

THE INFLUENCE OF PRODUCT QUALITY, *BRAND IMAGE* AND *WORD OF MOUTH* ON THE INTEREST IN REBUYING *SCARLETT WHITENING BODY LOTION PRODUCTS* ON STUDENTS OF THE NATIONAL UNIVERSITY OF JAKARTA

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Abstract:

The purpose of this study was to analyze whether there was an effect of Product Quality, Brand image, and Word of mouth on the Repurchase Interest of Scarlett whitening Body lotion products in students at the National University of Jakarta. The data used in this research is using primary data. The data collection technique was carried out using a questionnaire obtained by distributing questionnaires via google form to 96 National University students. The data analysis technique used in this research is multiple linear regression analysis, which is processed through the SPSS version 25 program. The data analysis technique used is a quantitative method where the results are expressed by numbers. Based on the results of research that has been done, it shows that product quality has a positive and significant effect on repurchase intention, brand image has a positive and significant effect on repurchase interest, word of mouth has a positive and significant effect on repurchase interest.

Keywords: *Product Quality, Brand image, And Word of mouth, Repurchase Interest*

INTRODUCTION

Beauty products are one of the most important aspects for humans because beauty products contribute to life related to daily human needs. In this modern era, beauty products are increasingly diverse in type. One of them is body care products (*Skin care*).

This body care product includes treatment from head to toe. The products offered also vary from *Shampoo and Conditioner, Bodycare* which includes *Body Scrub, Shower Scrub, Body lotion and Facecare* such as *Facial wash*, Serum and Day Cream and *Night Cream*. Of course this is one of the mainstays of companies in the field of beauty with various product innovations. There are so many companies that offer not just one product but a wide variety of *bodycare* product variants ranging from ordinary to unusual (rarely encountered or may sound familiar).

The body care industry (*Skin care*) in Indonesia currently continues to grow, currently its growth has reached 6% and is predicted to continue to grow. This shows a positive growth trend where skin care products are a rapidly growing product category in the beauty industry along with the high concern of Indonesian women to care for their skin (Ratna Sari Rahayu, 2019).



Figure 1. Skincare sales graph by brand February 2021

From the data above, it shows that there is intense competition between *skin care* manufacturers for market share. With the very competitive conditions of *skin care manufacturers*, consumers have many alternative choices to buy skin care that suits their wishes and along with the advancement of information technology makes consumers more critical in buying skin care products for their use.

Scarlett whitening is one of the *skin care* product brands that is currently widely used by the people of Indonesia. *Scarlett whitening* is one of the brands from Indonesia owned by Artis Felicya Angelista. One of the favorite products from this brand is *body lotion*, this can be seen from online sales at the Official Shop *Scarlett whitening* in e-Commerce until October 2021 has sold more than 50,000 bottles of body lotion. This large number of sales led *Scarlett whitening* to be ranked as the second *best-selling local* skin care in e-Commerce according to *kompas.co.id*.

The target market of the *scarlett whitening* brand is teenagers, both women and men. So it cannot be denied that students and students of the National University of Jakarta include the target market of *scarlett whitening*. But from the sales data of *scarlett whitening body lotion* products from one of the resellers at the National University of Jakarta, the sales of *body lotion* products are not too significant. The following will be displayed a table of sales data of *scarlett whitening body lotion* on resellers at the National University of Jakarta.

Table 1. Sales data of *scarlett whitening body lotion* on resellers at the National University of Jakarta in 2020 and 2021

No	Month	2020			2021		
		Sales Amount (Bottles)	The number of decreases and increases purchase	Percentage	Sales Amount (Bottles)	The number of decreases and increases purchase	Percentage
1	January	18	-	-	12	-	-
2	February	23	+5	+27,7%	8	-4	-33,3%
3	Maret	7	-6	-26,1%	6	-2	-25,0%
4	April	9	+2	+28,6%	3	-3	-50%
5	From	6	-3	-33,3%	2	-1	-33,3%
6	June	3	-3	-50,0%	7	+5	+250%
7	July	9	+6	+200%	6	-1	-14,3%
8	Agustus	11	+2	+22,2%	4	-2	-33,3%

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9	September	9	-2	-18,2%	5	+1	-25%
10	October	14	+5	+55,6%	-	-	-
11	November	8	-6	-42,8%	-	-	-
12	December	9	+1	-12,5%	-	-	-
Sum		126			53		

Based on table 1 above, it can be seen that the number of purchases of *scarlett whitening body lotion* at one of the *resellers* at the National University of Jakarta is fluctuating with sales going up and down. This can illustrate the problem in the behavior of repurchase interest in students and students of the National University of Jakarta. The problem of repurchase interest can also be influenced by product quality, *brand image*, and *word of mouth*.

Repurchase interest is customer behavior where customers respond positively to a product or service from a company and intend to revisit or re-consume the company's products (Cronin, et al. (1992). Kinnear and Taylor (1995) in Faradiba also state, that buying interest is the stage of consumer tendency to act before the purchase decision is actually implemented. Repurchase interest is an interest based on previous purchase experience.

Repurchase interest can also be influenced by product quality. Product quality is everything that is offered to the market to get attention, bought, used or consumed that can satisfy consumer desires (Lq et al., 2020). Product quality also affects someone in making a purchase because someone who wants to make a purchase must first see the quality of the goods or services is good or not, because quality here is also more important to consider before choosing the desired goods or services (Hidayah, S. A., & Apriliani, 2019).

Furthermore, an important factor in repurchase interest is the *brand image* of the product itself. *Brand image* is the desire of consumers to think, feel, and act towards the brand. Brands play an important role in marketing, brands purchased by consumers are brands that have individual uniqueness that is not the same as one another. *Brand image* also affects the interest in rebuying a brand that already has its own *brand*. *Brand image* also greatly influences someone in making purchases somewhere because before someone decides to choose goods or services, they must have considered the *brand* they like or like first (Hidayah, S. A., & Apriliani, 2019).

On the other hand, repurchase interest can also be influenced by *Word of mouth* communication (WOM) or word of mouth communication is a communication process in the form of giving recommendations either individually or in groups to a product or service that aims to provide personal information (Kotler and Amstrong 2008). In increasing sales volume, image is the most important thing in marketing. A bad image from consumers can make consumers disseminate information related to products to other consumers (Nilawati, 2019).

This study aims to investigate the effect of product quality, brand image, and word of mouth on the interest in repurchasing *Scarlett whitening body lotion* products in Jakarta National University Students. Through this research, it is expected to contribute to knowledge and insight related to factors that influence repurchase interest among students. In addition, the results of this study are expected to be an important reference for students, further researchers, and the National University of Jakarta in understanding the dynamics of the cosmetic market, especially *Scarlett whitening body lotion* products. For researchers, this research can be a foundation for the development of further research in the field of marketing management. Meanwhile, for readers, this study provides useful information related to factors that influence the repurchase interest of certain products among students, which can be a guide in consumer decision making and marketing strategies.

RESEARCH METHODS

This research uses descriptive research methods with a quantitative approach. The object of research is Repurchase Interest in Scarlett whitening Body lotion products in Jakarta National University Students which is influenced by Product Quality, Brand image, and Word of mouth. The research data was obtained through quantitative data sources collected through questionnaires filled out by 96 respondents. The type of data used is primary data, which is data obtained directly from respondents through questionnaires, and secondary data in the form of related literature.

The population of this study was students of the National University of Jakarta who had bought Scarlett whitening body lotion products. Sampling is carried out using the purposive sampling method, where the sampling criteria include students who have used the product for at least 1 year and have made at least 1 purchase. The number of samples taken was 96 respondents, according to the calculation results using the Slovin William formula.

The data collection technique used is a survey through questionnaires, with descriptive analysis techniques to provide a description and interpretation of the characteristics of respondents and the distribution of items from each research variable. The quantitative data obtained from the questionnaire will be tested for validity and reliability. Furthermore, inferential analysis using multiple linear regression was used to examine the effect together of independent variables (Product Quality, Brand image, and Word of mouth) on the dependent variable (Repurchase Interest).

After that, model feasibility tests were carried out, including the F test to determine the influence together of the independent variables, the coefficient of determination (R²) to measure the model's ability to explain the dependent variables, and the t test to determine the significance of the influence of each independent variable separately on the dependent variable. Normality, multicollinearity, heteroscedasticity, and autocorrelation tests were also performed to ensure the feasibility of multiple linear regression models used in this study.

RESULTS AND DISCUSSION

Normality Test

One Simple Kolmogorov-Smirnov test or normality test is used to determine the distribution of data, whether it follows a normal, *passionate*, or *uniform distribution*. In this case to find out whether the independent variable and the dependent variable are both normally distributed or not. The distribution data is said to be normal if the level of significance is > 0.05 and if the opposite is significant < 0.05 then it is said to be abnormal. The following table of results from the normality test is presented as follows:

Table 2. Kolmogorov-Smirnov One-Sample Normality Test Results

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.09073875
Most Extreme Differences	Absolute	.136
	Positive	.100
	Negative	-.136
		.136
Test Statistic		
Asymp. Sig. (2-tailed)		.200c

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

Source : SPSS 25 output. Coefficients, linear regression. Processed 2022

Based on the results of the normality test referring to table 2 it is seen that the value of Asymp. Sig (2- Tailed) of 0.200 is greater than 0.05 ($0.200 > 0.05$) so it can be concluded that the data on the above research variables are normally distributed.

Multicolonicity Test

The multicolonicity test is carried out to determine whether or not there is a deviation from the classical assumption of multicolonicity, namely the existence of a linear relationship or the value of variance inflation factor (VIF), if the Tolerance value > 0.10 or $VIF < 10$, then it can be said that multicolonicity does not occur. The following table of multicolonicity test results:

Table 3. Multicollinearity Test Results

Model	Coefficients ^a	
	Collinearity Statistics	
	Tolerance	BRIGHT
Product Quality	.262	3.817
<i>Brand image</i>	.278	3.598
<i>Word of mouth</i>	.362	2.762

d. Dependent Variable: Repurchase Interest

Source: SPSS 25 Output, Processed 2022

Based on the results of the multicollinearity test referring to table 3, VIF was obtained for the Product Quality variable (X1) of 3.817. *Brand image* (X2) 3,598. *Word of mouth* (X3) of 2.762. While the Product Quality Tolerance value (X1) is 0.262. *Brand image* (X2) 0.278. *Word of mouth* (X3) of 0.362. Of the three VIF values of the three variables are less than 10.0 and the Tolerance value is more than 0.1 which means that the regression model does not occur multicolonicity.

Heteroscedasticity Test

The heteroscedasticity test is performed to test whether in a regression model, there is an inequality of variance from residual from one observation to another. A good regression model is one that does not occur heteroscedasticity. In this study, it was carried out with glacier tests. If the Glacier Test value seen from the Sig value is more than 0.05 then there are no symptoms of heteroscedasticity, and if the Sig number is below 0.05 then symptoms of heteroscedasticity occur.

Table 4. Heteroscedasticity Test Results

Model	Coefficients ^a			t	Sig.
	Unstandardized		Standardized		
	B	Std. Error	Beta		
1(Constant)	2.618	.576		4.546.000	
Product Quality	-.031	.049	-.123		.639.525
<i>Brand image</i>	-.141	.081	-.325		1.740.085

<i>Word of mouth</i>	.053	.058	.148	.902.369
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a. Dependent Variable: RES2

Source: SPSS 25 Output, Processed 2022

Based on table 4, it can be explained that the heteroscedasticity test with the glacier method obtained a significant value greater than 0.05, so it can be concluded that there is no heteroscedasticity problem in this research test.

Autocorrelation Test

Autocorrelation test is performed to see whether or not there is autocorrelation in a regression with *Durbin-Watson* as follows:

Table 5. Autocorrelation Test Results Model Summary^b

Model	R	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.840a	.706	1.108	2.238

a. Predictors: (Constant), *Word of mouth*, Brand image, *Product Quality*

b. Dependent Variable: Repurchase Interest

Source : SPSS 25 output. Processed 2022

Based on the results of the Autocorrelation Test Table 5, it is known that the magnitude of Durbin Watson value is 2.238. Compared to the value of Durbin Watson Table which uses a significant level of 5% with a sample number of 96 (n) and the number of independent variables 3 (k = 3), then in Durbin Watson Table obtained values dL = 1.6039 and dU = 1.7326. Because the Durbin Watson value of 1.945 is greater than the limit dL = 1.6039 and less than 4 – 1.7326 = 2.2674 (4-dU). This is in accordance with good criteria i.e. dU < Durbin Watson < 4-dU (1.7326 < 1.945 < 2.2674) then Durbin Watson lies between dU and 4-dU. So it can be concluded that there is a positive relationship between all variables.

Double Linear Regression Analysis

This analysis is used to determine the influence of the independent variable on the dependent variable. In this case, the model is to find out how much influence *Product Quality* (X1), *Brand image* (X2), and *Word of mouth* (X3), have on Repurchase Interest (Y). The results of multiple linear regression analysis can be seen in the following table:

Table 6. Results of Multiple Linear Regression Analysis Coefficients^a

Model		Standardized Coefficients		
		Beta	t	Sig.
1	(Constant)		.773	.441
	<i>Product Quality</i>	.232	2.103	.038
	<i>Brand image</i>	.175	2.635	.016
	<i>Word of mouth</i>	.495	5.266	.000

a. Dependent Variable: Repurchase Interest

Sumber: Output SPSS 25, *Coefficients, Linear Regression*. Diolah 2022

Based on table 6 above, we get the multiple linear regression equation as follows:

$$Y = 0,232 X1 + 0,175 X2 + 0,495 X3$$

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Information:

X1 = Product Quality X2 = *Brand image* X3 = *Word of mouth*

From the results of the multiple linear regression equation, each independent variable can be interpreted as having an effect on Repurchase Interest as follows:

- The regression coefficient of the Product Quality variable (X1) of 0.232 with a positive sign, means that the higher the Product Quality, the interest in repurchase will increase.
- The regression coefficient of the *Brand image* variable (X2) of 0.175 with a positive sign, means that the higher *the brand image*, the interest in repurchase will increase
- The regression coefficient of the *Word of mouth* variable (X3) of 0.495 with a positive sign, means that the higher the *Word of mouth*, the interest in repurchase will increase.

Test Model Eligibility

Test F

Test F is used to test the significance of the influence of independent variables, namely Product Quality, *Brand image*, and *Word of mouth on the dependent variable, namely Repurchase Interest through the ANOVA test (Test F).*

Table 7. ANOVAa F Test Results

Model		Sum of Squares	df	Mean Square	F	Say.
1	Regression	271.217	3	90.406	73.590	.000b
	Residual	113.023	92	1.229		
	Total	384.240	95			

a. Dependent Variable: Repurchase Interest

b. Predictors: (Constant), *Word of mouth*, *Brand image*, *Product Quality*

Source: SPSS 25 Output, Processed 2022

Based on the results of Test F in table 7, it can be explained that the $F_{\text{calculate}}$ value is 73,590 (significant 0.000). The value of F_{table} is obtained from the value of the free degree (df) Residual (remainder) which is 92 as df denominator and df Regression (treatment) which is 3 as df numerator with a significant level of 5% so that $F_{\text{table}} (\alpha = 5\%)$ is obtained which is 2.70. Because the value of $F_{\text{calculate}}$ is greater than $F_{\text{table}} (73,590 > 2.70)$ with a significant level of $0.000 < 0.05$, it can be concluded that in this study the model is said to be significant and feasible to use, where all independent variables can explain any changes in the value of the dependent variable because it has a significant influence.

Test Coefficient of Determination (R2)

The Coefficient of Determination (R2) is a measure to determine how big the relationship between variables and how much influence the independent variable studied has on the dependent variable.

Table 8. Test Results of Coefficient of Determination (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840a	.706		.6961.108

a. Predictors: (Constant), *Word of mouth*, *Product Quality*, *Brand image*

b. Dependent Variable: Repurchase Interest

Source: SPSS 25 Output, Processed 2022

In table 8, the value of the coefficient of determination (R²) of 0.696 is obtained, which means that the variable level of Repurchase Interest is influenced by Product Quality, *Brand image*, and *Word of mouth* by 69.6% while the remaining 30.4% is influenced by other factors outside the study.

Hypothesis Testing (Test t)

The t test is used to individually (partially) test the effect of independent variables, namely Product Quality, *Brand image* and *Word of mouth* on the dependent variable, namely Re-Interest Believe. The t test using *coefficients* analysis with SPSS processing obtained the following data:

Table 9. Test Results T Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.685	.886		.773	.441
	Product Quality	.159	.076	.232	2.103	.038
	<i>Brand image</i>	.204	.125	.175	2.635	.016
	<i>Word of mouth</i>	.471	.090	.495	5.266	.000

a. Dependent Variable: Repurchase Interest

Source: SPSS 25 Output, Processed 2022

From table 9 above, the elaboration of the hypothesis in this study is The significance of the influence can be estimated by comparing between the calculated values at ≤ 0.05 signification through the following decision-making basis:

- a. Product quality has a positive and significant influence on repurchase interest as seen from the calculated value of 2.103 with a significant level of 0.038. While the value of Ttable with $df = n-k-1$ ($96-3-1 = 92$), a significant level of 0.05 obtained the number 1.976. Because $T_{calculate} > T_{table}$ ($2.103 > 1.986$) H₀ is rejected and H₁ is accepted. This means that Product Quality has a positive and significant effect on Repurchase Interest.
- b. *Brand image* variable on Repurchase Interest seen from the calculated value of 2.635 with a significant level of 0.016. While the value of Ttable with $df = n-k-1$ ($96-3-1 = 92$), a significant level of 0.05 obtained the number 1.976. Because $T_{calculate} > T_{table}$ ($2.635 > 1.986$) then H₂ is accepted and H₀ is rejected. This means that *Brand image* has a positive and significant effect on Repurchase Interest.
- c. The *Word of mouth variable* on Repurchase Interest seen from the calculated value of 5.266 with a significant level of 0.000. While the value of Ttable with $df = n-k-1$ ($96-3-1 = 92$), a significant level of 0.05 obtained the number 1.976. Since $T_{calculate} > T_{table}$ ($5.266 > 1.986$) then H₀ is rejected and H₃ is accepted. This means that *Word of mouth* has a positive and significant effect on Repurchase Interest.

Discussion

The effect of product quality (X1) on repurchase interest (Y)

Based on the results of research that the author has done, it is obtained that product quality consisting of indicators of performance quality (peformance quality), conformance quality

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(conformance quality), durability (durability), reliability (reliability), design (design) has a positive and significant influence on repurchase interest between Product Quality and Jakarta National University Students, this can be seen based on the results of the t test showing that t count 2.103 > 1.986 t table and significant value of Product Quality of 0.038 < 0.050 H_0 rejected and H_1 accepted which means that Product Quality has a positive and significant effect on Repurchase Interest and respondents on average agree with the Product Quality provided by *Scarlett whitening Body lotion* Products. This is mainly shown from the largest mean in the Design indicator with a value of 4.39 with the statement "I think *scarlett whitening body lotion* products have a practical and attractive packaging form".



Figure 2. Scarlett whitening Body lotion Packaging Review

Sumber : <https://review.bukalapak.com/beauty/review-scarlett-whitening-body-lotion-jolly-114565>

It can be seen from Figure 2 The packaging of *scarlett whitening body lotion* has a practical packaging and is equipped with a pump. The pump is also equipped with a clamp so that the product does not easily come out by itself.

According to Sangadji and Sopiah (2013: 188-189) product quality is defined as a comprehensive customer evaluation of the good performance of goods or services. In this case, 2 factors that make up the quality of a product are also mentioned.

The product must be able to achieve a level of quality that is in accordance with the function of its use, not needing to exceed. Appropriate because actually the terms good and bad or bad to measure the quality of a product are not quite right. It is more appropriate to use the terms right and wrong, or appropriate and inappropriate.

Consumers will have expectations about how the product should function (performance expectations). The expectation is a quality standard that will be compared with the function or quality of the product that is actually felt by consumers. The actual product function felt by consumers (actual performance) is actually a consumer perception of the quality of the product.

The results of this study are also supported by the results of previous research conducted by Siti Ainul Hidayah & RAEP Aprilliani (2019) showing a positive influence of product quality variables on repurchase interest.

The Effect of *Brand Image* (X2) on Repurchase Interest (Y)

Based on the results of research that the author has done, it is obtained that brand image

consisting of Image of The Product, Image of The Company, and Image of Sevice indicators has a positive and significant influence on repurchase interest between brand image and Jakarta National University Students, this can be seen based on the results of the t test showing that t count 2.635 > 1.986 t table and a significant Brand image value of $0.016 < 0.050$ H_0 rejected and H_1 accepted which means that Brand image has a positive and significant effect on Repurchase Interest and respondents on average agree with the Brand image provided by Scarlett whitening Body lotion Products. This is especially shown from the largest mean in the Image of The Company indicator with a value of 4.36 with the statement "In my mind scarlett whitening is a skincare brand that has a good image in the community including the body lotion products it produces".

Review Scarlett Whitening by Felicya Angelista

Ekspektasiku ketika mencium aroma dari produk-produk Scarlett yang kupesan, kebayang kalo brand ini berasal dari luar negeri karena keharumannya yang begitu mewah. Tapi setelah googling dan melihat di media sosialnya, aku baru tahu kalo Scarlett merupakan brand lokal milik artis cantik, muda dan berbakat Felicya Angelista. Scarlett baru didirikan pada tahun 2017 silam dan sudah mengeluarkan banyak produk, selain *body care*, ada juga *hair treatment* dan juga *skin care*. Semua produknya telah teregistrasi di BPOM dan not tested on animals alias tidak diuji cobakan kepada hewan.

Sebagai konsumen aku merasa aman jika produk *skin care* yang kupakai sudah terdaftar di BPOM. Produk kecantikan atau kosmetik yang sudah terdaftar di BPOM sudah lewat uji klinis dan dinyatakan aman dan bebas dari zat kimia berbahaya seperti Merkuri dan Hidrokuion. Nggak ragu lagi buat mencoba rangkaian produk kecantikan dari Scarlett Whitening.

Kita juga bisa mengecek sendiri bahan-bahan apa saja yang terkandung dalam produk Scarlett, karena di tiap kemasan selalu ditulis ingredients produk. Tertera juga tanggal kadaluarsa, hologram bukti keaslian produk Scarlett dan logo *no tested on animals* serta Green Dot.

Simbol Green Dot bentuknya berupa dua panah hitam dan bening yang membentuk mirip simbol Yin dan Yang. Green Dot merupakan tanda bahwa sebagai produsen, Scarlett peduli dan berkontribusi dalam promosi wadah kemasan plastik yang mudah dipakai kembali atau didaur ulang.

Figure 3. Product Image Reviews Body lotion Scarlett whitening

Sumber : <https://www.catatanyustrini.com/2020/11/review-scarlett-whitening.html>

It can be seen from Figure 3 review of Scarlett's product image, all of her products have been registered with BPOM and are not tested on animals. As consumers, we feel safe if the *skin care* products used have been registered with BPOM. Beauty or cosmetic products that have been registered with BPOM have passed clinical trials and are declared safe and free from harmful chemicals such as Mercury and Hydroquion.

According to Kotler (2007: 346) brand image is the perception and belief carried out by consumers, as reflected in associations that occur in consumer memory.

Image is the main goal, and at the same time is the reputation and achievements to be achieved for the company and public relations. The notion of image itself is abstract and cannot be measured mathematically, but its form can be felt from the results of good or bad judgments, such as acceptance and responses both positive and negative which especially come from the wider community in general.

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Brand is a name, term, mark, symbol, design or combination to mark a product or of a single seller or group of sellers to distinguish it from competing products. Brand image is a representation and overall perception of a brand and is formed from information and past experience of the brand, image relates to attitudes in the form of beliefs and preferences towards a brand that has a positive and good image will be more likely for consumers to decide to buy a product.

Brand is one of the important factors in marketing activities because the activity of introducing and offering products and services is inseparable from a reliable brand. This means that the brand does not stand alone, the brand must be in accordance with other components of the marketing process (Surachman, 2008: 1). In addition, brand understanding is not just something that can display its functional value, but can also provide certain value in the hearts or minds of consumers (Surachman, 2008: 2).

The results of this study are also supported by the results of previous research conducted by Fiktor Alfian Rizaldi and Tri Indra Wijaksana, S.Sos., M.Si (2019) showing a positive influence of brand image variables on repurchase interest.

Effect of *Word of mouth* (X3) on repurchase interest (Y)

Based on the results of the research that the author has done, it was found that the brand image consisting of *the indicators of Discussing, Recommending, and Encouraging has a positive and significant influence on repurchase interest between brand image and Jakarta National University Students, this can be seen based on the results of the t test showing that the tcount is $5,266 > 1,986$ tables and the significant value of *Word of mouth* $0.000 < 0.050$ H_0 rejected and H_1 accepted which means that *Word of mouth has a positive and significant effect on Repurchase Interest and respondents on average agree with the Word of mouth provided by Scarlett whitening Body lotion Products.* This is especially indicated by the largest mean on the Pushing indicator with a value of 4.25 with the statement "I encourage friends or relations to use *scarlett whitening body lotion products*".*



Nah, untuk mengakhiri rasa penasaranku, akupun ikut mencoba Scarlett Whitening ini. Aku memutuskan untuk memesan produk *body care* dari Scarlett yang terdiri dari *body scrub, brightening shower scrub dan fragrance brightening body lotion*. Seluruh varian whitening-nya mengandung Glutathione dan Vitamin E yang berkhasiat untuk mencerahkan, melembabkan dan menutrisi kulit cantik kita.

Dikutip dari laman merdeka.com, *Glutathione* adalah *The Mother of All Antioxidants* dengan kata lain induk dari semua antioksidan. Fungsinya untuk menetralkan radikal bebas, merangsang regenerasi sel kulit baru, sebagai anti aging dan membuat kulit jadi lebih halus, bersih dan sehat.

Figure 4. Reviews of Using *Scarlett Whitening Body Lotion Products*

Sumber : <https://www.catatanyustrini.com/2020/11/review-scarlett-whitening.html>

It can be seen from Figure 4. Reviews use *Scarlett Whitening body lotion* products and encourage friends to use them because of body care products from *Scarlett* which consist of body scrub, *brightening shower scrub* and *fragrance brightening body lotion*. All whitening variants contain Glutathione and Vitamin E which are efficacious to brighten, moisturize and nourish our beautiful skin.

According to the *Word of mouth* Marketing Association, *word of mouth* is an effort to pass information from one consumer to another (www.womma.Com, 2007). In society, word of mouth is also known as *word of mouth* communication. Personal communication is seen as a more reliable or reliable source than nonpersonal information (Gremler and Brown, 1994; Zeithml and Bitner, 1996).

According to Kotler and Keller (2015: 255), the key aspect of social networks is word of mouth and the number and nature of conversations and communications between various parties. Consumers talk about dozens of brands every day. Although many products are media and entertainment products such as movies, TV shows, and publications, food products, travel services, retail stores, and many types of products are mentioned. According to Kotler and Keller (2015: 255), there are several indicators of word of mouth or word of mouth information, including buzz marketing and viral marketing.

The results of this study are also supported by the results of previous research conducted by Yudhi Saputra, Henny Sjafitri and Yuni Candra (2016) showing a positive and significant influence of *Word of mouth* variables on repurchase interest.

CONCLUSION

Based on the results of research on the effect of Product Quality, *Brand image* and *Word of mouth* on Repurchase Interest. So some conclusions are obtained as follows:

1. Product Quality has a positive and significant effect on the Interest in Repurchasing *Scarlett Whitening Body lotion* Products in Jakarta National University Students. This means that if the quality of the product is high, the interest in rebuying *Scarlett whitening Body lotion* products for Jakarta National University Students will increase.
2. *Brand image* has a positive and significant effect on the Interest in Repurchasing *Scarlett Whitening Body lotion* Products in Jakarta National University Students. This means that if the *brand image* is high, the interest in rebuying *Scarlett whitening body lotion* products for Jakarta National University students will increase.
3. *Word of mouth* has a positive and significant effect on the Interest in Repurchasing *Scarlett Whitening Body lotion* Products in Jakarta National University Students. This means that if *Word of mouth* is high, the interest in rebuying *Scarlett whitening body lotion* products for Jakarta National University Students will increase.

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