

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

Angga Oktavianto^{1,*}, Nur Afifah², Bintoro Bagus Purmono³, Heriyadi Heriyadi⁴, Ana Fitriana⁵

Universitas Tanjungpura, Indonesia^{1,2,3,4,5}

Corresponding e-mail: b1023201005@student.untan.ac.id*

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 Equation 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 (Alsabiyah 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.

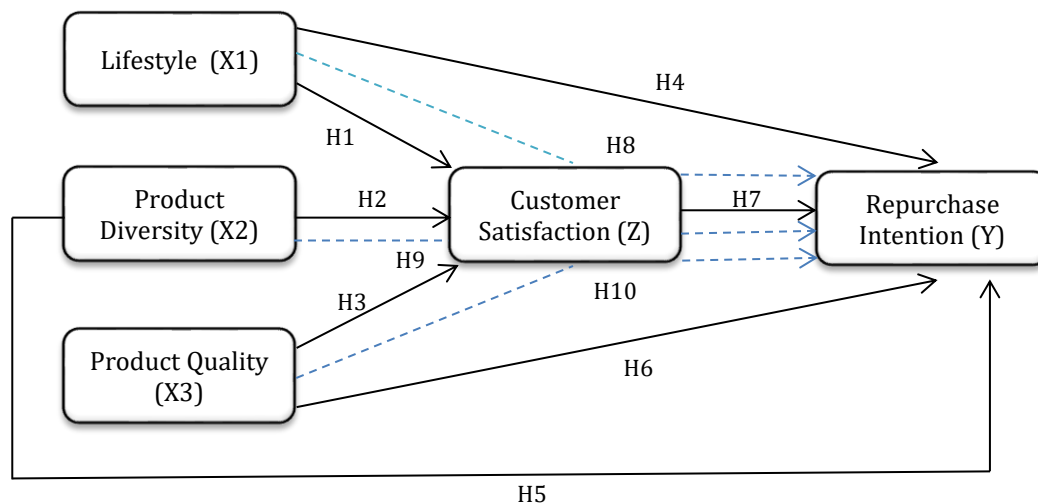
H9: Customer satisfaction can mediate the effect of product diversity on repurchase intention

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 |
| TOTAL | | 224 | 100 |
| Gender | Man | 91 | 40.62 |
| | Woman | 133 | 59.38 |
| TOTAL | | 224 | 100 |

| | | | |
|--|--------------------------------|------------|------------|
| 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 | |
| TOTAL | | 224 | 100 |
| 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 |
| TOTAL | | 224 | 100 |
| 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 |
| TOTAL | | 224 | 100 |
| 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 |
| TOTAL | | 224 | 100 |
| 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 |
| TOTAL | | 224 | 100 |

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 ≥ 0.50 , and the Construct Reliability (CR) value is ≥ 0.70 , further confirming the robustness of the measurement model.

Table 3. Goodness of Fit Index

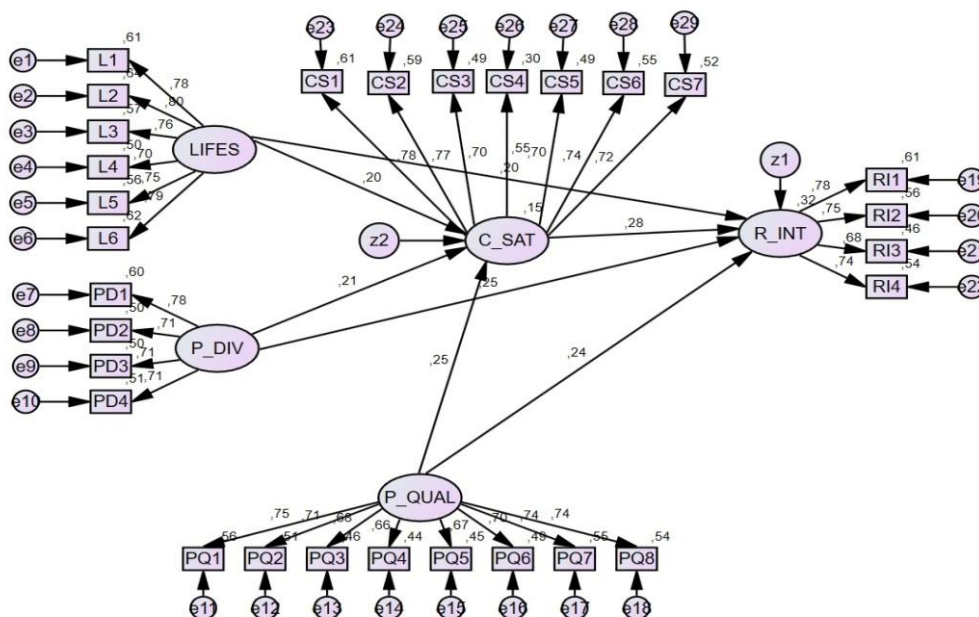
| Goodness of Fit Index | Cut off Value | Results | |
|-------------------------------------|--------------------|---------|----------|
| χ^2 | Expected to be low | 580.869 | |
| Df | | 370 | |
| χ^2 - Significance Probability | ≥ 0.05 | 0,000 | |
| CMIN/DF | ≤ 3.00 | 1.57 | Good fit |
| RMSEA | ≤ 0.08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

| | | | |
|-----|-------------|-------|----------|
| TLI | ≥ 0.90 | 0.924 | Good fit |
| CFI | ≥ 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.

REFERENCES

1. Agustin, C. A., & Heliyanto, G. R. (2020). Pengaruh Reputasi Terhadap Minat Beli Produk Skincare di Shopee. *Journal Business Economic, Communication, and Social Sciences (BECOSS)*, 2(1), 39–52. <https://doi.org/10.21512/becossjournal.v2i1.6050>
2. Alam, I. K., & Sarpan. (2022). Pengaruh Kualitas Produk, Kepuasan Pelanggan Dan Promosi Penjualan Terhadap Minat Beli Ulang Ulang Mazaya Dekoratif Dan Skincare Pada Toko Tangga Mas Tambun. *Ikraith-Ekonomika*, 6(2), 284–291. <https://doi.org/10.37817/ikraith-ekonomika.v6i2.2377>
3. Alsabiyah, T., Hidayat, K., & Fanani, D. (2019). PENGARUH GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN (Survei pada mahasiswa/mahasiswi Universitas Brawijaya yang menggunakan sepatu sneakers merek Converse). *Jurnal Administrasi Bisnis*, 7(1).
4. Alvian, M. S., & Prabawani, B. (2020). Pengaruh sales promotion dan keragaman produk pada shopee terhadap minat beli ulang melalui kepuasan konsumen sebagai variabel intervening. *Jurnal Ilmu Administrasi Bisnis*, 9(2), 191–200. <https://doi.org/https://doi.org/10.14710/jiab.2020.27296>
5. Amelia, R., & Bintarti, S. (2023). Kualitas Pengalaman Dalam Memoderasi Gaya Hidup, Kesadaran Merek Dan Kualitas Rasa Terhadap Niat Beli Ulang. *Dynamic Management Journal*, 7(3), 311–324. <https://doi.org/http://dx.doi.org/10.31000/dmj.v7i3.8712>
6. Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014). *Principles of marketing*. Pearson Australia.
7. Azis, A., & Aswan, K. (2023). Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Kepuasan Pelanggan Pt. Pos Indonesia (Persero) Kecamatan Lunang. *Jurnal Economina*, 2(6), 1203–1217. <https://doi.org/10.55681/economina.v2i6.581>
8. Bhatnagar, A., & Syam, S. S. (2014). Allocating a hybrid retailer's assortment across retail stores: Bricks-and-mortar vs online. *Journal of Business Research*, 67(6), 1293–1302. <https://doi.org/https://doi.org/10.1016/j.jbusres.2013.03.003>
9. Capriati, Z. F. (2023). Pengaruh Keragaman Produk Dan Harga Terhadap Kepuasan Pelanggan Serta Dampaknya Terhadap Loyalitas Pelanggan Minimarket Di Koperasi Visiana Bakti TVRI Jakarta. *SCIENTIFIC JOURNAL OF REFLECTION : Economic, Accounting, Management and Business*, 6(1), 170–177. <https://doi.org/10.37481/sjr.v6i1.631>
10. Dilana, A., & Afifah, N. (2023). KEPUTUSAN KONSUMEN UNTUK MEMILIKI KARTU KREDIT BANK BRI (BANK RAKYAT INDONESIA) DI KALIMANTAN BARAT. *Lentera: Multidisciplinary Studies*, 1(4), 224–231.
11. Djemma, S. A., Bakti, A., Mukhtar, A., & Hakidah. (2023). Pengaruh Keragaman Produk dan Layanan Toko Terhadap Tingkat Kepuasan Pelanggan pada Toko Alizah Mart Sengkang. *Indonesian Journal of Innovation Multidiscipliner Research*, 1(3), 165–181.

12. Haralayya, B. (2021). Customer Satisfaction at M/s Sindol Bajaj Bidar. *Iconic Research And Engineering Journals*, 4(12), 157–169.
13. Haris, A., Arifin, R., & Arsyianto, M. T. (2022). Pengaruh Keragaman Produk, Harga Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Melalui Kepuasan Sebagai Variabel Intervening Pada Pelanggan MR.DIY Tlogomas Kota Malang. *E-Jurnal Riset Manajemen*, 12(02), 648–660.
14. Hariyanto, Arief, M. Y., & Praja, Y. (2020). PENGARUH KUALITAS PRODUK DAN PELAYANAN TERHADAP MINAT BELI ULANG MELALUI KEPUASAN KONSUMEN SEBAGAI VARIABEL INTERVENING PADA TOKO F3 SITUBONDO. *Suparyant Dan Rosad*, 5(3), 248–253.
15. Hengky, H., Novianto, N., Yulandi, A. P., Puspa, D. A., & Henly, H. (2021). Pengaruh Citra Merek, Kualitas Produk dan Promosi Online Terhadap Keputusan Pelanggan Di Kota Batam Dalam Membeli Skincare Merek Korea. *Jurnal Pemasaran Kompetitif*. <https://doi.org/https://doi.org/10.32493/jpkpk.v4i3.10434>
16. Herawati, H., Prajanti, S. D. W., & Kardoyo, K. (2019). Predicted purchasing decisions from lifestyle, product quality and price through purchase motivation. *Journal of Economic Education*, 8(1), 1–11.
17. Hilda Zannuba, S., & Prawitasari, D. (2022). Pengaruh Gaya Hidup Dan Kualitas Pelayanan Melalui Kepuasan Konsumen Terhadap Minat Beli Ulang. *Jurnal Fokus Manajemen Bisnis*, 12(2), 176–193. <https://doi.org/10.12928/fokus.v12i2.6640>
18. Ho, M. H.-W., & Chung, H. F. L. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*, 121, 13–21. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.07.046>
19. Illa, M. T. S., Sidanti, H., & Sulistiyowati, L. N. (2022). Pengaruh Green Marketing, Country of Origin, Dan Lifestyle Terhadap Repurchase Intention Pada Produk Tupperware Di Kota Madiun. *SIMBA: Seminar Inovasi Manajemen Bisnis Dan Akuntansi* 4.
20. Ingels, L. (2020). The Attraction of Opposites. In *Stockholm University*. Stockholm University. <https://doi.org/10.2307/j.ctv177tk1m.58>
21. Intakoris, S., Wardhana, M. A., Maryatinc, & Prihantono, J. (2023). Pengaruh Kualitas Produk, Waktu Tunggu Terhadap Kepuasan Nasabah Elektronik Pada Penggunaan Fitur Bca M-Banking. *Jurnal Teknologi Dan Manajemen Industri*, 16–21.
22. Irzad, M., & Imran, A. (2018). Pengaruh Kepuasan Pelanggan Terhadap Minat Beli Ulang Makanan di Rumah Makan Ayam Bakar Wong Solo Alauddin Kota Makassar. *Jurnal Profitability Fakultas Ekonomi Dan Bisnis*, 2(1), 50–64.
23. Islam, T., Islam, R., Pitaf, H., Xiaobei, L., Rehmani, M., Irfan, M., & Mubarak, S. (2020). The Impact Of Corporate Social Responsibility On Customer Loyalty: The Mediating Role Of Corporate Reputation, Customer Satisfaction, And Trust. In *Sustainable Production and Consumption*. <https://doi.org/10.1016/j.spc.2020.07.019>
24. Junianto, A., Wahono, B., & Rahman, F. (2021). Pengaruh Keragaman Produk, Promosi Dan Kualitas Produk Terhadap Pembelian Ulang Pada Mie Instan Indomie (Studi Pada Mahasiswa Kos Kelurahan Madurejo, Kecamatan Arut Selatan, Kalimantan Tengah). *E-JRM: Elektronik Jurnal Riset Manajemen*, 9(25).
25. Kitsios, F., Kamariotou, M., Karanikolas, P., & Grigoroudis, E. (2021). Digital Marketing Platforms and Customer Satisfaction: Identifying eWOM Using Big Data and Text Mining. *Applied Sciences (Switzerland)*, 11, 1–12. <https://doi.org/10.3390/app11178032>
26. Kotler, P., & Susanto, A. B. (2008). *Manajemen Pemasaran di Indonesia Buku 2*. Salemba Empat.
27. Kotler, Philip, Keller, & Lane, K. (2007). *Manajemen Pemasaran* (12th ed.). PT. Indeks.

28. Lin, T. T., Yeh, Y. Q., & Hsu, S. Y. (2022). Analysis of the Effects of Perceived Value, Price Sensitivity, Word-of-Mouth, and Customer Satisfaction on Repurchase Intentions of Safety Shoes under the Consideration of Sustainability. *Sustainability (Switzerland)*, 14(16546), 1–19. <https://doi.org/10.3390/su142416546>
29. Maffiro, D. M. A., Hamdun, E. K., & Randika, R. F. (2023). Lifestyle Dan Word Of Mouth Dalam Membentuk Minat Beli Ulang Dalam Penggunaan E-Wallet Dana Pada Bisnis Makanan Dan Minuman Di Toko Mixue Situbondo Dengan Keputusan Pembelian Sebagai Variabel Intervening. *Jurnal Mahasiswa Entrepreneur (JME)*, 2(3), 378–392.
30. Mahendrayanti, M., & Wardana, I. M. (2021). The effect of price perception, product quality, and service quality on repurchase intention. *American Journal of Humanities and Social Sciences Research*, 5(1), 182–188.
31. Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business and Management*, 9(1), 1–19. <https://doi.org/10.1080/23311975.2022.2028331>
32. Mamuaya, N. C., & Pandowo, A. (2019). Faktor-Faktor yang Mempengaruhi Kepuasan Konsumen Pengguna Layanan Pembelian Secara Daring: Peran Kepuasan Konsumen Sebagai Mediator. *Esensi: Jurnal Bisnis Dan Manajemen*, 9(1), 91–108.
33. Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2021). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-03-2021-0221>
34. Mokoginta, F. A. A. (2022). The Influence Of Service Quality And Product Quality On Repurchase Intention At Kopi Kenangan Manado Town Square. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 10(3), 660–668.
35. Nabila, E. Y., Listiana, E., Purmono, B. B., Fahrana, Y., & Rosnani, T. (2023). Determinants of Repurchase Intention : A Study on Ease of Use , Trust and E-Satisfaction Construct in Shopee Marketplace. *East African Scholars J Econ Bus Manag*, 6(1), 29–36. <https://doi.org/10.36349/easjebm.2023.v06i01.004>
36. Naszariah, R., Naseri, N., Hussin, H., Esa, M. M., Emellia, N., Aziz, M., Norazmi, M., Naszariah, R., Naseri, N., Hussin, H., Esa, M. M., Emellia, N., & Nordin, M. N. bin. (2021). What is a Population in Online Shopping Research ? A Perspective From Malaysia. *Turkish Journal of Computer and Mathematics Education*, 12(4), 654–658.
37. Navila, V., & Ambardi, A. (2023). Analisis Pengaruh Gaya Hidup Dan Kepuasan Pelanggan Sebagai Variabel Intervening Terhadap Keputusan Pembelian Berulang Produk Kopi Gayo Aceh Di Coffee Shop Tuku Cipete. *Wawasan : Jurnal Ilmu Manajemen, Ekonomi Dan Kewirausahaan*, 1(4), 292–302.
38. Nazir, S., Khadim, S., Ali, M., & Syed, N. (2023). Exploring the influence of artificial intelligence technology on consumer repurchase intention : The mediation and moderation approach. *Technology in Society*, 72, 1–11. <https://doi.org/10.1016/j.techsoc.2022.102190>
39. Nugraheni, N. P., Istiatin, I., & Sarsono, S. (2020). MINAT BELI ULANG DITINJAU DARI SIKAP, GAYA HIDUP DAN PERSEPSI KEBERMANFAATAN (STUDI KASUS KONSUMEN LUWES GENTAN). *JURNAL ILMIAH EDUNOMIKA*, 4(02).
40. Nuruddin, M. S. T. S., & Himmati, R. (2023). Pengaruh Fitur Paylater, Spinjam dan Affiliate Terhadap Minat Konsumen Dalam Berbelanja Pada Aplikasi Shopee : Studi Kasus Pengguna Shopee Pada Mahasiswa FEBI UIN SATU Tulungagung. *Al-Kharaj : Jurnal Ekonomi, Keuangan & Bisnis Syariah*, 6(1), 693–711. <https://doi.org/10.47467/alkharaj.v6i1.3800>

41. Pangesti, W. E. (2022). *Pengaruh Gaya Hidup Dan Pelayanan Yang Diterima Terhadap Kepuasan Konsumen (Studi Kasus Simbiosis Coffee Di Kabupaten Kepulauan Selayar)*. Universitas Muhammadiyah Surakarta.
42. Pei, X. L., Guo, J. N., Wu, T. J., Zhou, W. X., & Yeh, S. P. (2020). Does The Effect Of Customer Experience On Customer Satisfaction Create A Sustainable Competitive Advantage? A Comparative Study Of Different Shopping Situations. *Sustainability (Switzerland)*, 12(7436), 1–19. <https://doi.org/10.3390/SU12187436>
43. Pramesti, D. Y., Widyastuti, S., & Riskarini, D. (2021). Pengaruh kualitas pelayanan, keragaman produk, dan promosi e-commerce terhadap kepuasan konsumen shopee. *JIMP: Jurnal Ilmiah Manajemen Pancasila*, 1(1), 27–39.
44. Putri Septi, S., & Nurtjahjadi, E. (2023). Pengaruh Kualitas Produk dan Harga terhadap Minat Beli Ulang Konsumen Hand and Body Lotion Marina di Kota Bandung (The Influence of Product Quality and Price on Consumers' Interest to Repurchase Marina's Hand and Body Lotion in Bandung City). *Jurnal Akuntansi, Keuangan, Dan Manajemen (Jakman)*, 4(3), 173–183.
45. Qin, G., Tao, F., & Li, L. (2019). A Vehicle Routing Optimization Problem For Cold Chain Logistics Considering Customer Satisfaction And Carbon Emissions. *International Journal of Environmental Research and Public Health*, 16(576), 1–17. <https://doi.org/10.3390/ijerph16040576>
46. Rainy, A., & Widayanto. (2019). Pengaruh Keragaman Produk Dan E-Service Quality Terhadap Minat Beli Ulang Melalui Kepuasan Konsumen (Studi Pada Mahasiswa Universitas Diponegoro Pelanggan Zalora). *Diponegoro Journal Of Social And Politic*, 1–9. <https://doi.org/10.14710/jiab.2020.26233>
47. Salfina, L., & Fernando, R. (2023). *Jurnal Point Equilibrium Manajemen & Akuntansi*. 4(1), 90–104.
48. Seo, K. H., & Lee, J. H. (2021). Understanding Risk Perception Toward Food Safety In Street Food: The Relationships Among Service Quality, Values, And Repurchase Intention. *International Journal of Environmental Research and Public Health*, 18(6826), 1–13. <https://doi.org/10.3390/ijerph18136826>
49. Shalehah, A., Trisno, I. L. O., Moslehpour, M., & Lin Cor, P. K. (2019). The Effect Of Korean Beauty Product Characteristics On Brand Loyalty And Customer Repurchase Intention In Indonesia. *2019 16th International Conference on Service Systems and Service Management, ICSSSM 2019*, 1–5. <https://doi.org/10.1109/ICSSSM.2019.8887676>
50. Suryawan, T. G. A. W. K., & Sa'Band, A. (2023). Pengaruh Harga Produk Dan Keragaman Produk Terhadap Minat Beli Ulang Konsumen Di Minimarket Dhutamart Pura Demak Denpasar Barat. *Forum Manajemen*, 21(1), 36–47.
51. Sutardjo, D., Mandey, S. L., & Raintung, M. C. H. (2020). Pengaruh Gaya Hidup, Word Of Mouth dan Endorsment Terhadap Keputusan Pembelian pada Gloriusgloriuss Store Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 8(4), 90–99.
52. Swidi, A., Wie, C., Hassan, M. G., Hosam, A. A., & Kassim, A. W. K. (2010). The Mainstream Cosmetics Industry in Malaysia And The Emergence, Growth, And Prospects of Halal Cosmetics. *Proc. the Third International Conference on International Studies*, 1–20.
53. Vivian, A., & Waloejo, H. D. (2019). Pengaruh Kualitas Pelayanan, Harga, Dan Keragaman Produk Terhadap Kepuasan Pelanggan Cafe Stove Syndicate Semarang. *Diponegoro Journal Of Social And Politic*, 1–6.
54. Wang, Y., Peng, K., & Lin, P. M. C. (2021). *Resilience of Tourists ' Repurchase Intention during the COVID-19 Pandemic : The Shared Accommodation Sector*. 1–14.

55. Wijayanti, H. T., & Almaidah, S. (2020). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang D'Fresco Donut Melalui Kepuasan Pelanggan Sebagai Variabel Pemediasi. *Buletin Ekonomi: Manajemen, Ekonomi Pembangunan, Akuntansi*, 2, 225–238. <https://doi.org/10.31315/be.v18i2.5639>
56. Wingsati, W. E., & Prihandono, D. (2017). Pengaruh Penanganan Kegagalan Layanan, Kepercayaan dan Gaya Hidup terhadap Minat Pembelian Ulang melalui Kepuasan Konsumen. *Management Analysis Journal*, 6(2), 195–205.
57. Xu, A., Wei, C., Zheng, M., Sun, L., & Tang, D. (2022). Influence of Perceived Value on Repurchase Intention of Green Agricultural Products: From the Perspective of Multi-Group Analysis. *Sustainability (Switzerland)*, 14(22), 1–17. <https://doi.org/10.3390/su142215451>
58. Yasri, Y., Susanto, P., Hoque, M. E., & Gusti, M. A. (2020). Price perception and price appearance on repurchase intention of Gen Y: do brand experience and brand preference mediate? *Heliyon*, 6(11). <https://doi.org/10.1016/j.heliyon.2020.e05532>
59. Zhong, Y., & Moon, H. C. (2020). What Drives Customer Satisfaction, Loyalty, And Happiness In Fast-Food Restaurants In China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, And The Moderating Role Of Gender. *Foods*, 9(460), 1–19. <https://doi.org/10.3390/foods9040460>