

**Lifestyle, product diversity, and product quality on repurchase intention: Empirical research on western skincare**

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**ABSTRACT**

**Purpose** — *The objective of this research is to examine how lifestyle, product diversity, and product quality influence repurchase intention, as well as to investigate whether customer satisfaction can serve as a mediator.*

**Method** — *The data collection method utilized an online questionnaire with a total of 224 respondents, aged at least 16 years old, who are users of the Shopee application and consumers of the Western skincare brand (Cerave), and have made purchases of the Western skincare brand (Cerave) on Shopee. Respondents were selected using a purposeful sampling method. Structural Equational Modeling (SEM) with the AMOS 24 tool was employed for data analysis.*

**Result** — *The findings of this research indicate that lifestyle, product diversity, and product excellence have a positive and significant impact on repurchase intention. Customer satisfaction also demonstrates a positive and significant effect on repurchase intention, effectively mediating the relationships between lifestyle, product diversity, and product quality on repurchase intention.*

**Novelty** — *This study focuses on a Western skincare brand as the subject of research, as such brands have received limited attention in prior research. This distinction sets our research apart from previous studies in the field.*

**Keywords:** lifestyle, product diversity, product quality, customer satisfaction, repurchase intention, western skincare

**INTRODUCTION**

The rapid evolution of society has ushered in significant changes across various facets of human life. Notably, the swift advancement of internet technology has positioned itself as the preferred avenue for online shopping due to its simplicity and practicality (Naszariah et al., 2021). Shopee, identified as the favored online marketplace among diverse Indonesian groups (Nuruddin & Himmati, 2023), holds the top position in visitor frequency among online marketplace platforms in Indonesia, recording 143.6 million visitors in Q1 2023 according to Similarweb.com. Shopee dominates the beauty category with a 12% lead over other online marketplaces, underscoring consumers' preference for purchasing beauty products on Shopee (Agustin & Hellianto, 2020).

Cosmetics are now considered fundamental necessities for both women and men (Swidi et al., 2010). In Indonesia, the skincare and cosmetics industry are experiencing remarkable growth, with Statista projecting a market revenue of US\$7.23 billion (approximately IDR 111.83 trillion at the exchange rate of IDR 15,467.5 per dollar) in 2022. This sector is expected to grow at a Compound Annual Growth Rate (CAGR) of approximately 5.81% from 2022 to 2027. Euromonitor International's report, "The Future of Skin Care," highlights Indonesia as the world's second-largest contributor to the global skincare industry. This trend has given rise to various global skincare styles, including Korean, Western, and local preferences. The specific focus of this research lies in the Western skincare industry, which boasted a market size of \$24.65 billion in 2021. Predicted to grow at a CAGR of over 2% from 2021 to 2026, this trend presents opportunities for mass-market and private-label brands, posing a challenge for prestige



alternatives to showcase the value of premium products. Western beauty brands are actively working towards developing products that offer substantial benefits for the skin.

When making decisions regarding the purchase of goods or the use of services from a Western skincare brand, buyers tend to align their choices with their lifestyle. This decision-making process is intricately connected to the lifestyle they adhere to, and if a product aligns with their lifestyle, it increases the likelihood of repeat purchases (Illa et al., 2022). Herawati et al. (2019) further elucidate that a buyer's lifestyle plays a pivotal role in shaping future buying behavior, as lifestyle reflects consumption patterns showcasing an individual's choices in allocating both money and time (Navila & Ambardi, 2023).

Product diversity, as defined by Capriati (2023), encompasses the number of items available across various product categories. A store with a broad array of items is considered to have an extensive selection. Meanwhile, Junianto et al. (2021) assert that product diversity extends beyond sheer quantity, including a variety of goods in terms of depth, scope, and availability. Drawing on these expert insights, it can be understood that product diversity serves as a means for companies to offer a wide range of choices, facilitating buyers in easily finding products that cater to their specific needs. Therefore, companies are encouraged to provide product diversity to enhance the ease with which buyers can find goods that align with their requirements.

The significance of product quality is paramount, reflecting the excellence of goods in meeting or surpassing buyers' expectations (Mahendrayanti & Wardana, 2021). High product quality also contributes positively to a company's reputation (Islam et al., 2020). For instance, in the selection of skincare items, consumers focus on addressing specific needs such as dry skin, acne, skin texture, dullness, and fine lines. If skincare products effectively address these concerns according to buyers' expectations, it fosters customer satisfaction, thereby boosting their repurchase intention.

Business professionals employ key metrics to assess company performance, with customer satisfaction being a pivotal indicator (Kitsios et al., 2021). Customer satisfaction involves evaluating buyers' sentiments toward the goods and services they receive (Qin et al., 2019). Its significance lies in its ability to cultivate loyal customers and drive increased sales (Zhong & Moon, 2020).

Repurchase intention, in turn, hinges on the level of customer satisfaction post-purchase, emphasizing the need for goods to align with the expectations set. When buyers perceive an enhancement in service quality, the resulting improvement in perceived value influences repurchase intention (Seo & Lee, 2021). The repurchase intention for products significantly impacts the overall success of a company (Miao et al., 2021).

Prior research in the skincare sector has predominantly concentrated on Korean products, sidelining those from other countries, including Western brands (Hengky et al., 2021). This bias is attributed to the heightened global attention on Korean skincare products, driven by the Korean Wave phenomenon (Ingels, 2020). The limited research on Western products underscores the rationale for employing Western skincare brands as research subjects, offering a distinct perspective from previous studies. This study seeks to bridge the knowledge gap in skincare research by comparing Western and Korean skincare products. Focusing on Western skincare brands as the research subject, the study aims to investigate the impact of lifestyle, product diversity, and product quality on the repurchase intention of Western skincare brands, with consumer satisfaction serving as a mediator.

## **METHOD**

This study employed a questionnaire as a data collection tool, targeting respondents selected based on predefined criteria. The instrument utilized a 5-point Likert scale, where participants rated items on a scale from 1 (strongly disagree) to 5 (strongly agree). Additionally, demographic data such as gender, work industry, activity duration, and monthly income were collected.

Lifestyle was gauged using six items adapted from (Sutardjo et al., 2020), while product diversity was assessed with four items from (Kotler et al., 2007). Eight items determining product quality were drawn from (Armstrong et al., 2014), and customer satisfaction was measured using seven items from (Kotler & Susanto, 2008). Repurchase intention was evaluated with four items (Ho & Chung, 2020).

Structural Equation Modeling (SEM) with the AMOS 24 statistical tools was employed for data analysis. The sample for this study comprised 224 respondents selected through purposive sampling, with the criteria for participants being at least 16 years old, users of the Shopee application, consumers of Western skincare brand goods (Cerave), and individuals who had purchased Western skincare brand goods (Cerave) through Shopee.

### **Hypotheses development**

#### *Lifestyle and customer satisfaction*

The preferences and interests of individuals, as influenced by their lifestyle (Dilana & Afifah, 2023), play a crucial role in shaping expectations and satisfaction. Customer satisfaction is realized when buyers perceive that their needs and desires have been met (Mamuaya & Pandowo, 2019). The assessment of products or services is significantly influenced by an individual's lifestyle preferences. Consequently, a company's comprehension of its customers' lifestyles can significantly enhance the probability of delivering customer satisfaction.

H1: Lifestyle has an impact on customer satisfaction

#### *Product diversity and customer satisfaction*

To ensure sustained customer satisfaction and encourage repeat purchases over the long term, companies must focus on enhancing product diversity (Pei et al., 2020). Customer satisfaction serves as an indicator of the degree to which a product or service surpasses expectations, and this can be elevated through product diversity, which expands the available choices. A diverse range of products empowers customers to select items that align with their preferences and needs (Haralayya, 2021).

H2: Product diversity has an impact on customer satisfaction

#### *Product quality and customer satisfaction*

Product quality, encompassing attributes such as durability, closure, accuracy, ease of use, repair, and features, holds a significant correlation with customer satisfaction (Amelia & Bintarti, 2023). The assessment of customer satisfaction extends across the entire lifecycle of a product, spanning the purchase, utilization, and acquisition process of goods or services (Majeed et al., 2022). The inherent quality of a product tends to elevate customer satisfaction as it ensures the capability to meet or even surpass customer expectations.

H3: Product quality has an impact on customer satisfaction

#### *Lifestyle and repurchase intention*

The diverse and dynamic lifestyles of buyers significantly influence the behavior that underlies repurchase intentions (Nugraheni et al., 2020). Repurchase intentions signify a willingness to make future purchases from the same company (Shalehah et al., 2019). Products that align with lifestyles and cater to customer needs can enhance the probability of repurchase intentions by maintaining consistency with values and lifestyle preferences, thereby fostering trust.

H4: Lifestyle has an impact on repurchase intention

*Product diversity and repurchase intention*

In line with the findings of Bhatnagar & Syam (2014), the extent of product variety directly correlates with the potential to fulfill buyers' needs, with consumers exhibiting a preference for online stores that provide a broad spectrum of products. This is believed to elevate buyer satisfaction and stimulate shopping motivation. Consequently, as the market offers a more diverse array of products, there is a heightened opportunity to foster repeat purchases (Alvian & Prabawani, 2020).

H5: Product diversity has an impact on repurchase intention

*Product quality and repurchase intention*

Product quality, encompassing physical conditions, functions, and attributes that fulfill buyers' expectations, holds sway over repurchase intentions. Repurchase intention entails the act of making repeated purchases based on past experiences (Mokoginta, 2022). A product's consistent ability to meet or exceed expectations in terms of quality can enhance satisfaction (Haryanto et al., 2020).

H6: Product quality has an impact on repurchase intention

*Customer satisfaction and repurchase intention*

Customers who experience satisfaction are inclined to make repeat purchases, offer positive testimonials, display lower sensitivity to competitors' promotions, and opt for goods from the same company (Nabila et al., 2023). Repurchase intention signifies the desire to obtain the same service or goods again (Wang et al., 2021). Elevating customer satisfaction stands as a crucial factor in securing buyers who are willing to engage in repeat purchases.

H7: Customer satisfaction has an impact on repurchase intention

*Lifestyle on repurchase intention through customer satisfaction as mediator*

Lifestyle contributes to positive experiences with products, fostering interest in repurchasing. Lifestyle encompasses product choices, usage patterns, thoughts, and individual post-purchase feelings (Alsabiayah et al., 2019). Repurchase intention reflects the buyer's desire to make subsequent purchases after the initial one (Xu et al., 2022). The success of a marketing strategy that aligns products with the target lifestyle has the potential to elevate customer satisfaction. Acting as a mediator, customer satisfaction serves as a bridge between product alignment with lifestyle and repurchase intention. Positive experiences resulting from this alignment can fortify the relationship between brands and consumers, instill trust, and ultimately, motivate them to return for further product purchases.

H8: Customer satisfaction can mediate the effect of lifestyle on repurchase intention

*Product diversity on repurchase intention through customer satisfaction as mediator*

Product diversity, as elucidated by Pramesti et al. (2021), holds significant importance in business, as it has the potential to attract buyers, elevate repurchase intentions, and enhance customer satisfaction. Offering a range of options provides customers with increased opportunities to find products that align with their needs and preferences. This, in turn, can heighten customer satisfaction and serve as motivation for them to return for further shopping, thereby supporting repurchase interest.

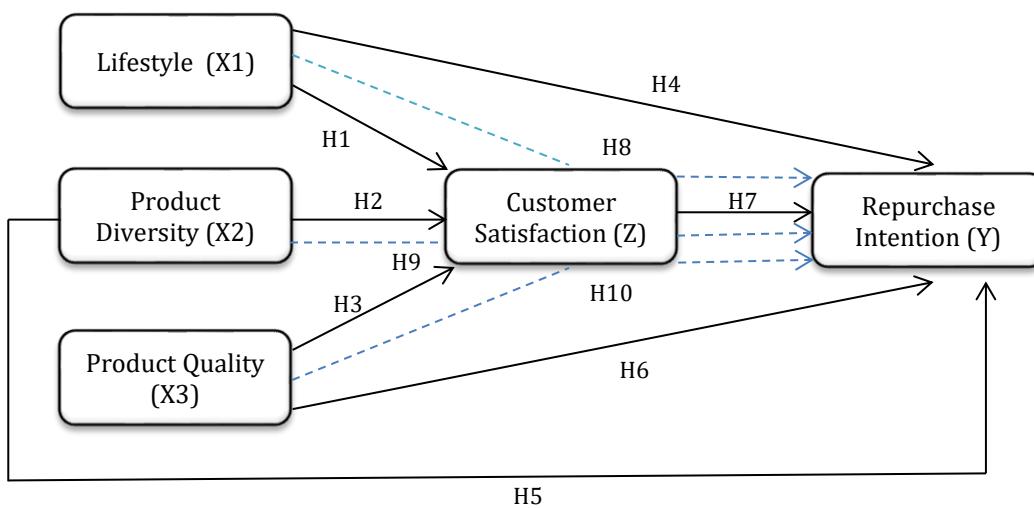
H9: Customer satisfaction can mediate the effect of product diversity on repurchase intention

*Product quality on repurchase intention through customer satisfaction as mediator*

Buyers exhibit a tendency to revisit the same store when they perceive high product quality, and this significantly influences repurchase intentions (Lin et al., 2022). Customer satisfaction, in this context, is not solely a direct outcome of product quality but also serves as a mediating factor that establishes a link between product quality and repurchase intentions. Customer satisfaction fosters an emotional connection with the brand or product, serving as a motivational factor for customers to return for future transactions.

H10: Customer satisfaction can mediate the effect of product quality on repurchase intention

**Figure 1.** Research framework



Source: Authors' compilation (2023)

## RESULT AND DISCUSSION

### Respondents characteristics

Table 1 provides a summary of the profiles of 224 respondents. The majority fall within the age range of 21-25 years (64.29%), with over half being female (59.38%). A significant proportion resides in Kalimantan (41.96%), and the majority have completed senior high school (77.23%). Approximately half of the respondents work as college students (48.66%). Regarding income, those who are already employed have a monthly income ranging from IDR 2,000,000 to IDR 4,000,000 (18.3%), while those who have not worked receive pocket money per month exceeding IDR 2,500,000 (16.96%).

**Table 1.** Characteristics of respondents

Category	Items	F	%
Age	16-20 years	53	23.66
	21-25 years	144	64.29
	26-30 years	24	10.71
	>30 years	3	1.34
	<b>TOTAL</b>	<b>224</b>	<b>100</b>
Gender	Man	91	40.62
	Woman	133	59.38
	<b>TOTAL</b>	<b>224</b>	<b>100</b>

Domicile	Sumatera	12	5.36
	Java	84	37.5
	Kalimantan	94	41.96
	Sulawesi	12	5.36
	Nusa Tenggara	10	4.46
	Bali	8	3.57
	Maluku	4	1.79
	Papua	0	
	Etc	0	
	<b>TOTAL</b>	<b>224</b>	<b>100</b>
Education	Elementary school	0	
	Junior High School	1	0.45
	Senior High School	173	77.23
	D1/D2/D3	14	6.25
	Bachelor degree	30	13.39
	Postgraduate (Master/Doctor)	6	2.68
	<b>TOTAL</b>	<b>224</b>	<b>100</b>
Work	Student	15	6,7
	College Student	109	48.66
	Civil servants	13	5.8
	POLRI/TNI	4	1.79
	Businessman	33	14.73
	State-owned companies employee	4	1.79
	Private sector employee	45	20.08
	Etc	1	0.45
	<b>TOTAL</b>	<b>224</b>	<b>100</b>
Income per month (for those who are already working)	< Rp. 2,000,000	2	0.89
	IDR 2,000,000 - IDR 4,000,000	41	18.3
	IDR 4,000,000 - IDR 6,000,000	8	3.57
	IDR 6,000,000 - IDR 8,000,000	15	6,7
	IDR 8,000,000 - IDR 10,000,000	22	9.82
	> IDR 10,000,000	12	5.36
	Not yet working	124	55.36
	<b>TOTAL</b>	<b>224</b>	<b>100</b>
Pocket money per month (for those who have not worked)	< IDR 1,000,000	15	6,7
	IDR 1,000,000 - IDR 1,500,000	21	9.38
	IDR 1,500,000 - IDR 2,000,000	23	10.27
	IDR 2,000,000 - IDR 2,500,000	27	12.05
	> IDR 2,500,000	38	16.96
	Already Working	100	44.64
		<b>TOTAL</b>	<b>224</b>
		Source: Processed data (2023)	

### Measurement models

The outcomes of the tests for suitability, validity, and reliability are outlined below:

**Table 2.** Value of Standardized Loading Factor, Construct Reliability (CR), and Average Variance Extracted (AVE) in Overall Model Fit

Variables	Items	SLF	CR	AVE
Lifestyle	L1	0.784	0.9342	0.5839
	L2	0.798		
	L3	0.758		
	L4	0.705		
	L5	0.748		
	L6	0.788		
Product Diversity	PD1	0.777	0.8921	0.5293
	PD2	0.710		
	PD3	0.709		
	PD4	0.712		
Product Quality	PQ1	0.750	0.9412	0.5003
	PQ2	0.711		
	PQ3	0.678		
	PQ4	0.664		
	PQ5	0.672		
	PQ6	0.698		
	PQ7	0.742		
	PQ8	0.738		
Customer Satisfaction	CS1	0.782	0.9341	0.5082
	CS2	0.767		
	CS3	0.700		
	CS4	0.552		
	CS5	0.701		
	CS6	0.740		
	CS7	0.724		
Repurchase Intention	RI1	0.782	0.8975	0.5442
	RI2	0.750		
	RI3	0.678		
	RI4	0.737		

Source : processed data (2023)

Table 2 presents the results of reliability and validity testing for the entire sample. The Standardized Loading Factor (SLF) values for all variable indicators in the overall model exceed 0.50, indicating that all indicators are valid and reliable for measuring the constructs within the model. The reliability test demonstrated good consistency, confirming that all instruments were reliable and capable of consistently assessing the constructs of this framework. Additionally, the Average Variance Extracted (AVE) value for all parameters is  $\geq 0.50$ , and the Construct Reliability (CR) value is  $\geq 0.70$ , further confirming the robustness of the measurement model.

**Table 3.** Goodness of Fit Index

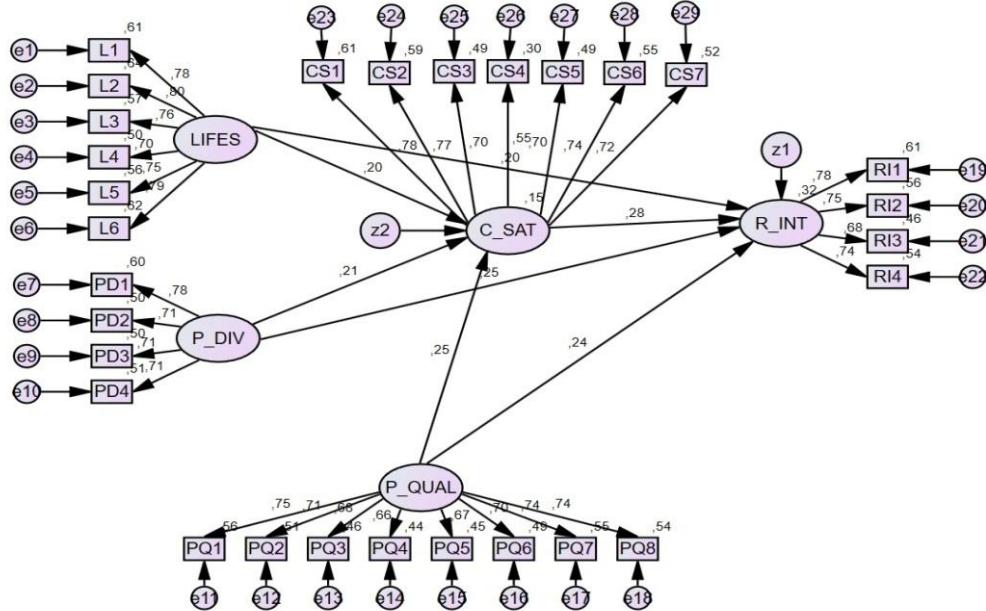
Goodness of Fit Index	Cut off Value	Results	
$\chi^2$	Expected to be low	580.869	
Df		370	
$\chi^2$ - Significance Probability	$\geq 0.05$	0,000	
CMIN/DF	$\leq 3.00$	1.57	Good fit
RMSEA	$\leq 0.08$	0.051	Good fit
NFI	$\geq 0.90$	0.832	Bad fit
IFI	$\geq 0.90$	0.932	Good fit

TLI	$\geq 0.90$	0.924	Good fit
CFI	$\geq 0.90$	0.931	Good fit

Source : processed data (2023)

Table 3 presents the results of the model fit test. The test results indicate that all five technique suitability criteria are accepted, suggesting the suitability of this model. Furthermore, six measurements demonstrate a good level of fit. Given that 3-4 measurements show a good fit or surpass the threshold value, the configuration of this observational model can be considered adequate and acceptable, as per the criteria outlined by Yasri et al. (2020).

**Figure 2.** Full model testing



Source: Processed data (2023)

### Hypotheses testing

The results of examining the effects of relationships among variables in the study configuration, as constructed in this investigation, are presented as follows.

**Table 4.** Hypotheses testing

Hypotheses	Track	Estimate	S.E	CR	P
H1	LIFES $\rightarrow$ C_SAT	0.190	0.07	2,699	0.007
H2	P_DIV $\rightarrow$ C_SAT	0.227	0.089	2,556	0.011
H3	P_QUAL $\rightarrow$ C_SAT	0.270	0.088	3,065	0.002
H4	LIFES $\rightarrow$ R_INT	0.184	0.068	2,705	0.007
H5	P_DIV $\rightarrow$ R_INT	0.267	0.088	3,025	0.002
H6	P_QUAL $\rightarrow$ R_INT	0.256	0.086	2,986	0.003
H7	C_SAT $\rightarrow$ R_INT	0.275	0.077	3,574	***

Source: processed data (2023)

Based on the findings presented in Table 4, the hypotheses (H1 to H7) have been evaluated for their connections among variables in the study configuration, yielding the following outcomes:

1. H1 exhibits good and stabilized results in the connection between lifestyle and customer satisfaction, with a t-score = 2.699, surpassing the t-table (1.96), and a p-value = 0.007 (below 0.05,  $\alpha = 0.05$ ), indicating that H1 is acceptable.
2. H2 also demonstrates positive and notable results in the relationship between product diversity and customer satisfaction, with a t-score = 2.556, exceeding the t-table (1.96), and a p-value = 0.011 (below 0.05,  $\alpha = 0.05$ ), supporting the acceptance of H2.
3. H3 yields positive and significant results in the connection between product quality and customer satisfaction, with a t-score = 3.065, surpassing the t-table (1.96), and a p-value = 0.002 (below 0.05,  $\alpha = 0.05$ ), leading to the acceptance of H3.
4. H4 demonstrates good and significant results in the connection between lifestyle and repurchase intention, with a t-score = 2.705, exceeding the t-table (1.96), and a p-value = 0.007 (less than 0.05,  $\alpha = 0.05$ ), indicating that H4 is acceptable.
5. H5 also presents positive and significant results in the relationship between product diversity and repurchase intention, with a t-score = 3.025, surpassing the t-table (1.96), and a p-value = 0.002 (less than 0.05,  $\alpha = 0.05$ ), supporting the acceptance of H5.
6. H6 reports good and significant results in the connection between product quality and repurchase intention, with a t-score = 2.986, exceeding the t-table (1.96), and a p-value = 0.003 (less than 0.05,  $\alpha = 0.05$ ), leading to the acceptance of H6.
7. H7, which links customer satisfaction and repurchase intention, also demonstrates positive and significant results, with a t-score = 3.574, surpassing the t-table (1.96), and a p-value less than 0.001 (less than 0.05,  $\alpha = 0.05$ ), signifying the acceptance of H7.

To further validate the indirect influence of the built-in mediation variables, Table 5 presents the results obtained from the Sobel test.

**Table 5.** Sobel test - Significance of Mediation

Hypotheses	Track	Sobel Test	
		t-Stat	P Value
H8	LIFES → C_SAT → R_INT	2,161	0.03
H9	P_DIV → C_SAT → R_INT	2,346	0.018
H10	P_QUAL → C_SAT → R_INT	2,327	0.019

Source: Processed data (2023)

Table 5 reveals the results of the Sobel test, providing insights into the mediation effects of customer satisfaction in three specific hypotheses.

In the eighth hypothesis, the Sobel test indicates a numerical significance of 2.161 with a p-value of 0.030. This numerical significance exceeds the critical t-table value (1.96), and the p-value is less than 0.05 ( $\alpha = 0.05$ ). Consequently, it can be concluded that customer satisfaction plays a significant mediating role in the relationship between lifestyle variables and repurchase intention.

Similar patterns emerge in the ninth hypothesis, where the Sobel test produces a statistical numerical value of 2.346, surpassing the t-table value (1.96), and a p-value of 0.018, which is also less than 0.05 ( $\alpha = 0.05$ ). This finding underscores the significant mediating influence of customer satisfaction in the relationship between product diversity variables and repurchase intention.

Furthermore, the tenth hypothesis exhibits parallel results, with the Sobel test statistical numerical value measuring 2.327, exceeding the t-table value (1.96), and a p-value of 0.019, which is again less than 0.05 ( $\alpha = 0.05$ ). This outcome reinforces the assertion that customer satisfaction significantly mediates the relationship between product quality variables and repurchase intention.

## **Discussion**

The study delves into the intricate relationships surrounding Western Skincare Brand (Cerave) products on Shopee, shedding light on key factors influencing consumer behavior and satisfaction.

Firstly, lifestyle emerges as a pivotal factor in shaping consumer satisfaction. The study demonstrates that lifestyle significantly influences how individuals allocate their income, make product choices, and, ultimately, find satisfaction with the Western Skincare Brand (Cerave) products on Shopee. This finding resonates with previous research by Navila & Ambardi (2023) and Pangesti (2022), underscoring the enduring impact of lifestyle on consumer choices and contentment.

Moreover, the research uncovers the symbiotic relationship between Product Diversity and Customer Satisfaction. A diverse range of product choices enhances the overall shopping experience, contributing positively to customer satisfaction. This aligns with the insights from Vivian & Waloejo (2019) and Djemma et al., (2023), emphasizing the importance of providing consumers with varied options for a more satisfying shopping journey.

Similarly, the study establishes a strong connection between Product Quality and Customer Satisfaction. The consistency in meeting consumer expectations directly influences overall satisfaction levels, reinforcing the pivotal role of product quality in shaping customer contentment. This aligns with the findings of Azis & Aswan (2023) and Intakoris et al., (2023).

Furthermore, the research reveals that lifestyle significantly influences repurchase intention. The alignment of a product or service with an individual's lifestyle strengthens the inclination for repeat transactions, showcasing the enduring impact of lifestyle choices on consumer behavior. This resonates with the insights of Maffiro et al., (2023) and Amelia & Bintarti (2023).

In addition, the study uncovers that both Product Diversity and Product Quality influence repurchase intention for Western Skincare Brand (Cerave) products on Shopee. Product Diversity offers consumers more options, increasing the likelihood of repeat transactions, while high Product Quality fosters positive experiences, prompting a higher interest in repurchasing. These findings are consistent with previous research by Suryawan & Sa'Band (2023), Salfina & Fernando (2023), Alam & Sarpan (2022), and Putri Septi & Nurtjahjadi (2023).

Moreover, the research reaffirms the positive relationship between Customer Satisfaction and Repurchase Intention. Satisfied customers are more likely to engage in repeat transactions, underlining the enduring impact of customer satisfaction on brand loyalty. This finding aligns with previous research by Nazir et al. (2023) and Irzad & Imran (2018).

Finally, the study introduces the mediating role of Customer Satisfaction in influencing Repurchase Intention. Both lifestyle and product-specific factors, such as Product Diversity and Product Quality, exert their influence on Repurchase Intention through the intermediary of Customer Satisfaction. These nuanced insights align with the research of Hilda Zannuba & Prawitasari (2022), Wingsati & Prihandono (2017), Haris et al. (2022), Rainy & Widayanto (2019), and Wijayanti & Almaidah (2020).

## **CONCLUSION**

The study investigated the influence of lifestyle, product diversity, and product quality on repurchase intention, utilizing customer satisfaction as a mediating variable in the western skincare. The data analysis and subsequent discussion of results reveal that lifestyle, product diversity, product quality, and customer satisfaction collectively exert a positive and significant impact on repurchase intention. Furthermore, lifestyle, product diversity, and product quality individually exhibit positive and significant effects on customer satisfaction. Notably, the study identifies customer satisfaction as a mediating factor in the relationships between lifestyle, product diversity, product quality, and repurchase intention.

These findings offer valuable insights that can serve as a resource for addressing internal challenges within companies. The research outcomes provide a basis for planning and evaluating company performance, especially concerning the interplay of lifestyle, product diversity, and product quality with repurchase intention, where customer satisfaction acts as a mediating influence.

To enhance the applicability and precision of the research findings, future studies are encouraged to employ a larger and more diverse sample of respondents. Additionally, researchers should consider incorporating variables beyond lifestyle, product diversity, product quality, customer satisfaction, and repurchase intentions to offer a more comprehensive understanding of the dynamics at play.

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