

Research Article

Wardah Digital Strategy: Analysis of Social Media Service Quality, Brand Image, and Price on Repurchase Interest

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Abstract

This study aims to determine how much influence Brand Image, Price Perception, Social Media Marketing, and Service Quality have on Repurchase Intention. Wardah cosmetic customers in South Jakarta are the research population; The sample is 200 Perceptions. Perceptions fill out a questionnaire used to collect data. The Statistical Product and Service Solutions (SPSS) method is used to analyze the data. The results of the study indicate that Repurchase Intention can be influenced by a model that takes into account Price Perception, Brand Image, Social Media Marketing, and Service Quality. However, the satisfaction of Repurchase Intention is not greatly influenced by Service Quality. On the contrary, Brand Image does not have a significant influence on Repurchase Intention, but Social Media Marketing has a beneficial and large influence. And Price Perception has a positive and significant effect on Repurchase Intention. Islam teaches that if a Muslim has a business, then he must follow the rules of doing business according to Islamic teachings, including those related to buying and selling. The managerial implications of these findings indicate that Wardah management needs to strengthen its social media marketing strategy by providing responsive, informative, and interactive services in order to build emotional closeness with consumers.

Keywords: Service Quality, Social Media Marketing, Brand Image, Price Perception, Repurchase Interest

JEL Classification: M31, L81, M37

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1. Introduction

In accordance with current trends, these cosmetic items are increasingly popular, many cosmetic entrepreneurs are competing to create cosmetic items with good quality but also affordable for the surrounding community. (Ruslim et al., 2023) In everyday life, women in the current era always beautify themselves by using various cosmetic tools as facial decorations. women want to always look beautiful with their makeup, because according to women, appearance is a very important thing. Current market conditions, customers are offered cosmetic items of various brands, qualities, and prices. The quality of the largest local brands that compete continuously is able to dominate the cosmetic market in Indonesia, (Kasmiri and Setiany, 2020). in this development, halal goods are also in great demand for women in Indonesia. The cosmetic industry has increased quite a bit among women.

Halal cosmetics are now increasingly in demand by the public, Indonesia is the largest population of 260,580,729 people with the majority of the population being Muslim women (Ramalia, 2019) The development of halal cosmetics is also in accordance with the development of other Sharia institutions. Sharia economic observers say that people show and like something that is definitely halal. This momentum is utilized well by Wardah Cosmetics. For Muslims in Indonesia, they are increasingly careful not to choose to buy non-halal goods. One of them is Wardah goods according to MUI coverage (Subakat, 2023).

This development also halal goods are in great demand for women in Indonesia, according to the scholars to wear something halal. Wardah has received a Halal certificate from LPPOM MUI, (Nurhasanah, 2023). With this growing pattern, global companies and organizations are starting to focus on the Muslim market by expanding their Halal goods (Damayanti et al., 2021). Cosmetics The product line called Wardah was created by PT. Paragon Technology and Innovation. PT. Paragon is the largest company in Indonesia, especially a national cosmetics manufacturing company, which has been in this business for more than 32 years. This company has created famous brands such as Wardah, Make Over, and Emina. Each of these brands has the best quality goods in their respective versions (Ramalia, 2019). Paragon is also increasingly improving the quality of its goods according to the needs that exist today, meaning that Wardah follows the times, still setting affordable product prices.

South Jakarta is an area with a very high lifestyle and the majority of cosmetic users are very high for Muslim women. Further information about this incident can be seen in the statistics published by the Central Statistics Agency (BPS) on March 5, 2021, that the highest women's spending occurred in South Jakarta with a record of IDR 23.03 million in 2020 and IDR 23.2 million in 2029. And followed by West Jakarta and North Jakarta.

At the Kota Kasablanka Mall in South Jakarta, there are many visitors, especially for women's powder, one of the cosmetics is Wardah cosmetics, researchers found that Wardah powder can be easily found at every booth at the Kota Kasablanka Mall, one of which is at Watson, Guardian, or Wardah's own booth. Researchers researched on October 23, 2023, the number of cosmetic booths selling Wardah goods showed that customer interest in purchasing Wardah goods had decreased somewhat. This phenomenon is increasingly disturbing Indonesian cosmetic goods as well as in the South Jakarta Mall area, namely the Kota Kasablanka Mall, there is a boycott or prohibition on the use of non-halal ingredients or so-called Israeli goods such as L'Oreal cosmetics, The Body Shop, Ponds (Wijaya, 2023).

One of the important components of customer action when using a product is the intention to repurchase. Purchase intention is the intention to use the same company to get service again while still considering personal values and market conditions. Repurchase Intention is an indication of customer loyalty, in addition to other indicators such as positive recommendations for the company made by one customer and conveyed to other customers (Irma, 2019). Repurchase Intention is a measure of customer attitude towards a particular brand that will be purchased, and this is influenced by how attractive the goods or services are. Repurchase Intention develops when

customers are influenced by the standards and quality of an item and the information available about the item (Xiao & Goulas, 2022). Repurchase Intention Coverage of problems to buy good goods and stages of decision making for the community.

Service quality is also related to Repurchase Interest in Wardah powder because Service Quality has a distinctive characteristic in the formation of a company's image through the media in communicating Wardah's views to the public who want to Repurchase Interest in this Wardah powder item. customer desires effectively through the provision of goods and their value on an ongoing basis. service quality also affects customer satisfaction in buying it. Customer service expectations are the ideal desires and requirements of customers for the services provided by a service provider (Ramadani et al., 2018).

Service quality is one of the factors influencing customers (Ermawati Ermawati 2020). The condition from 2019 to 2023, the Wardah powder booth was very quiet, but there was still a repurchase interest. Researchers interviewed 10 visitors at the Kota Kasablanka Mall. According to customers at the Kota Kasablanka Mall, one of the factors for the lack of interest in buying Wardah powder was due to the lack of service in offering Wardah cosmetics to customers and the lack of discounts at the Wardah booth was one of the repurchase interests. Good service is a good attraction to increase new consumers, retain customers and create special advantages in goods (Afianto & Utami, 2017).

The COVID-19 pandemic has reduced the demand for cosmetics in the local community, resulting in the cessation of business, and it is possible that brands that sell in offline stores will feel anxious about selling very much (Fauziah, 2021). Then switch to using social media such as Instagram, TikTok to sell, it is also one way to get Repeat Purchase Interest in selling to increase cosmetic sales.

Wardah collaborates with leading hijab communities in big cities and influencers to maximize the influence of its social media marketing efforts. On all of its social media channels, the company consistently shares interesting materials to attract users' interest in cosmetics (Salsabila and Prasetyo, 2023). The existence of social media shows that followers in 2023 in a customer's purchasing interest in Wardah cosmetics have competitiveness through Instagram and Tiktok accounts among other brands, but appear superior in Maybeline. This phenomenon proves that Wardah is still lacking in marketing through social media to attract customers. Furthermore, this information can be a consideration for customers in deciding whether to Repurchase Interest in Wardah powder. With social media, a customer's purchasing interest arises. Repurchase Interest is a form of interest in a person due to their perception of seeing certain goods and a desire to have goods arises so that they will eventually make a purchase.

This research is driven by the research gap found in previous studies as well as the empirical gap marked by a decline in sales. The results of previous studies show that the output of each factor is different. Price perception has a positive effect on Repurchase Intention, according to Mahardika Yovika (2023) in the context of the interaction between Price Perception and Repurchase Intention.

2. Literature Review and Hypothesis

Consumer Behavior

Grand Theory is the main theory studied in this study, and is an important component in understanding how customer interest in repurchasing is influenced by service quality, social media marketing, brand image, price perception, on repurchase interest. Customer behavior is the study of how people, teams, and organizations choose, pay for, and use goods, services, concepts, or experiences to satisfy their needs and wants. Nugraha, et al. (2021) In short, customer action can be defined as the process through which customers make decisions through owning, buying and using goods or goods by allocating income so that customer satisfaction is achieved, maximizing customer welfare so that customers have repurchase interest. Customer actions are dynamic so that many factors drive changes in customer actions over time.

Interest in Buying Money

Purchase intention is a component of customer action related to consumption that reflects the Perceiver's tendency to act before actually implementing a purchase decision (Adewole et al., 2023). The best metric for estimating customer action is repurchase intention. Repurchase intention is an important component in the customer sector, without purchase intention we cannot know what they want. The importance of customer purchase intention lies in its function in satisfying something that is needed in activities to maintain their standard of living. Buyers become motivated to buy an item when they are influenced by its standards and quality and the information available about the item (Xiao & Goulias, 2022).

Quality of Service

Service is a comprehensive method to reshape a company's image, either through media coverage, the formation of an internal company culture, or communicating the company's opinion to state leaders and other stakeholders. According to Mittal, Kumar, and Tsiros, service quality is a focused evaluation of customer perceptions of service quality components such as interaction quality, physical environment quality, and outcome quality (Chang et al., 2024). Customer service expectations are the ideal desires and requirements of customers for the services provided by a service provider (Ramadani et al., 2018).

Social Media Marketing

In the twenty-first century, digital marketing has become the norm for businesses. It makes it easier for people to interact with each other in a variety of ways and gives businesses and marketers the ability to connect and communicate with customers directly (Johansson & Zhu, 2023). Social Media Marketing adds a fresh perspective to the field of digital marketing strategy. It involves the distribution of brand-related content through social media platforms (Hafez, 2022). In online platforms, it is a method used to facilitate communication between consumers and producers.

Brand Image

Brand Image is defined as a kind of association that arises in the minds of customers when they think of a product brand. This association can arise as a certain idea or visual associated with the brand, just as we do when we think of other people. Therefore, it is important to understand these actions and their technological factors, exploring new items and technological trends and realities. One of these new actions is evidenced by mobile applications (Mariano et al., 2022). This association can be conceptualized based on type, support, strength, and uniqueness (Alamsyah & Hadiyanti, 2019). In general, purchasing interest is positively influenced by Brand Image. According to Henderson, brand associations that generate positive affect, as well as cognitive considerations of benefits, provide reasons for customers to make purchases (Alzate et al., 2022).

Research Concept Framework

The figure illustrates the conceptual framework of the research which shows that service quality, social media marketing, brand image, and price perception individually (H1–H4) are assumed to influence consumer repurchase intention. In addition, the four variables are also tested simultaneously (H5) to see their combined influence on repurchase intention of Wardah products. This framework is used as a basis for testing the research hypothesis.

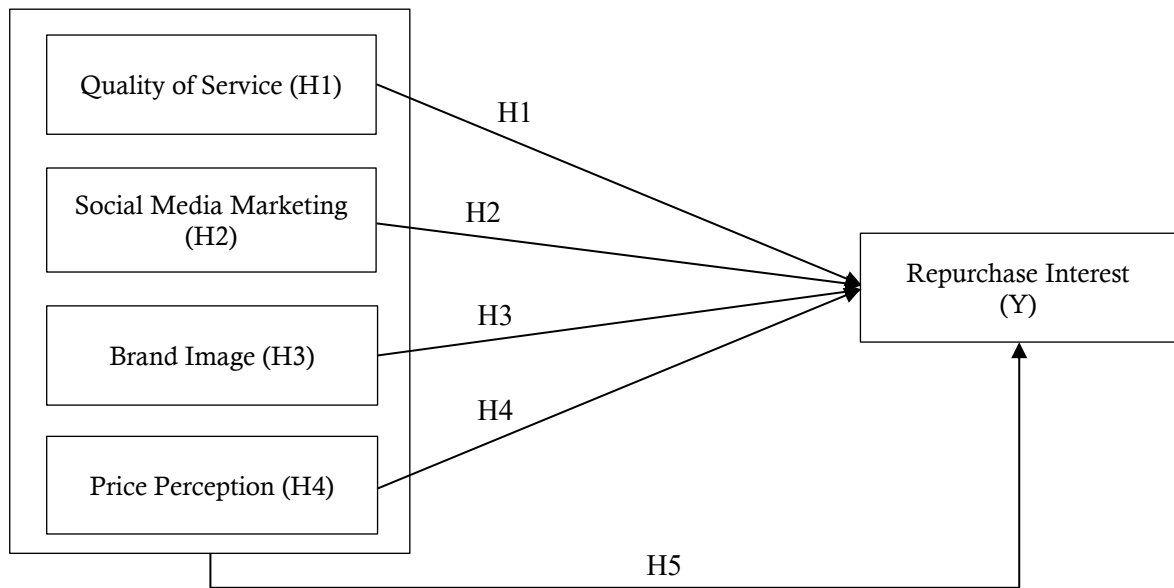


Figure 1. Research Concept Framework

Research Hypothesis

The Influence of Service Quality on Repurchase Interest

Peburiyanti & Sabran (2022) meet customer needs and aspirations and provide services accurately to meet their expectations are key components of great service. Furthermore, service quality includes a number of metrics that ensure customers get good service results, which in turn encourages them to make additional purchases of goods. Therefore, service quality affects Repurchase Intention, so the terms and methods of service play a major role in each company so that customers are interested in the goods being sold or sold. According to Lestari and Novitaningtyas (2021) when choosing to use a service provider again or not, customers consider a number of factors, including service quality. Customers may feel uncomfortable and disinterested due to substandard service, which may prevent them from returning to the cafe. Therefore, to promote repeat business, the service provided must be of high quality.

In the concept of operational quality, it is the action of producers towards consumers by preparing the best products for customers, serving them appropriately so that customers get comfort and are appreciated in the service Peburiyanti and Sabran (2022). Astuti (2021), Lestari & Novitaningtyas (2021), Ningsih et al. (2021), and Peburiyanti & Sabran (2022) have provided research findings regarding the effect of service quality on Repurchase Intention. These findings show important findings: service quality positively increases Repurchase Intention.

H1: Service Quality has a positive and significant effect on Repurchase Intention

The Influence of Social Media Marketing on Repurchase Interest

Lestari & Iswati (2021) Content generated by people using the tools they have to promote communication, influence, and interaction with members of the community is called social media. Through social media, messages about the goods offered to customers can be conveyed more quickly and efficiently. So that customers can see and perceive what is offered by the producers Lestari & Novitaningtyas (2021) more quickly. If this good connection is maintained, it will be able to increase Repurchase Interest to continue making purchases on an item. According to Astuti (2022) Social media as a marketing medium can influence Repurchase Interest in customers by continuing to increase the existence of interesting promotional activities on social media, because by continuing to optimize the use of appropriate social media, it can increase profits through repeat purchases. said that to reach customers effectively, Social Media Marketing requires strategic strategies and focused attention.

This includes the use of online platforms to advertise websites, goods, or services to improve customer relationships and strengthen marketing plans. (Utomo & Purwanto, 2022) Research findings on how Social Media Marketing affects customer repurchase tendencies by Lestari and Novitaningtyas (2021), Astuti (2022), Utomo and Purwanto (2022), Ngadimen & Widyastuti (2021) and Satriyo et al. (2021) show significant results, namely that Social Media Marketing has a positive effect on Repurchase Intention.

H2: Social Media Marketing has a positive and significant effect on Repurchase Intention.

The Influence of Brand Image on Repurchase Intention

Ihsan & Sutedjo (2022) Brand Image is one part of Brand Image that describes that from goods/services including the way in which the brand tries to fulfill social needs so that the interest in repurchasing will occur if there is a sense of satisfaction from a customer. A brand that already has its own brand, buyers of an item also greatly influence and decide to buy it. (Hidayah, 2020). It is clear from here that the customer's impression of the brand including the Perception of the item has increased, then they will be more confident in their plans to repurchase the item. There are conclusions that are worth noting in the research of Hidayah (2020), Ihsan and Sutedjo (2022), Welsa et al. (2021), Saputra et al. (2021), and Fatmalawati & Andriana (2021) Repurchase Interest is positively influenced by Brand Image.

H3: Brand Image has a positive and significant effect on Repurchase Intention.

The Influence of Price Perception on Repurchase Interest

This shows that a higher likelihood of repeat purchases is correlated with a better price perception with the price being able to produce other elements or better goods with good quality, the better the goods, the better the quality and benefits for customers. Pricing should be relevant to the customer's economic standards, so that customers can have a product, pricing is an important part for customers when making choices about what to buy because price affects how likely they are to repurchase an item based on its cost. (Mahardika and Jumhur, 2023) Research by Fatmalawati and Andriana (2021), Mahardika Yovika, Mahardika, and Jumhur (2023), research data proves that there is a significant relationship between the desire to repeat purchases of products and product price perception

H4: Price perception has a positive and significant effect on repurchase interest.

The Influence of Service Quality, Social Media Marketing, Brand Image, Price Perception on Repurchase Interest

Mahardika & Jumhur (2023) the techniques used to guarantee clients good service quality, positive image, and reasonable costs are through service, competitive prices, service quality, and various alternatives for customers, all aimed at generating repeat purchase interest. Based on research by Mahardika & Jumhur (2023) and Jorlando (2022), it is recognized that price perception, brand image, social media marketing, and service quality have a major influence on repeat purchase interest.

H5: Service Quality, Social Media Marketing, Brand Image, Price Perception Simultaneously on Repurchase Intention

3. Data and Method

Types of research

The type of research used in this study uses explanatory research or hypothesis testing which intends to explain the position of the variables studied and the influence between one variable and another. Researchers will collect direct data coverage from primary coverage, which includes people and personal answers received through surveys. Customers who want to repurchase Wardah powder are the main role. This primary data consists of participant answers to questions submitted by the author regarding service quality, social media marketing, brand image, price perceptions on repurchase interest, all of which may affect customer interest in repurchasing Wardah powder.

Data collection technique

Distribution of questionnaires as part of the data collection process. With this approach, written questionnaires with pre-prepared responses are given to participants. The Likert scale is one of the instruments used to measure a person's emotions or responses to a social object. Using the Likert scale, responses to each instrument or command are measured along a continuum ranging from strongly disagree to agree, disagree, and strongly agree.

Population and Sample

The population of this study is Perceptions who have used and repurchased Wardah powder at Kota Kasablanka Mall. Non-probability sampling, which includes this technique, gives everyone in the population an equal chance of being selected as a sample. Perceptions encountered during the research process are used in the sampling process. The influence of service quality, Social Media Marketing, Brand Image and Price Perception on Repurchase Intention is discussed below with reference to Wardah Cosmetics customers.

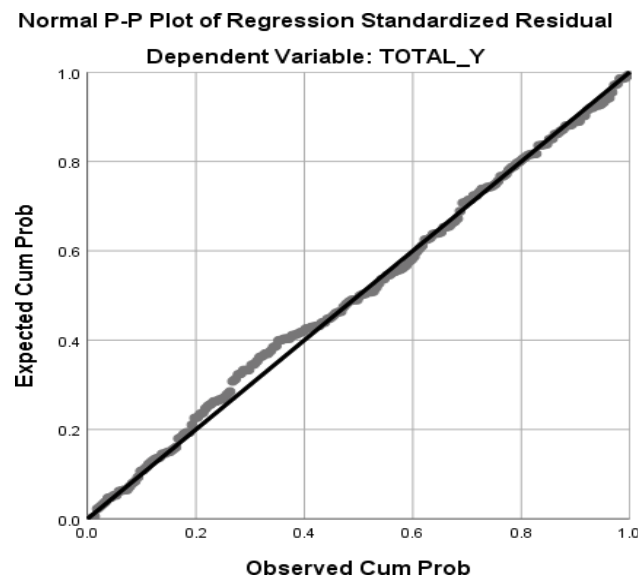
Data Analysis Methods

The SPSS application is specifically used as part of the computer software data analysis method used in this study, SPSS is a program used to process parametric and non-parametric statistical data that can be the information needed. This study uses various approaches in its analysis, including descriptive statistical analysis, multiple linear regression, validity and reliability tests, heteroscedasticity and multicollinearity tests, normality tests, R-squared tests, F tests, and t tests.

4. Results

Classical Assumption Test Results

Normality Test Results



Source: Processed Data (2024)

Figure 2. Normality Test Results

To ensure the normal distribution of the regression residual values, a normality test was performed using a histogram and a PP normal plot. The results show that the points on the plot are spread around the diagonal line and follow its direction, thus meeting the normality assumption. This test is strengthened by the Kolmogorov-Smirnov test.

Table 1. Questionnaire Reliability Values

		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.00946601
Most Extreme Differences	Absolute	.048
	Positive	.023
	Negative	-.048
Test Statistics		.048
Asymp. Sig. (2-tailed)		.200 ^{c,d}
Exact Sig. (2-tailed)		.723
Point Probability		.000

Source: Processed Data (2024)

Based on the table above, the significance value of 0.200 is greater than 0.05 indicating that the residual data is normally distributed.

Reliability Test Results

Table 2. Reliability Values

No	Variables	Cronbach's Alpha	Information	Interpretation
1.	Repurchase Interest	0.879	Reliable	Very strong
2.	Quality of service	0.916	Reliable	Very strong
3.	<i>Social Media Marketing</i>	0.880	Reliable	Very strong
4.	<i>Brand Image</i>	0.879	Reliable	Very strong
5.	Price perception	0.762	Reliable	Strong

Source: Processed Data (2024)

All research instruments, especially those related to the variables of Repurchase Intention, service quality, social media marketing, brand image, and price perception, can be considered reliable based on the data shown in the table above. This is because each research instrument has a Cronbach's Alpha value greater than 0.600. In addition, the table presents the interpretation of four of the five variables used having a very strong correlation and one of the variables has a significant correlation.

Multicollinearity Test Results

Table 3. Multicollinearity Test Results

Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Quality of service	0.530	1,886
Ssocial digital marketing	0.519	1,927
<i>Brand Image</i>	0.364	2,751
Price perception	0.918	1,089

Each independent variable in the previous table has a tolerance value of more than 0.10 and a VIF value of less than 10. Thus, it can be said that there is no indication of multicollinearity among the independent variables studied in this study.

Multiple Linear Regression Analysis Results**Table 4. Multiple Linear Regression Test Results**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,518	3.883		.918	.360
Quality service	-.064	.055	-.086	-1.168	.244
1 Socialdigital marketing	.289	.076	.285	3.825	.000
Brand image	.006	.109	.005	.056	.956
Price perception	.701	.066	.591	10,562	.000

Source: Processed Data (2024)

The results of the regression analysis show that the constant has a positive value of 3.518, which means that repurchase interest remains even though all independent variables are zero. Service quality has a negative coefficient (-0.064), indicating a negative influence on repurchase interest. In contrast, social media marketing (0.289), brand image (0.006), and price perception (0.701) have positive coefficients, indicating that all three have a positive influence on repurchase interest. Among these variables, price perception has the strongest influence in encouraging consumers to repurchase Wardah products.

Hypothesis Test Results**Partial Test Results (t-Test)****Table 5. Partial Test Results (t-Test)**

Model	T count	T table	Sig.
(Constant)	0.918		0.360
Quality of service	-1,168	1,652	0.224
1 Social Media Marketing	3,825	1,652	0,000
Brand Image	0.056	1,652	0.956
Price perception	10,562	1,652	0,000

Source: Processed Data (2024)

Based on the partial test results table (t-test), it can be concluded that the variables Social Media Marketing and Price Perception have a significant effect on Repurchase Intention, because the significance value of both is below 0.05 (each 0.000). The t-value for Social Media Marketing is 3.825 and for Price Perception is 10.562, both are greater than the t-table (1.652). Meanwhile, the variables Service Quality (Sig. 0.224) and Brand Image (Sig. 0.956) do not have a significant effect on Repurchase Intention, because the significance value is greater than 0.05. Thus, only two variables are statistically proven to influence consumer decisions to repurchase Wardah products.

Simultaneous Test Results (F Test)**Table 6. Results of Simultaneous Significance Test**

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	3921.425	4	980,356	38,281	.000b
1 Residual	4993.885	195	25,610		
Total	8915.280	199			

These results validate Hypothesis 5 (H5) which states that Repurchase Intention is significantly influenced by the combination of Price Perception, Brand Image, Social Media Marketing, and service quality.

Results of Determination Coefficient Test**Table 7. Results of Determination Coefficient**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663a	.440	.428	5,061

This is indicated by the coefficient of determination represented by the R square value. This shows that these factors are important in determining whether Kota Kasablanka Mall customers will repurchase Wardah powder or not. The remaining 57.2% of repurchase intentions are explained by other factors not examined in this study.

5. Discussion**The Influence of Service Quality on Repurchase Interest**

Based on table 5, it shows that the results of the study indicate that customer desire to repurchase Wardah powder at Kota Kasablanka Mall is not greatly influenced by service quality. Service quality is represented by five indicators in this variable, each indicator has three statement items. This is contrary to the findings of Rahayu's research (2021) which shows that Repurchase Intention is positively and significantly influenced by service quality. However, this study is in line with research conducted by Lestari and Novaningtyas (2021) which said that the level of service provided did not have a major effect on the tendency of customers to return to Coveville-Oishi Pan Magelang. When choosing to use a service provider again or not, customers consider a number of factors, including the quality of experience. In this case, it can be interpreted that the service provided by Wardah at Kota Kasablanka Mall is still considered to be quite familiar with various cosmetic brands, they do not think too much about the quality of service as long as the powder does not cause problems during its use, the performance of the goods is visible, then they do not hesitate to buy it, which then becomes an evaluation for future improvements so that customers are not disappointed with the service provided by Wardah at Kota Kasablanka Mall.

The Influence of Social Media Marketing on Repurchase Interest

Based on table 5, the research findings show that interaction is an indicator of the Social Media Marketing variable with the highest average. The desire to repurchase is said to be positively and significantly influenced by Social Media Marketing. According to Astuti (2022) Social media marketing requires special activities and attention as well as wise strategies so that its delivery to customers can be more effective, so that this can influence Repurchase Interest in customers with attractive promotional activities on social media. The use of social media by Wardah at Kota Kasablanka Mall has proven to be quite effective in attracting consumers to visit and buy products. Attractive and interactive social media marketing can encourage repurchase interest, because it creates high attraction and involvement. Therefore, this strategy needs to be continuously improved to strengthen customer loyalty.

The Influence of Brand Image on Repurchase Intention

Based on table 5, it shows that Brand Image does not have a significant effect on the Repurchase Interest of teenagers who buy Wardah powder at Kota Kasablanka Mall. In this variable, the Brand Image variable has 3 indicators with 3 statement items each. This study supports the research of Fatmalawati and Andriana (2021) that there is no relationship between Brand Perception and the interest in buying cosmetics at PT. Paragon Technology and Innovation was again found in the study. In this study, something similar happened to the previous study, one of the reasons why Brand Image has a small effect on Perception's interest in making another purchase is because most of them are still in school. This group often pays less attention to the brand itself and prioritizes purchasing cosmetics that do not irritate their skin. Based on this, it can be concluded that the Brand Image or brand image of Wardah, especially at Kota Kasablanka Mall, does not make customers come back to buy Wardah goods, especially at the Kota Kasablanka Mall Branch.

The Influence of Price Perception on Repurchase Interest

Based on table 5, Based on research findings, prices that are competitively priced or in accordance with the customer's financial capabilities have the highest average indicator in the Price Perception variable. According to Mahardika and Jumhur (2023) To ensure that customers can afford the item, pricing decisions must be made according to the customer's economy. When making decisions about what to buy, customers consider price to be very important because it affects how likely they are to repurchase an item. Therefore, the closer the price offered is to customer expectations, the higher the chance of repeating the business.

The Influence of Service Quality, Social Media Marketing, Brand Image, Price Perception on Repurchase Interest

Based on table 6, So it can be concluded that if tested together, it has a significant influence on repurchase interest (Y) and confirms Hypothesis 5 (H5). It can be seen that the independent variables used, namely service quality, social media marketing, brand image, and price perception, have a simultaneous influence.

6. Conclusion

The purpose of this study was to determine how service quality, social media marketing, brand image, and price perception affect consumer repurchase interest in Wardah powder products. The results of the analysis showed that service quality did not have a significant effect on repurchase interest because consumers felt less informed about product availability. In contrast, social media marketing and price perception had a significant and positive effect on repurchase interest. Meanwhile, brand image only had a small effect because it had not been able to increase consumer confidence after using the product. Simultaneously, the four variables were proven to have a joint effect on consumer repurchase interest.

The managerial implications of these findings suggest that Wardah management needs to strengthen its social media marketing strategy by providing responsive, informative, and interactive services to build emotional closeness with consumers. In addition, maintaining and improving brand image through campaigns that are consistent with halal, modern, and quality values are key to maintaining customer loyalty. On the other hand, the perception of reasonable prices and comparable product quality needs to be maintained so that consumers feel satisfied and encouraged to make repeat purchases. The combination of these three factors can increase Wardah's competitiveness in the local and global cosmetic markets.

Recommendation

Based on the research results, it is recommended that Wardah increase the visibility and frequency of content on social media, especially for branches such as Mall Kota Kasablanka. Price adjustments also need to be considered to make it more affordable for all consumer segments. In addition, further researchers are advised to add other variables such as loyalty programs and shopping experiences to expand the understanding of repurchase intentions.

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