

Research Article

The Effect of Product Quality and Brand Image on Repurchase of *Sunscreen* Facetology Products with Customer Satisfaction as a Mediating Variable

Dila Rahmadhani^{1*}, Intan Tri Annisa², Siti Marhamah³

^{1,2,3} Faculty of Economics and Business, YARSI University, Jakarta

Received: 11-08-2025; Accepted: 17-08-2026

Abstract

This study analyzes the effects of product quality and brand image on repurchase intention for Facetology sunscreen products, with customer satisfaction as a mediating variable. Using a quantitative approach, data were collected through questionnaires from 200 Facetology sunscreen consumers in DKI Jakarta. Respondents were selected using nonprobability sampling. The analysis included descriptive statistics, validity and reliability tests, coefficient of determination, predictive relevance, goodness-of-fit assessment, and hypothesis testing. The findings indicate that product quality and brand image each have positive and significant effects on repurchase intention. Both variables also positively and significantly affect customer satisfaction. Customer satisfaction, in turn, has a positive and significant effect on repurchase intention. Furthermore, customer satisfaction mediates the relationship between product quality and repurchase intention and between brand image and repurchase intention. Overall, product quality and brand image contribute positively to repurchase intention through customer satisfaction. These findings align with Islamic principles because Facetology sunscreen offers good quality, avoids environmentally harmful and prohibited substances, and conducts branding and sales with honesty, trustworthiness, intelligence, and responsibility. Thus, the company's business practices reflect ethical values that support customer satisfaction and sustainable repurchase behavior among consumers in Jakarta locally.

Keywords: Product Quality, Brand Image, Customer Satisfaction, Repurchase.

JEL Classification: M31, M37, D12

How to cite: Ramadhani, D., Annisa, I. T., Marhamah, S., (2026), The Effect of Product Quality and Brand Image on Repurchase of Sunscreen Facetology Products with Customer Satisfaction as a Mediating Variable, *Marketing and Consumer Behavior (MCB)* 1(2), 64-78

Corresponding author: Dila Rahmadhani (dilarahmadhani511@gmail.com)



This is an open-access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) international license.

1. Introduction

Technological changes that are progressing today have an impact on people's lifestyles, especially among teenagers. The current generation is very concerned about fashion and trends in society, one of which is facial care.

This causes the demand for skin care products to be higher so that the skin care business also grows along with increasing consumer demand. The beauty industry is currently more advanced and trusted by the public. Various beauty products compete with each other to launch their best products, to be in demand by the public. Beauty products are not only used by women, but many men also like skin care (Feny & Sutedjo, 2022). The awareness of facial care is also influential, as well as changes in people's lifestyles and emerging trends.

Repurchase is a stage of tendency to act after consumers feel satisfaction (Resti & Soesanto, 2016). Consumer intention is created if a product offered is suitable, attractive, affordable, and easy to get. Repurchase intention is needed by every company, so that the continuity of the company can continue to be achieved. *Sunscreen* Facetology that many consumers make repeat purchases. Customer satisfaction is how well the company's products and services meet customer expectations. Consumers are satisfied with the service they get during the transaction process and are also satisfied with the goods and services they get, it is likely that they will come back again and make purchases and will also recommend to others about the product. Maintaining customer satisfaction over time will foster good relationships with consumers.

Purchasing decisions are not only influenced by brand image but also by product quality. Kotler and Armstrong in Irtanti's research (2019) argue that product quality is the product's ability to perform its function, which is a combination of durability, reliability, accuracy, ease of maintenance and other product attributes. If the quality of a product is getting better, it will affect the high interest of consumers in buying. This is in accordance with Irtanti's research (2019) which says product quality affects purchasing decisions. Products that are of good quality will be more in demand by the public. Moreover, beauty products where these products are used, so quality is the most important factor influencing consumers during purchases. Brand image is a response and belief held by customers, as well as reflected in the implications of customer impressions. Brand image consists of consumer understanding and beliefs about the brand (Hartati, 2022). Has a relationship where the better the public perception of a brand, the better the brand image it has. When people have assessed a brand with a positive view, they will also assess how good the quality of the product is from various reviews of other consumers and finally at the stage of being interested in buying and deciding to buy the product.

Based on the Central Statistics Agency (BPS) report, the cosmetics industry experienced an increase in 2020 of 5.59 percent. In 2021 it reached 9.61 percent, an increase in 2021 until July 2022. It was strongly driven by online sales which reached 25.2 percent, in 2020 growth fell 8 percent with a lower percentage of 13.25 percent compared to its growth in 2019 which rose 5.25 percent. In increasing sales of beauty products will grow according to trends and similar types of products (Adisty, 2022).

One beauty product that is favored by many people is *sunscreen*. *Sunscreen* from Facetology is one of the beauty skin care products that is currently busy and even viral on social media. This is because Facetology *sunscreen* has many benefits that overcome skin problems and protect from exposure to the sun's UV rays with Hybrid UV Filters, and Blue Oleoactif so that the product is needed to care for facial skin.

This is reinforced by compas data that Facetology sunscreen is a local brand that occupies the third position in the best-selling sunscreen sales data with 7.7 percent on Shopee and Tokopedia in 2023. *Sunscreen* Facetology is a best-selling and superior

product that has many benefits such as being able to protect from the sun's UV rays and regulate hyperpigmentation due to blue light from cellphone screens.

Facetology is a local skincare brand that is being widely discussed on social media. Established in 2022, Facetology produces a wide range of products containing natural ingredients that are able to overcome skin problems and maintain the skin of consumers. Facetology products are registered by BPOM and Halal. Facetology offers skin care products, one of which is *sunscreen* or *sunscreen* formed gel to moisturize and soothe the skin and protect the skin from the bad effects of sunlight. *Sunscreen* Facetology is the best-selling product at this time of year.

Facetology always tries to pay attention to quality of each of its products. As is the case with *sunscreen* products, Facetology also provides good quality and quality through the ingredients in it. *Sunscreen* Facetology is considered to use natural ingredients that are mild to the skin, and no white cast makes it easier for consumers to use. *Sunscreen* Facetology has a good image and is starting to be favored by many people. Many people are interested in discussing this product on social media. That can be because this product is a new product that many celebrities use and review. This can be one way for companies to build a positive brand image.

Facetology utilizes the advancement of the digital era by using social media as a means of promotion. This makes the company distinctive in social media. This is in accordance with research (Girsang Murawaty Nitasri et al., 2020) that there is a significant effect on product quality, brand image on repurchasing Oriflame skin care products on consumer satisfaction. Because before making a purchase consumers see how famous the product is. The more famous a product is, the easier it is for them to become consumers.

In the Islamic perspective, people should always maintain cleanliness including skin health. Improving skin health with regular care can help and keep the skin healthy, hydrated, and protected from damage such as air pollution and UV rays. Based on the perspective on beauty products, the presence of sunlight is very dangerous for skin health. So that it requires the existence of *sunscreen*, so currently many are buying and selling *sunscreen* products, especially on Facetology *sunscreen*. This study aims to update previous findings with a specific focus on *sunscreen*, namely Facetology *sunscreen*, in determining the effect of product quality and brand image on product repurchases with customer satisfaction. With this background, this research is expected to make an important contribution to the development of business and economics in Indonesia as well as provide insights from an Islamic perspective.

2. Literature Review and Hypothesis

Grand Theory

The theory of consumer behavior serves as the grand theory in this study. According to (Hawkins et al., 2016) the field of consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, experiences services, or ideas to satisfy needs and the impact that these processes have on consumers and society. In this theory regarding product quality, brand image, repurchase, and customer satisfaction. In this context, the variables of product quality and brand image play an important role in repurchase decisions with customer satisfaction. Good Facetology *sunscreen* product quality can increase repeat purchases and increase trust in the Facetology *sunscreen* brand. The match between a good brand image can strengthen positive perceptions of Facetology *sunscreen* products. In the end, it can encourage

consumers to make repeat purchases by feeling satisfaction in Facetology *sunscreen* products.

Customer Satisfaction

According to Kotler (2017) consumer satisfaction is the level of a person's feelings after comparing the product performance he feels with his expectations. Customer satisfaction is a consequence of the comparison made by customers who compare the level of perceived benefits to the benefits expected by customers. According to (Irawan, 2008) indicators of customer satisfaction include: 1) Feeling satisfied, 2) Always use the product, 3) Will recommend to others, 4) Fulfillment of customer expectations after using the product.

Repurchase

Repurchase is a behavior of consumers to buy a product or goods or services repeatedly because of encouragement and behavior towards what is felt to be appropriate for him (Kotler & Keller, 2017). High repurchases reflect the high level of satisfaction of consumers when deciding to repurchase a product. According to (Ayu Sartika Andini et al., 2023) there are four indicators that can be used to measure repurchase interest including: 1) Transactional interest, 2) Referential interest, 3) Preferential interest, 4) Exploratory interest.

Product Quality

Kotler and Armstrong (2007) say product quality is how a product has a value that is able to fulfill consumers physically or psychologically, through the attributes or characteristics that exist in goods or results (Rokhman, 2020). Kotler and Armstrong (2008) say, "the better the quality of the products produced by the company, it will provide opportunities for consumers to decide to buy products. So it can be concluded that the better the quality of the product, the more consumers.

good quality and commensurate with reality will make it easy for consumers to make product purchasing decisions. According to Kotler and Keller (2013) product quality indicators include: 1) Performance, 2) Durability, 3) Conformity with specifications, 4) Features, 5) Reliability, 6) Aesthetics, 7) Impression of quality, 8) Serviceability.

Brand Image

According to Kotler and Keller, brand image is the thoughts and beliefs held by customers, as evidenced by the cues stored in customer impressions. Brand image is formed by customer perception and brand stability (Hartati, 2022). With a good brand image, it can be a guide for customers when making purchasing decisions because they already have a brand with a good image. In addition, it also makes it easier for consumers to make purchases because it does not take much time to compare one product with another. Brand Image Indicators according to Satrio (2024) include: 1) Company image, 2) Consumer image, 3) Product image.

Conceptual Framework

The following are the dependent variable (Y) and the independent variable (X) and variable (Z) used in this study, so as to obtain the research conceptual framework shown in Figure 2.

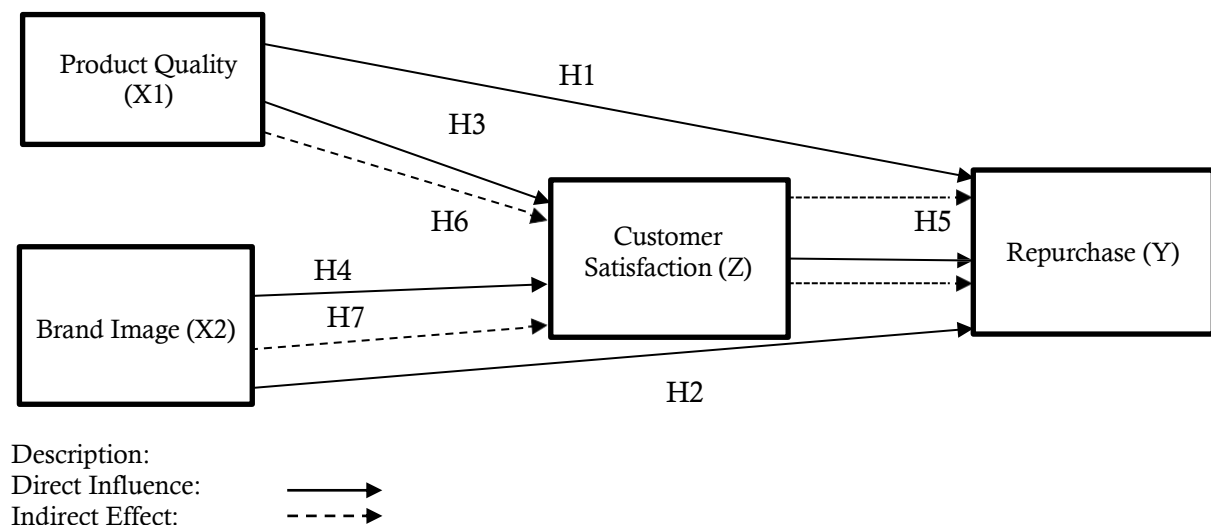


Figure 2. Conceptual Framework

Hypothesis

Product quality as determining the ability of the product to meet and consumer needs. So with good product quality, it will form a sense of consumer interest so that they will repurchase the product. The results of research on product quality on repeat purchases conducted by (Alfiah et al., 2023), (Izul Fuadi et al., 2021) show that product quality has a positive and significant effect on repeat purchases.
H1: Product quality has a positive and significant effect on repeat purchases.

Brand image as consumer perceptions of products from brand associations. So with a good brand image it can increase repeat purchases. The results of research on brand image on repeat purchases conducted by (Sofya & Purwanto, 2021), (Nyoman Murniasih & Luh Wayan Sayang Telagawathi, 2023) show that brand image has a positive and significant effect on repeat purchases.

H2: Brand image has a positive and significant effect on repeat purchases.

Product quality as a product characteristic on the ability to satisfy customers. So with good product quality can increase customer satisfaction. The results of research on product quality on customer satisfaction conducted by (Novia et al., 2020), (Pricillia et al., 2021) show that product quality has a positive and significant effect on customer satisfaction.

H3: Product quality has a positive and significant effect on customer satisfaction.

Brand image as consumer impressions and trust. So with a good brand image it can increase customer satisfaction. The results of research on brand image on customer satisfaction conducted by (Fokaaya Rahayu Siti et al., 2022), (Olifiana & Soebiantoro, 2023) show that brand image has a positive and significant effect on customer satisfaction.

H4: Brand image has a positive and significant effect on customer satisfaction.

Customer satisfaction as the level of pleasure felt by customers towards the product. So with high customer satisfaction can increase repeat purchases. The results of research on customer satisfaction on repeat purchases conducted by

(Dewi Kumala Maya & Herning Kusuma Kumaratih Belda, 2023), (Salsabila Clarisa et al., 2022) show that customer satisfaction has a positive and significant effect on repeat purchases.

H5: Customer satisfaction has a positive and significant effect on repeat purchases.

Product quality as the totality of product features on the product's ability to satisfy needs. So with good product quality can increase product repurchases and customer satisfaction. The results of research on product quality on repurchases mediated by customer satisfaction conducted by (Girsang Murawaty Nitasri et al., 2020), (Tri Wijayanti Handayani & Almaidah Siti, 2020) show that customer satisfaction plays a role in mediating the effect of product quality on repeat purchases.

H6: Customer satisfaction mediates the effect of product quality on repeat purchases

Brand image as a consumer's perception of a product brand. So with a good brand image it can create customer satisfaction and increase repeat purchases. The results of research on brand image on repurchases mediated by customer satisfaction conducted by (Farahan & Lestari, 2023), (Zaidan Ikhsan Muhammad & Hamdi Edi, 2023) show that customer satisfaction mediates the effect of brand image on repurchases.

H7: Customer satisfaction mediates the effect of brand image on repurchase.

3. Data and Method

Type of Research

The type of research used in this study is explanatory with a quantitative approach. According to Sugiyono (2017), explanatory is a research method that intends to explain the position of the variables studied and the influence between one variable and another. Explaining to test the proposed hypothesis, it is hoped that this research can explain the relationship and influence between the independent and dependent variables in the hypothesis.

Collection Method

The type of data used is primary data. Primary data was obtained from a research questionnaire by distributing it to Facetology *sunscreen* customers in DK Jakarta. The research questionnaire consists of 5 parts, namely: (1) respondent data identity, (2) product quality variables, (3) brand image variables, (4) repurchase variables, (5) customer satisfaction variables.

Population and Sample

The population used is consumers of Facetology *sunscreen* products in DK Jakarta including the Thousand Islands with an unknown number. Sampling in this study uses non-probability sampling, namely where not all members of the population in the same position have the opportunity to be selected as a sample. The criteria for sampling are:

(1) Respondents who have purchased and used Facetology *sunscreen* products once, (2) Respondents of female and male gender, (3) Respondents with a minimum age of 17 years, (4) Respondents of DK Jakarta Domicile. The basis for considering the number of samples is determined by the researcher because the number cannot be known with certainty. The determination of the minimum sample is based on the formula, namely $N = \text{number of indicators} \times 7$ used. By using 17 indicators, the minimum sample size required is 119 respondents.

Data Analysis Method

This study uses the Partial Least Square (PLS) method with SmartPLS version 3.0 software used to analyze data and modeling paths with latent variables. The stages of

the analysis technique used: (1) Descriptive Analysis, (2) Measurement Model Evaluation, namely: A) Validity Test, B) Reliability Test. (3) Evaluation of the Structural Model, namely:

a) Coefficient of Determination (R^2), b) Predictive Relevance (Q^2), c) Goodness of Fit Index (GoF). (4) Hypothesis Test

4. Results

Descriptive Analysis

The following are the results of descriptive data analysis shown in Table 1.

Table 1. Descriptive Analysis

Variable	Average Value Average	Indicator	Average Value Average
Repeat Purchase	3,44	Transactional Interest	3,42
		Referential Interest	3,43
		Preferential Interest	3,47
		Explorative Interest	3,47
Customer Satisfaction	3,46	Satisfied Feeling	3,51
		Always Buy Products	3,49
		Will Recommend to Others	3,43
		Expectations Fulfilled Customer	3,43
Product Quality	3,44	Performance	3,49
		Durability	3,42
		Conformance to Specifications	3,44
		Features	3,44
		Reliability	3,43
		Aesthetics	3,49
Brand Image	3,45	Corporate Image	3,46
		User Image	3,42
		Product Image	3,47

Source: Data Processed (2024)

Based on the table data above, it can be concluded that: The repurchase variable shows an overall average of 3.44 with indicators of preferential interest and exploratory interest showing the highest average value of 3.47. The customer satisfaction variable shows an overall average of 3.46 with the indicator feeling satisfied showing the highest average value of 3.51. The product quality variable shows an overall average of 3.44 with performance and aesthetics indicators showing the highest average of 3.49. The brand image variable shows an overall average of 3.45 with the product image indicator showing the highest average of 3.47. Evaluation of the Measurement Model (Outer Model) Validity Test Validity test to predict the relationship between latent variables in the structural model, Measurement model testing must be done first to verify indicators and latent variables.

Validity Test with Convergent Validity To test Convergent Validity, the outer loading factor value is used. The loading factor value from this stage of testing will be used to see if there are still statement items that are not significant to the variable, so that later they will be eliminated.

Table 2. Loading Factor

Variable	Indicator	Item	Loading Factor	Average Variance Extracted
Repurchase	Transactional Interest	Y1.1	0,823	0,720
		Y1.2	0,848	
	Referential Interest	Y1.3	0,886	
		Y1.4	0,860	
	Preferential Interest	Y1.5	0,866	
		Y1.6	0,872	
	Explorative Interest	Y1.7	0,825	
		Y1.8	0,805	
Customer Satisfaction	Satisfied Feeling	Z1.1	0,869	0,741
		Z1.2	0,870	
	Always Buy the Product	Z1.3	0,841	
		Z1.4	0,864	
	Will Recommend to Others	Z1.5	0,883	
		Z1.6	0,862	
	Fulfilled Customer Expectations	Z1.7	0,862	
		Z1.8	0,835	
Product Quality	Performance	X1.1	0,825	0.697
		X1.2	0,833	
	Durability	X1.3	0,842	
		X1.4	0,834	
	Conformance with Specifications	X1.5	0,835	
		X1.6	0,826	
	Features	X1.7	0,818	
		X1.8	0,837	
	Reliability	X1.9	0,848	
		X1.10	0,857	
	Aesthetics	X1.11	0,846	
		X1.12	0,816	
Brand Image	Corporate Image	X2.1	0,897	0,738
		X2.2	0,873	
	User Image	X2.3	0,847	
		X2.4	0,853	
	Product Image	X2.5	0,867	
		X2.6	0,814	

Source: Primary data processed 2024

Based on the table above, it is found that all statement items have a loading factor value for each statement > 0.70 , which means that the statement is valid and the AVE value for each variable is 0.5 , which means that the data for each variable is valid.

Validity Test with Discriminant Validity

The discriminant validity test uses the cross-loading value. An indicator is declared to meet discriminant validity if the cross-loading value of the statement item on the variable is greater than that of other variables.

Table 3. Cross Loading Value

	Product Quality	Brand Image	Repurchase	Satisfaction Customer
X1.1	0,825	0,638	0,65	0,709
X1.2	0,833	0,654	0,657	0,695
X1.3	0,842	0,667	0,671	0,71
X1.4	0,834	0,634	0,604	0,68
X1.5	0,835	0,692	0,654	0,721

X1.6	0,826	0,723	0,654	0,699
X1.7	0,818	0,744	0,716	0,691
X1.8	0,837	0,71	0,669	0,7
X1.9	0,848	0,695	0,677	0,717
X1.10	0,857	0,741	0,712	0,747
X1.11	0,846	0,731	0,74	0,737
X1.12	0,816	0,646	0,698	0,744
X2.1	0,782	0,897	0,764	0,744
X2.2	0,748	0,873	0,733	0,711
X2.3	0,72	0,847	0,71	0,727
X2.4	0,676	0,853	0,664	0,684
X2.5	0,656	0,867	0,675	0,633
X2.6	0,668	0,814	0,713	0,712
Y1.1	0,639	0,658	0,823	0,774
Y1.2	0,705	0,711	0,848	0,744
Y1.3	0,716	0,76	0,886	0,73
Y1.4	0,617	0,656	0,86	0,65
Y1.5	0,692	0,707	0,866	0,657
Y1.6	0,706	0,732	0,872	0,665
Y1.7	0,675	0,672	0,825	0,687
Y1.8	0,735	0,714	0,805	0,752
Z1.1	0,808	0,766	0,737	0,869
Z1.2	0,798	0,738	0,73	0,87
Z1.3	0,736	0,723	0,703	0,841
Z1.4	0,746	0,724	0,731	0,864
Z1.5	0,698	0,711	0,747	0,883
Z1.6	0,684	0,666	0,708	0,862
Z1.7	0,714	0,661	0,721	0,862
Z1.8	0,69	0,642	0,678	0,835
Z1.7	0,714	0,661	0,721	0,862

Source: Primary data processed 2024

Based on the table, it can be seen that the correlation of the product quality variable (KP) with its indicators is higher than the correlation of product quality statement items (KP) with other variables (brand image, customer satisfaction, and repurchase). This also applies to other construct-forming statement items, the correlation value of the statement items is greater than the correlation value of the statement items with non-forming variables. So it can be said that the data is valid.

Reliability Test

Reliability Test with *Composite Reliability*

Composite Reliability, data that has a *composite reliability* > 0.7 has high reliability.

Table 4. Composite Reliability

Variable	<i>Composite Reliability</i>
Repurchase	0,954
Customer Satisfaction	0,958
Product Quality	0,965
Brand Image	0,944

Source: Primary data processed 2024

Based on the table, the *composite reliability* value for each variable is 0.7, which means that the data for all variables is reliable.

Evaluation of the Structural Model (Inner Model)

In this study, an evaluation of the inner model was carried out with the aim of

finding a suitable model to see the effect of product quality and brand image on repeat purchases with customer satisfaction as a mediating variable.

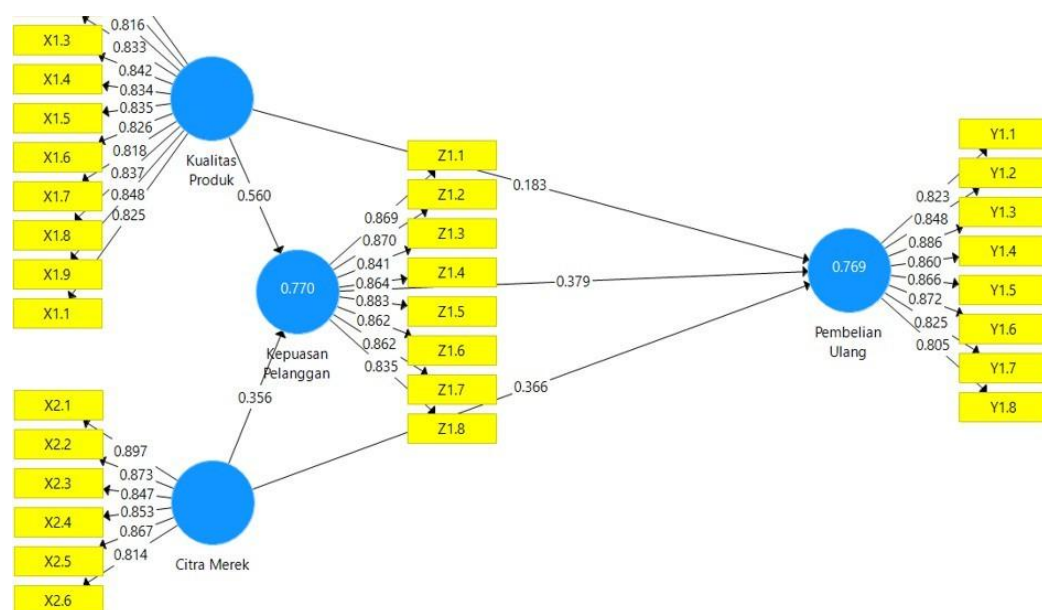
Table 5. Evaluation Results of the Structural Model (Inner Model)

Evaluation Measure	Criterion Rule	Model Test Results
R ² or adjusted R ²	Strong Model ≤ 0.70 Moderate ≤ 0.45 Weak ≤ 0.25	R ² (Repurchase) = 0.768 (76.8%) R ² (Customer Satisfaction) = 0.765 (76.5%)
Q ² predictive relevance	Q ² > 0 = the model has predictive relevance, Q ² < 0 = model less has predictive relevance	Q ² (Repurchase and Customer Satisfaction) = 0.833 (83.3%)
Goodness of Fit (GoF)	Small if ≥ 0.1 Medium ≥ 0.25 Large ≥ 0.36	GoF = 0.746

Source: Primary data processed 2024

Based on the table, it can be seen that the model test results on the R² size of repurchase are 0.768 and customer satisfaction is 0.765, which means that this study has a strong model.

The Q² predictive relevance of repurchase and customer satisfaction of 0.833 from this model has a value > 0, which means that this model has predictive relevance and a GoF value of 0.746. The structural model test results can be seen in Figure 1.



Source: Primary data processed 2024

Figure 1. Path Diagram Between Variables

Based on the results of the structural model test in Figure 4.2, the influence of a variable can be seen on other variables.

5. Discussion

The Effect of Product Quality on Repurchase

The first hypothesis states that product quality has a positive and significant effect on repeat purchases. Based on the results of the research conducted, it is proven that the product quality variable has a positive and significant effect on repeat purchases. This shows that the better the product quality, the more consumers repurchase. This research is in line with research conducted by (Alfiah et al., 2023, and Izul Fuadi et al., 2021) which shows that product quality has a positive and significant effect on repeat purchases.

The Effect of Brand Image on Repurchase

The second hypothesis states that brand image has a positive and significant effect on repurchases. Based on the results of the research conducted, it is proven that the brand image variable has a positive and significant effect on repurchases. This shows that the better the brand image, the more consumers repurchase. This research is in line with research conducted by (Nyoman Murniasih et al, 2023, and Sofya et al, 2021) which shows that brand image has a positive and significant effect on repeat purchases.

The Effect of Product Quality on Customer Satisfaction

The third hypothesis states that product quality has a positive and significant effect on customer satisfaction. Based on the results of the research conducted, it is proven that the product quality variable has a positive and significant effect on customer satisfaction. This shows that the better the product quality, the higher the customer satisfaction. This research is in line with research conducted by (Novia et al., 2020, and Pricillia et al., 2021) which shows that product quality has a positive and significant effect on customer satisfaction.

The Effect of Brand Image on Customer Satisfaction

The fourth hypothesis states that brand image has a positive and significant effect on customer satisfaction. Based on the results of the research conducted, it is proven that the brand image variable has a positive and significant effect on customer satisfaction. This shows that the better the brand image, the higher the customer satisfaction. This research is in line with research conducted by (Fokaaya Rahayu Siti et al., 2022, and Olifiana et al, 2023) which shows that brand image has a positive and significant effect on customer satisfaction.

The Effect of Customer Satisfaction on Repurchase

The fifth hypothesis states that customer satisfaction has a positive and significant effect on repeat purchases. Based on the results of the research conducted, it is proven that the customer satisfaction variable has a positive and significant effect on repurchases. This shows that the higher the customer satisfaction, the more consumers repurchase. This research is in line

with research conducted by (Dewi Kumala Maya et al., 2023, and Salsabila Clarisa et al., 2022) which shows that repurchases have a positive and significant effect on customer satisfaction.

The Effect of Product Quality on Repurchase Mediated by Customer Satisfaction

The sixth hypothesis states that customer satisfaction mediates the effect of product quality on repeat purchases can be accepted. Based on the results of the research conducted, it is proven that the customer satisfaction variable mediates the effect of product quality on repurchases. This shows that product quality can influence repeat purchases through customer satisfaction. This research is in line with research conducted by (Girsang Murawaty Nitasri et al., 2020, and Tri Wijayanti Handayani et al, 2020) which shows that customer satisfaction can mediate the effect of product

quality on repeat purchases.

The Effect of Brand Image on Repurchase Mediated by Customer Satisfaction

The seventh hypothesis states that customer satisfaction mediates the effect of brand image on repurchase is acceptable. Based on the results of the research conducted, it is proven that the customer satisfaction variable mediates the effect of brand image on repurchases. This shows that brand image can influence repurchases through customer satisfaction. This research is in line with research conducted by (Farahan & Lestari, t.t.; Zaidan Ikhsan Muhammad & Hamdi Edi, 2023) which shows that customer satisfaction can mediate the effect of brand image on repeat purchases.

Variable Analysis in Islamic Perspective Repurchase

Repurchasing a product must have a function of product usability, there are benefits and consuming a good product is considered a good thing in Islam. So in the eyes of consumers will make continuous purchases repeatedly according to sharia principles. As explained in Q.S. Al-Baqarah verse 188 and Q.S. Al-Baqarah verse 267.

Customer Satisfaction

Customer satisfaction is a very important concept in the view of modern business and can be seen from an Islamic perspective. In Islam, satisfaction is also encouraging a consumer to be fair. As explained in Q. S. An-Nisa verse 29 and HR. Bukhari and Muslim.

Product Quality

In an Islamic perspective, quality is a concept in totality. Concepts related to relationships between fellow humans but also between humans and Allah SWT.

Actions that ignore quality are futile, as is the case with products. Ignoring the quality of the product people will repeatedly think about buying it back. The quality of products also produced and offered to the public or customers must reflect Islamic moral and ethical values. As explained in Q.S. Al - Mutaffin verses 1-6 and HR. Muslim.

Brand Image

In the Islamic view, the brand image or reputation of a brand is very important and must be built based on moral and ethical principles recommended by religion. Building a good brand image so as to create a trusted perception by consumers, can be used to attract consumers in purchasing products. As explained in Q.S. Ash-Syu'ara verses 181- 183.

6. Conclusion

Based on research on the effect of product quality and brand image on repurchasing Facetology sunscreen products with customer satisfaction as a mediating variable in DK Jakarta, it can be concluded that product quality has a positive and significant effect on repurchases because the quality of Facetology *sunscreen* products is able to make consumers feel satisfied, thereby increasing consumers to repurchase Facetology *sunscreen* products. Brand image has a positive and significant effect on repeat purchases because Facetology *sunscreen* has a good image in consumers and society, thereby increasing repeat purchases.

Then, product quality has a positive and significant effect on customer satisfaction because Facetology *sunscreen* has good product quality, so consumers feel satisfied with Facetology *sunscreen* products. Brand image has a positive and significant effect on customer satisfaction because Facetology *sunscreen* has a good brand

image, so consumers feel satisfaction. Customer satisfaction has a positive and significant effect on repeat purchases because consumers feel satisfaction with Facetology *sunscreen* products, so consumers increase repeat purchases. Customer satisfaction mediates the effect of product quality on repeat purchases because Facetology *sunscreen* has good product quality, thereby increasing repeat purchases and consumers feel satisfaction. Customer satisfaction mediates the effect of brand image on repeat purchases because Facetology *sunscreen* has a good brand image that is positively perceived by consumers, thereby increasing consumer satisfaction and causing repeat purchases.

According to the Islamic perspective, online business is allowed as long as it is in accordance with sharia, there is no element of usury, transactions use contracts according to sharia. This research is expected to be an evaluation for Facetology *sunscreen* products so that they have good quality, do not contain harmful substances, do not contain substances that are prohibited, have an honest attitude to do every branding, trusted, smart, and responsible in making sales.

Recommendation

Facetology sunscreen products need to improve product quality to satisfy buyers and consumers make repeat purchases of Facetology *sunscreen* products. In addition, sellers must be more efficient in responding to messages and complaints from consumers.

Limitations and avenues for future research

This study is limited to analyzing variables on Facetology *sunscreen* products in Jakarta, with an outer model. Future researchers can cover a wider area and use more comprehensive analysis methods to explore other factors that influence customer satisfaction and repeat purchases.

References

- Achmad. C, Santi. R. S. (2021, July). Relationship Model of Brand Image and Repurchase Intention: The Role of Customer Satisfaction and Customer Loyalty. *Oikonomia: Journal of Management*, Volume 17 No.2.
- Adisty, N. (2022, May 15). Retrieved from GoodStats: <https://goodstats.id/article/menilik-meningkatnya-konsumsi-produk-kecantikan-di-indonesia-LcQed>.
- Aditya, R. E. (2022). The Effect of Price Perception, Product Quality, Brand Image on Purchasing Decisions for Azarine Sunscreen in Yogyakarta. Yogyakarta: Duta Wacana Christian University.
- Algaali. M, Dharmayanti. D, Setyadi. Y. (2023). The Effect of Price, Location and Service Quality on Repurchase Interest and Repurchase Intention. *Journal Economics and Business*, Volume 13.
- Amir Amri. (2015). *Islamic Economics and Finance*.
- Andi. F. N, Abdul. S, Sujatmiko. (2024, January). The Effect of Content Marketing and Social Media on Repurchase Interest Through Purchasing Decisions at Bekind.Id. *Journal of Nitro Financial Banking Management (JMPKN)*, Vol. 7 No.1.
- Aulia. O, Ugy. S. (2024). The Influence of Brand Image, Price Perception, and Product Quality on Customer Satisfaction of Teabag Poci in Mojokerto. *Journal of Economics, Finance and Sharia Business*, Volume 6 No. 3.
- Ayu. S. A, Dimas. A, Pratama. A. E, Yahya. M. I. (2023). Analysis of the Effect of Promotion and Service Quality on Mixue Repeat Purchasing Decisions in Surabaya. *Journal of Management and Social Sciences*, Volume 1 (3), 27 - 31.

- Benedicta. T, Jovita. I. L, Adriana. A, Fransisca. A. (2024, April). The Effect of Product Quality and Service Quality on Consumer Satisfaction and Repurchase Interest at Wi Drive Thru Gelato Surabaya. *Journal of Marketing Management*, Volume 18 Number 1.
- Clarisa. S, Taufan. U, Retno. S. (2022). The Effect of Customer Satisfaction on Repurchase Interest in Somethinc Products. *Journal of Human Resource Management, Administration and Public Services*, Volume IX Number 4.
- Cut. N. TR, Mukhlis. Y, Syafruddin. C. (2022, June). The Effect of Content Marketing and Social Media Influencers on Customer Satisfaction and Their Impact on Online Repurchase Intention. *During The Covid - 19 Pandemic. International Journal of Scientific and Management Research*, Volume 5 (Issue 6), 156 - 168.
- David L. M, Del I. H, Susan. B. K. (2020). *Cunsumer Behavior Building Marketing Strategy*.
- Dennisa. F. R, Aisyah. R, Annisa. A, Ramayani. Y. (2024, January). The Effect of Content Marketing and Purchase Intention on Shopee Customers in Garut Regency. *Analysis: Accounting, Management, Economics, and Business*, Vol.2 No. 1.
- Dewi. S. C, Endah. P.A, Mahendra. G. P. (2024, March). The Effect of Brand Image and Product Quality on Repurchase Interest with Customer Satisfaction as an Intervening Variable (Case Study of Samsung Smart TV Consumers). *Journal of Volatility*, Volume 6, 147 - 163.
- Dita. R, Marjam. D. R, Sumaryanto. (2020, March 1). The Effect of Store Atmosphere and Product Quality on Repurchase Intention with Consumer Satisfaction as a Mediating Variable. *Journal of Economics and Entrepreneurship*, Volume 20. No. 1.
- Fauan. O. F, Wuryaningsih. D. L. (2023, August). The Effect of Marketing Mix and Brand Image on Repurchase Intention with Customer Satisfaction as an Intervening Variable (Case Study on Consumers of Gacoan Noodle Products in Surakarta City). *Scientific Journal of Wahana Pendidikan*, Volume 9 No. 16, 263-275.
- Feny, W. R. (2022). The Effect of Celebrity Endorser, Brand Image and Brand Trust on Purchase Intention. *SEIKO: Journal of Management & Business*.
- Ganung. P, Irmawati. (2024). The Effect of Product Quality and Price on Repurchase Intention with Customer Satisfaction as an Intervening Variable for Converse Product Customers. *Dewantara Management Journal*, Vol 8 No 1, 184-205.
- Herli. M, Mohamad. R, Setyo. F. W. (2024, January). The Influence of Live Streaming, E-Promotions and Content Marketing on Repurchase Intention with Customer Satisfaction as an Intervening Variable (Case Study on Local Brand Jiniso). *International Journal of Economics, Management and Accounting*, Volume 8, 607-620.
- Irtanti, E. W. (2019). The Effect of Product Quality, Brand Image, and Brand Trust on Consumer Purchase Intention. *Journal of Business and Management Inspiration*, Vol 3, (1), 53-62.
- Kadek. S. N. F, I Ketut. N. (2020, April). The Effect of Brand Image and Perceived Quality on Repurchase Intention with Customer Satisfaction as an Intervening Variable at Coffee Shop "Coffee Character" Denpasar. *Widyacakra Scientific Magazine*, Volume 1 No. 1.
- Kayawati. L, Kurnia. E. (2021, September). Building a Brand Image in accordance with the Sharia Concept. *Economic and Business Management International Journal*, Vol 3, No. 3.
- Kelvin. I, Theresia. P, Yunus. H. (2024). Analysis of the Effect of Product Quality and Service Quality on Customer Repurchase Decisions for Dummy Cake Products Through Satisfaction with United Foam (Case Studies Transacting on Tokopedia). *Costing: Journal of Economic, Business and Accounting*, Volume 7 Number 3.
- Khoiril. W, Budi. W, M. Khoiril. ABS. (2023). The Effect of Product Quality on Repurchase Interest with Customer Satisfaction as a Mediating Variable (Study at Tacibay Dinoyo Restaurant in Malang City). *e- Journal of Management Research*, Vol. 13 No. 01.
- Lavenia. P. M, Tri. K. (2020). The Effect of Product Quality and Advertising on Repurchase Interest in Rejoice Shampoo. *Vol. 3 No. 3*, 400-409.

- M. Muflih. P, Sutrisno. W. (2023, December). Analysis of the Effect of Brand Image, Product Quality and Price Perception on Consumer Satisfaction and Repurchase Interest. *Journal of Dynamic Management*, Vol. 1 No. 2.
- Muhammad. F, Rini. R. K, Dadang. K. (2021, August). The Effect of Product Quality on Repurchase Interest Through Customer Satisfaction. *JIAGABI*, Volume 10 No. 2.
- Muhammad. I. Z, Edi. H. (2023, April). Price Promotion, Food Quality, Brand Image, Perceived Value, Service Quality Affect Word Of Mouth and Repurchase Intention Mediated by Customer Satisfaction Brand "Chatime" Age 18-24 Years in Bekasi. *Journal of Management Economics and Business*, Volume 24 Number 1.
- Muhammad. M, Ahmad. M, Muchsin. S. S. (2022, October). The Effect of Product Quality, Electronic Word Of Mouth and Brand Image on Repurchase Intention at Coffee-TO-Go Shops with Consumer Satisfaction as an Intervening Variable. *Syntax Literate: Indonesian Scientific Journal*, Vol. 7 No. 10.
- Mustika. D. R, Dominica. A. W. (2022). Path Analysis Determining the Impact of Content Marketing on Customer Engagement on Repurchase Intention. *Journal of Entrepreneurship, Management, and Industry (JEMI)*, Volume 05 No. 04.
- Natasya. P. T, W. S. (2021). The Effect of Product Quality on Customer Satisfaction at CV. DEFMEL Leilem. *Productivity*, Vol. 2 No.4.
- Nitasri. M. G, Endang. S. R, Parapat. G. (2020). The Effect of Brand Image and Product Quality On Re-purchase Intention With Customer Satisfaction As Intervening Variables In Consumer of Skincare Oirflame Users- A Study On Students of North Sumatra University, Faculty of Economics and Business. *European Journal of Management and Marketing Studies*, Volume 5 (Issue 1), 40-57.
- Nyarmiati, Sri. R. T. A. (2021). Analysis of the Effect of Service Quality, Product Quality, Brand Image and Perceived Value on Repurchase Interest with Customer Satisfaction as an Intervening Variable. *Diponegoro Journal of Management*, Volume 10, Number 2.
- Nyoman. M. N, Luh. W. S, Telagawathi. N. (2023). The Effect of Brand Image and Product Quality on Repurchase Interest in MS Products. *Glow Products in Singaraja. Journal of Management and Business*, Volume 5 Number 1.
- Okta. A. S. M, Hasnah. R. (2023). The Effect of Discounts, Product Quality, and Brand Image on Repurchase Interest with Customer Satisfaction as an Intervening Variable at Matahari Department Store Yogyakarta. *Journal of Business and Halal Industry*, Volume 1 Number 2, 1-10.
- Pasaribu. R, Naiboho. S. (2024). Price, Product Quality, and Promotion are Associated with Sampoerna Cigarette User Satisfaction in Jakarta. *Volume 6 No 2*.
- Rahmi. Y, Setyo. P. (2022, April). The Effect of Product Quality and Green Marketing on Repurchase and Consumer Satisfaction as Intervening Variables on Skincare Products in Semarang City. *Journal of Economics and Banking*, Volume 4 Number 1.
- Rokhman, F, U. (2020). The Effect of Price, Promotion, and Brand Image on Purchasing Decisions for Emina Blush Products in Yogyakarta. *Cakrawangsa Bisnis*, 213-234.
- S, R. (2022). The Effect of Content Marketing and Customer Experience on Repurchase Intention Through Customer Satisfaction as Intervening (Study on Tokopedia).
- Satrio. P. A, Achmad. F. (2024, January). The Influence of Price Perception, Promotion, Product Perception and Brand Image on Repurchase Intention of Krisbow Products through Customer Satisfaction as a Mediation Variable. *International Journal of Innovative Science and Research Technology*, Volume 9 (Issue 1).
- Siti. N, Corry. Y, Terrylina. A. M. (2022). The Effect of Brand Image and Service Quality on Customer Repurchase Intention Through Customer Satisfaction as a Mediating Variable: Case in Logistics Services. *Journal of Business, Management and Finance*, Volume 3 No.3.