing is using digital marketing through marketing methods that use internet digital instruments and several applications therein as well as tools that support this media.

According to Danang Sunyoto (2015) consumer satisfaction in Khotim Fadhli and Nia Bi Pratiwi is the reason consumers decide where they shop. If consumers feel satisfied with the product they want, consumers will buy it repeatedly, use it and provide information to other people about their experience using or consuming the product. Repurchase interest is formed after a customer purchases a product or service, so repurchase interest arises because of positive feelings and satisfaction with a product and the consumer repurchases the product.

Entrepreneurs must innovate and maintain product quality so that interest in repurchasing is maintained and the number of people buying products from the company increases every year. According to Yi and La, (2004) in Unjaya and Santoso (2015) repurchase interest is a form of loyalty in the form of behavior that shows consumers' interest in repurchasing products or services in the future with the same service provider. Repurchase interest is a measure of the success of a company.

LITERATURE REVIEW

Digital Marketing on Customer Satisfaction

Prabowo (2018) states that digital marketing is a way for companies to market and promote the company's products or services. Digital marketing is a system method that has been embedded in the marketing environment in the digital era, and of course it will arise customer satisfaction because they are easy to find the products (Ni Putu Mira et al., 2020). Previous study by Fadhli and Pratiwi (2021), Apriliani, et al (2023) concluded that digital marketing had a significant effect on customer satisfaction

H1: Digital marketing has positive and significant effect on customer satisfaction

Digital Marketing on Repurchase Intention

According to Ilyas et al. (2020) repurchase intention is the consumer's desire to repurchase a product in the form of goods or services whose benefits and quality have previously been felt. Digital marketing provides several programs that can make customers easily find the product. Customers will be satisfied with the benefits of the product and it will let them have the desire to purchase again the product. A study conducted by Azwar, et al (2023), Arieantony & Matusin (2023) proved that digital marketing was positively effect on repurchase intention .

H2: Digital marketing has positive and significant effect on repurchase intention.

Consumer Satisfaction on Repurchase Intention

Consumer experience can describe product information in a more professional and human way (Tjiptono & Chandra, 2014). It can be said that if the product performance does not match consumer expectations, consumers will feel dissatisfied and disappointed. If the product performance matches consumer expectations, they will feel very satisfied and exactly according to consumer expectations. Some studies by Hong (2015), Berliana and Mashadi (2022), Andikata & Arafah (2024) showed that customer satisfaction was significant effect on repurchase intention

H3: Customer satisfaction has positive and significant effect on repurchase intention

The theoretical framework can be describe in Figure 1.

RESEARCH METHOD

Type research used is study quantitative, i.e method study based positives philosophy, used for research population or sample specific, data collection using research instruments, analysis and nature quantitative or statistics with objective test hypothesis which determined (Sugiono, 2017) Variable Which used is Digital Marketing (X), Repeat Purchase Intention (Y) and Consumer Satisfaction (Z).

Data collection by distributing questionnaires to consumers who buy products oh my skin more than once. The population in this research is all consumers have heard about Oh My Skin products via the internet and have repurchased the products is in Sampangan, Gajahmungkur District. Samples used with formulas lemeshow because the population size is unknown. So it requires 96 respondents or rounded up to 100 respondents. Data analysis method using descriptive statistical analysis and use analysis Partials Least Square or through application SmartPLS 4. and using hypothesis testing through partial tests of bootstrapping procedures and path analysis tests or Path Analysis is used For testing the influence of variables intervening.

Digital Marketing (X) is activity promote or promote something brand product through digital world with ue Internet Kusuma et al. (2020), with indicators are used coordination, commerce, community, content, and communication (Romadlon, Marlien, and Suzi, 2020). Repeat Purchase Intention (Y) is behavior customer with respond positively to what which has given by something company and interested to do use back or consume return the product company (Fuadi and Budiantono, (2021), with indicator are interest transactional, interest refrential, interest preferential and interest explorative (Ferdinand in Pratiwi, 2022). Consumer Satisfaction (Z) is feeling consumer good like nor disappointed when compare results product which thought to results which expected (Kotler 2014:150), with indicators are product quality produced, quality service which given, price product, convenience m access products, and method advertise product (Fadhil and Pratiwi, 2021).

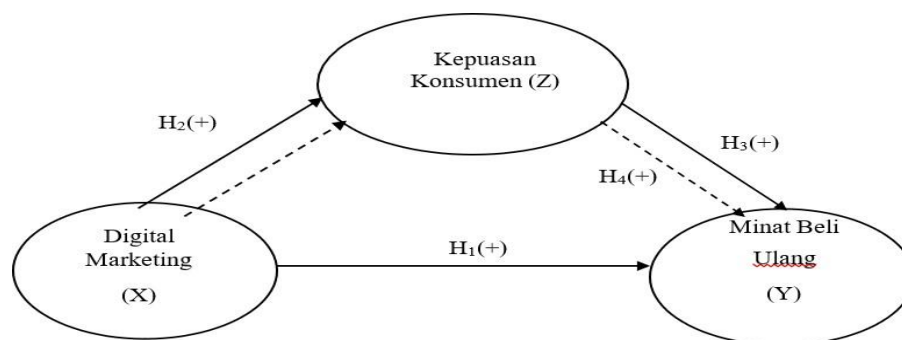


Figure 1. Theoretical Framework

Source: Analysis from various sources journal, 2023.

RESULTS AND DISCUSSION

Oh My Skin is an individual business / CV / limited liability company in the field skincare and cosmetics Which is at in Juwana, Starch, Java Middle. Oh My Skins stand help fulfilling consumer needs in skin care inspired by Korean brands. Oh My Skins start stand and enter on social media in end year 2019 and start enter market society in 2020 until now. Oh My Skin products are available on shopping sites online such as Shopee, Tokopedia, Lazada, and also spread through distributors in various places areas like in Aceh, Sumatra, Jakarta, Java West, DIY, Java East, Java Middle Which WrongOne the place is there in Semarang and distributors in other areas.

Testing of Outer Model

Outer model describe every indicator Which relate with variable. There is three criteria which used in method analysis data with use SmartPLS For evaluate outer model that is convergent validity, discriminant validity, and composite reliability of the reflective measurement model indicator Which assessed based on correlation between items.

Testing of Convergent Validity

In assessing each construct, the assessment is seen from a convergent perspective validity. Convergent validity is seen using outer loadings. Limit loading factor is 0.7. If the loading factor value is > 0.7 then it is Convergent validity is met. If the loading factor value is < 0.7 then the construct must be dropped analysis (Ghozali, 2009). The loading factor value on the initial capital is not yet adequate convergent validity Because There is a number of indicator which own mark loading factors under 0.7. is known results model First Still there is several indicators loading factors not enough from 0.7. So that indicator the more Good For removed or issued. As for indicator Which deleted from table model is X1, X2, X4, X5, X6, X7, X8, X9, X11, X13, X15, Y5, Y9, Y12, Z1, Z2, Z3, Z8, Z9 and Which final Z14.

Testing of Discriminant Validity

Discriminate validity used For test validity something model. According to Ghozali and Latan (2015) the discriminant validity method is by testing discriminant validity with reflexive indicators by looking at the cross value loading on each variable must be > 0.70 . On Table 1, mark on diagonal is root square from AVE, and the bottom value is the inter-correlation construct.

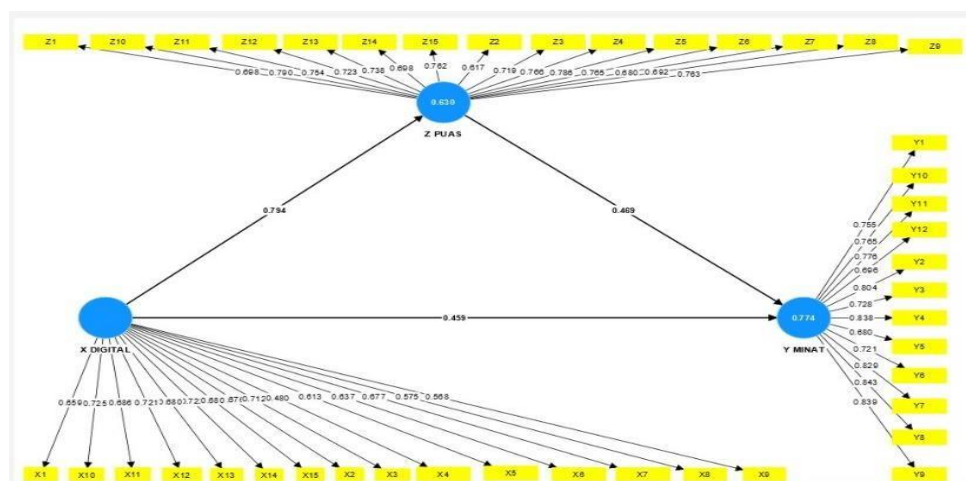


Figure 2. Outer Model

Source: data processing using smartPLS, July 2023

Table 1. Value Discriminant Validity

Variable	X	Y	Z
X (Digital Marketing)	0.772		
Y (Re-Purchase Intention)	0.794	0.795	
Z (Satisfaction Consumer)	0.678	0.783	0.784

Source: processing data use smartPLS, July 2023.

Test Composite Reliability

In measuring internal consistency it is better to use Composite Reliability (CR) than cornbach alpha Because CR No assume similarityboot from every indicator. Interpretation CR the same with cronbach alpha with mark > 0.60 can accepted > 0.70 very satisfying.

Results output SmartPLS in Table 2 showing mark Cronbach's alpha and composite reliability for all constructs it is above the value of 0.7 and all constructs have high reliability Good. According to Ghozali and Latent (2015), mark AVE can fulfil condition reliability if above 0.5. Based on the construct table it is above 0.5 so qualify reliability.

Model Structural (Inner Model)

Testing of the inner model or structural model is carried out to see between construct, significant value, R-Square from the research model.

Analysis R-Square

R-Squares can used in explain influence variable latent exogenous to variable latent endogenous with provision is have a substantive influence. R-Squares values of 0.75, 0.50 and 0.25 were concluded that strong, moderate and models weak. Based on Table 3 and Figure 2, 3 can concluded that The Digital Marketing variable (X) influences the Consumer Satisfaction variable (Z) by 0.460 or 46.0%. Meanwhile, the rest is influenced by other variables that were not examined in this research. Variable Digital Marketing (X) influence variable Re-Purchase Intention (Y) as big as 0.741 or 74.1%. Meanwhile, the rest is influenced by other variables that were not examined in detail study.

Influence Direct (Path Coefficient)

Testing the direct influence hypothesis in this research was carried out by testing the construct of exogenous latent variables (Digital Marketing and Re-Purchase Intention) to construct variable latent endogenous (Satisfaction Consumer) can be show in Table 4.

Table 2. Cronbach Alpha, Composite Reliability and AVE

Variable	Cronbach's Alpha	Composite Reliability (Rho_A)	Composite Reliability (Rho_C)	Average Variance Extracted (AVE)
Digital Marketing	0.773	0.775	0.855	0.595
Consumer Satisfaction	0.921	0.923	0.935	0.614
Repurchase Intention	0.935	0.937	0.945	0.632

Source: processing data using smartPLS, July 2023.

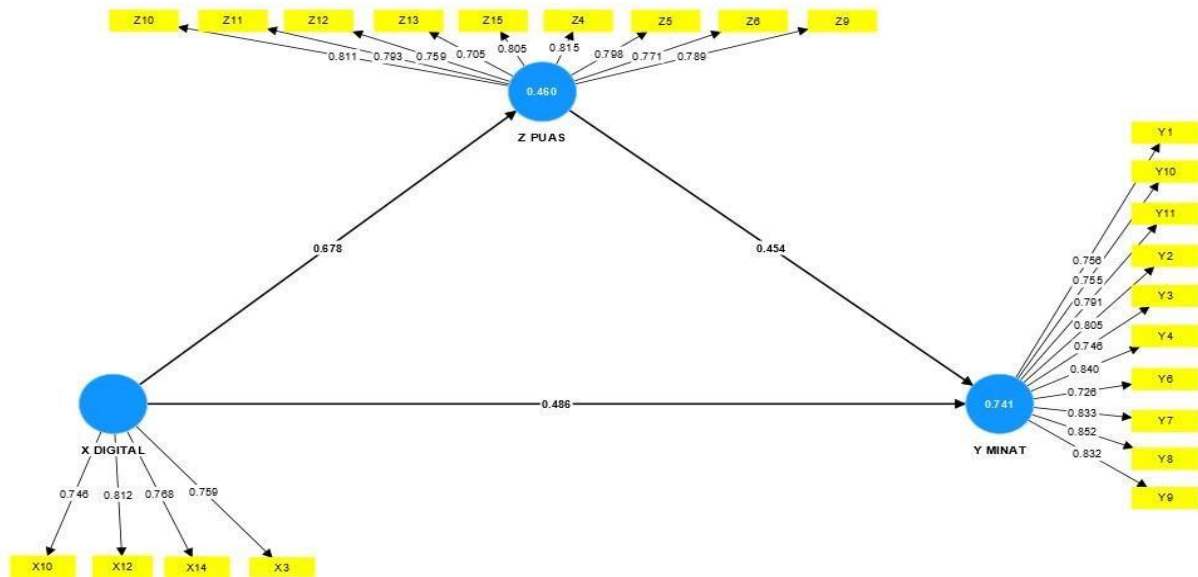


Figure 3. Inner Model
 Source: processing data use application smartPLS, July 2023.

Table 3. R-Square Value

Variable	Cronbach's Alpha
Consumer Satisfaction	0.460
Repurchase Intention	0.741

Source: processing data using smartPLS, July 2023.

Table 4. Path Coefficient

The Effect	Original Sample	T Statistics	P Value
Digital Marketing → Consumer Satisfaction	0.486	5.643	0.000
Digital Marketing → Repurchase Intention	0.678	9.502	0.000
Consumer Satisfaction → Repurchase Intention	0.454	6.451	0.000

Influence No Direct (Specific Indirect Effect)

Testing the indirect influence hypothesis in this research is by testing exogenous latent variable constructs and mediating variables on latent variable constructs endogenous can be describe in Table 5.

Table 5. Outputs Specific Inderect Effect

	Original Sample	T Statistics	P Values
X → Z → Y	0.308	4.549	0000

Source: processing data using smartPLS, July 2023.

Based on Table 4, 5 in on show that mark T-statistics as big as 4,549 more big from 1.96 and the P-value of 0.000 is smaller than 0.05. So it can be concluded that H_a accepted and stated Digital Marketing with mediated by Satisfaction Consumer influential positive and significant to Re-purchase Intention.

DISCUSSION

Influence Digital Marketing to Re-Purchase Intention on Product Oh My Skins

Results study showing that Digital Marketing influential positive and significant to Repurchase Intention. From the results of this research it can be seen that it is original samples 0.486 and t-statistic 5,642 more big from ($>$) t-table 1.96. So that can in interpret that the digital marketing variable has a positive and significant effect on repurchase interest. Getting better and better at managing and application digital marketing will the more increase also interest consumer For do purchase repeat. Matter the signify that description product in media and platforms sale Already Good and makes it easier for consumers to make purchases and consumers become more confident For return buy product Which offered company through description Which in accordance.

The Influence of Digital Marketing on Consumer Satisfaction with Oh My Products Skins

Results study showing that Digital Marketing influential positive and significant to Consumer Satisfaction. From the results of this research it can be seen that original samples 0.678 t-statistic 9,502 more big from ($>$) 1.96. So that can in interpret that digital marketing variables have a positive and significant effect on consumer satisfaction. The more Good and Good in manage and application digital marketing can increase consumer trust and satisfaction in the products produced. Where are the products available? on media or appropriate advertising with expectations consumer.

Influence Satisfaction Consumer to Re-Purchase Intention on Product Oh My Skins

The research results show that consumer satisfaction has a positive effect and significant to Repurchase Intention. From the results of this research it can be seen that the original sample is 0.454 and the t-statistic is 6.451 which is greater than ($>$) 1.96. So that can in interpret that variable satisfaction consumer influential positive and significant to interest buy repeat. The more big flavor satisfaction consumer on something product so can increase also feeling consumer For do purchase return.

Influence Digital Marketing to Re-Purchase Intention with mediated Satisfaction Consumers on Products Oh My Skins

Based on the results of statistical calculations, it can be concluded that the consumer satisfaction variable can mediate the influence between digital marketing on repurchase interest and value original sample 0.308 with p - values smaller than 0.05, namely 0.000. So that it was concluded that H_a was accepted and H_o was rejected because consumer satisfaction was able to become variable intervening between digital marketing to interest buy repeat on product Oh My Skins in the sub-district Sampangan Subdistrict Gajahmungkur. Results This supported by results analysis Which show that statement marketing digital on product Oh My Skins to interest buy repeat can mediated by satisfaction consumer. So that digital marketing can increase satisfaction consumer Which on Finally satisfaction consumer can increase interest buy repeat consumer on product Oh My Skins. and can interpreted that the indirect influence is greater than the direct influence. Which one influence straight away that is digital marketing against interest buy repeat more small compared to on indirect

influence through consumer satisfaction. So that satisfaction consumer can become priority company through digital marketing For increase interest buy return to the product company.

CONCLUSION AND SUGGESTION

Conclusion

Digital Marketing (X) is proven to have a positive and significant effect on Re-Purchase Intention (Y) is 0.741 or 74.1%. While the rest is influenced by other variables not examined in this study. So H_a is accepted and H_o is rejected. It's getting better and better Good in manage and application digital marketing will the more increase also interest consumer For do purchase repeat. Makes it easy consumer in make purchases and consumers become more confident in buying the product again that the company offers through appropriate descriptions. Digital Marketing (X) is influential positive and significant for Consumer Satisfaction (Z) of 0.460 or 46.0%. Whereas the rest is influenced by other variables not examined in this study. So for H_a accepted and H_o rejected. Getting better and better at managing and implementing digital marketing can increase trust and satisfaction consumer on product Which generated. Where the products in the media or advertisements are in line with consumer expectations. The consumer satisfaction variable has a positive and significant effect on repurchase intention. The greater the consumer's sense of satisfaction with a product, the greater the increase feeling consumer For do purchase return. Digital marketing can increase satisfaction consumer Which on Finally satisfaction consumer can increase interested in buying repeated consumers on product Oh MySkin.

Suggestion

There needs to be improvement in making promotions more attractive or there are many giveaways with terms and conditions that apply to entering the account the. So that consumers can join the oh my skin community in the media and also marketplace. In order to increase impressions on various information that is shared well via video or photo. and there needs to be a strategy to maintain and maximize it interest buy repeat with make consumer For recommend to her friend related purchased products. Such as holding a challenge with prizes in the form of video content about the products that consumers use and can invite other consumers to be interested buy the same product. As well as improving and maximizing products by maintaining product quality standards that suit consumer needs. From consumer experience to product the with results quality product Which Good and safe make consumer the more loyal.

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