



The Impact of Service Quality and Price Fairness on Repurchase Intention Through Customer Satisfaction: A Study of Natasha Skin Care Clinic Customers in DKI Jakarta

Eirene Nifati Pangkey Gulo^{1*}, Mudji Sabar²
University Mercu Buana

Corresponding Author: Eirene Nifati Pangkey Gulo, eirengulooo@gmail.com

ARTICLE INFO

Keywords: Custome
Satisfaction, Natasha,
Service

Received : 17, August

Revised : 17, September

Accepted: 15, October

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ABSTRACT

This research analyzes how service quality, price fairness affects customer satisfaction and repurchase at Natasha Skin Care. The aim of this research is to explore the influence of service quality and price fairness on repurchase intentions, with customer satisfaction as a mediating variable. It is hoped that the findings from this research will help Natasha Skin Care formulate a more effective strategy to increase customer loyalty amidst intense competition. In this research, a nonprobability sampling method was used with a purposive sampling technique. This technique is based on certain considerations that are relevant to the research objectives. In this research, the number of samples collected was 150. Data collection was carried out using primary data obtained directly through the process of interviews, observations and distribution of questionnaires and secondary data obtained from existing sources, not through direct collection by researchers. Testing the measurement model uses a validity test consisting of convergent validity, Average Variance Extracted (AVE), and Discriminant Validity and a reliability test carried out by measuring Cronbach's Alpha and Composite Reliability values. Structural Model Testing (Inner Model) The evaluation stage of the inner model structural model is carried out by analyzing the R-Square value. The research results show that service quality significantly increases customer satisfaction and encourages repurchase intention, while price fairness also has a positive impact on satisfaction and repurchase intention. Ultimately, customer satisfaction serves as the main mediator in the relationship between service quality, price fairness, and repurchase intention.

INTRODUCTION

Repurchase intention is a consumer's decision to continue to buy a product or service from the same organization after evaluating whether the product meets their expectations and needs. Repurchase intention reflects consumers' commitment to repeat purchases. The healthcare service sector is currently growing rapidly, and clinics such as Natasha Skin Care, Erha Clinic, and London Beauty Center are the most concerned by the public. Although Natasha Skin Care is one of the market leaders, the clinic is experiencing a decline in market share, which demands a deeper understanding of the factors that influence customer repurchase intentions.

Data from the Top Brand Index shows a survey conducted in 15 major cities in Indonesia, involving thousands of respondents from various demographic categories, to measure the relevance of premium products in the skincare industry between 2018 and 2022.

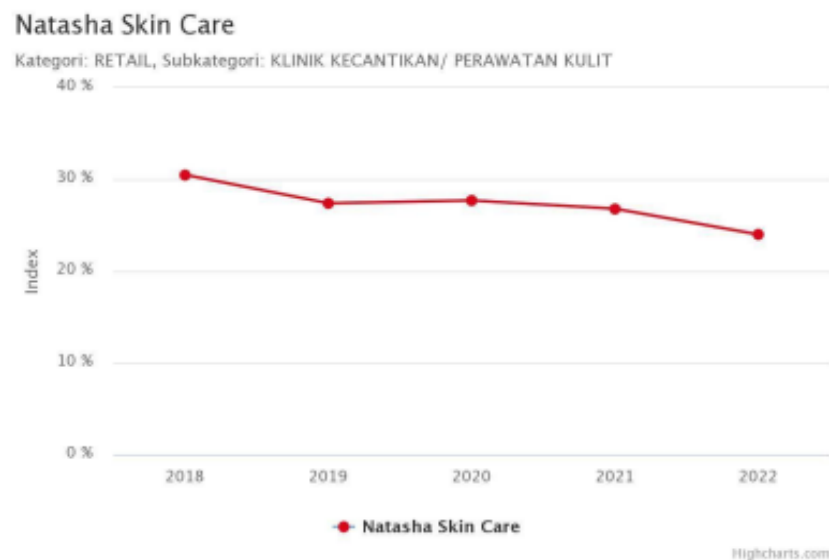


Figure 1. Chart Index Natasha Skin Care

Source: Top Brand Award (www.topbrand-award.com)

The above data was collected by the Top Brand Award through direct interviews and using a structured questionnaire specifically designed to measure the three parameters of Top Brand, namely Top of Mind, Last Usage, and Future Intentions. Top of mind refers to brand awareness that is first mentioned by respondents when a specific product category is mentioned, as explained by Durianto (in Amalia & Nurtiahiadi, 2024). Last usage describes the last use, which is the last brand used or consumed by respondents in one repurchase cycle. Future intentions reflect repurchase intentions, i.e. the respondent's desire to use or re-consume the brand in the future.

Natasha Skin Care experienced a decline in market share from 2018 to 2022, with a decrease in the Top Brand Index (TBI) from 30.50% to 24%. To increase repurchase intent, Natasha needs to focus on factors such as service quality and price fairness, which are proven to affect customer satisfaction and ultimately drive loyalty. Previous research has shown that service quality,

relationship marketing, environmental service, and celebrity endorsements also play an important role in maintaining repeat purchase intent. However, there are some studies that show that customer satisfaction does not always guarantee repurchase intent, so it is important to understand the factors that interact with each other in the context of Natasha Skin Care.

This study aims to explore the influence of service quality and price fairness on repurchase intentions, with customer satisfaction as a mediating variable. The findings from this study are expected to help Natasha Skin Care formulate more effective strategies to increase customer loyalty in the midst of fierce competition.

Based on the pre-survey, the main factor influencing the intention to repurchase at Natasha Skin Care Clinic Jakarta is the quality of service (100%), followed by customer satisfaction and price fairness (90% each). Therefore, the researcher chose service quality and price fairness as independent variables, with customer satisfaction as the mediating variable, and repurchase intention as the dependent variable. This study aims to analyze the influence of these variables and provide recommendations to improve Natasha Skin Care's customer loyalty and competitiveness in a competitive market.

THEORETICAL REVIEW AND HYPOTHESIS DEVELOPMENT

Theoretical Review

Service quality in beauty clinics is very important in building customer satisfaction and loyalty. Quality service includes physical aspects, reliability, responsiveness, assurance, and empathy. Clinics that are able to provide services that meet or exceed customer expectations will increase satisfaction and encourage repeat purchase intentions.

Price fairness can be the customer's perception of the suitability between the price paid and the benefits received. Fair and competitive prices and in line with service quality will increase customer satisfaction and influence repurchase intentions.

Repurchase intention is the customer's intention to repurchase a product or service based on a previous positive experience. Service quality and price fairness play a big role in increasing customer loyalty and desire to return to using the clinic's services.

Customer satisfaction occurs when the service provided meets or exceeds their expectations. In the beauty industry, customer satisfaction depends not only on the outcome of the treatment but also on the overall experience, which includes the emotional aspect, interaction with the staff, and the long-term outcome of the treatment

Hypothesis Development

The Effect of Service Quality on Customer Satisfaction

Service quality has a significant impact on customer satisfaction in the context of beauty clinics. According to Mulyana et al. (2020), good service quality contributes to customer satisfaction by meeting their expectations. Research by Dewi and Purnama (2021) shows that consistency in service quality in beauty

clinics increases positive customer perceptions. The results of research by Amalia and Azhar (2019) confirm that positive customer experiences are directly related to their satisfaction.

The Effect of Service Quality on Repurchase Intention

Poor service quality can reduce customer intent to return. According to Setiawan and Agustina (2021), customer satisfaction resulting from good service encourages the intention to repurchase at beauty clinics. Research by Kristiana (2022) shows that positive experiences during interactions with services affect customers' desire to return. This shows the importance of service quality in building customer loyalty.

The Effect of Price Fairness on Customer Satisfaction

The perception of price fairness can affect customer satisfaction. Research by Anggraini and Surya (2020) shows that customers feel more satisfied when the price they pay is considered fair and proportional to the quality of service received. A study by Rizky and Septiani (2021) reinforces these findings by showing that high price fairness contributes to customer satisfaction in the beauty services sector.

The Effect of Price Fairness on Repurchase Intention

Price fairness has a positive impact on repurchase intentions. According to research by Widawati (2022), customers who feel that the price of a product or service is fair are more likely to make a repeat purchase. Research by Shinta and Pramesti (2019) shows that price fairness is directly related to customer loyalty in beauty clinics, emphasizing the importance of price perception in customer retention.

The Effect of Customer Satisfaction on Repurchase Intention

Customer satisfaction has a strong influence on repurchase intentions. According to research by Junaidi and Rani (2021), customers who are satisfied tend to return to using services at beauty clinics. Research by Dika (2022) also confirms that customer satisfaction contributes to loyalty and intention to return.

The Effect of Service Quality on Repurchase Intention through Customer Satisfaction

Quality of service can increase repurchase intent through customer satisfaction. According to research by Maulana (2020), good service quality contributes to satisfaction, which in turn increases repurchase intentions. Research by Astuti and Indrawati (2021) shows that customer satisfaction serves as a mediator between service quality and repeat purchase intention in beauty clinics.

The Effect of Price Fairness on Repurchase Intention through Customer Satisfaction

Price fairness relates to repurchase intent through customer satisfaction. According to research by Amalia (2022), high price fairness contributes to customer satisfaction, which further increases the intention to return to using the service. The findings by Rahmadani and Gunawan (2020) support this hypothesis by showing that customer satisfaction functions as a mediator

between price fairness and repurchase intent.

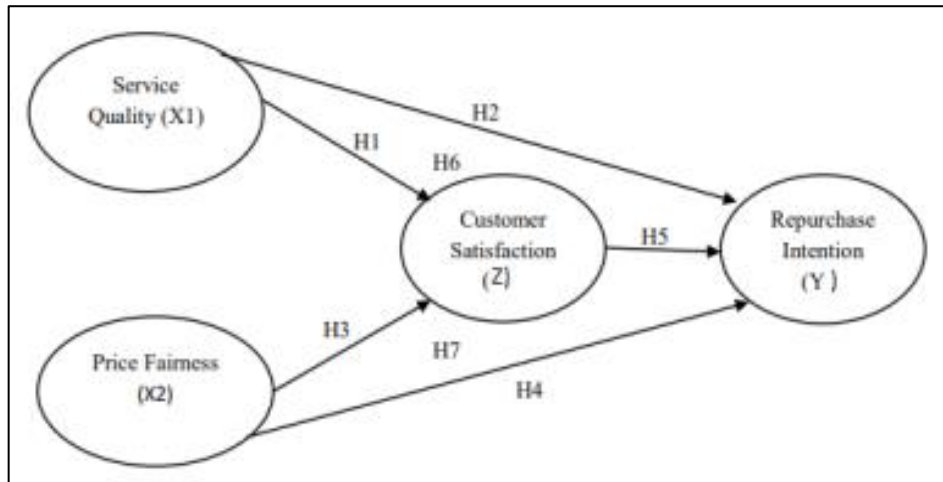


Figure 2. Conceptual Framework

RESEARCH METHODS

This study adopts a quantitative method with a casual research approach. According to the latest definition from Malhotra, Nunan, and Birks (2020), casual research is an approach that seeks to understand the cause-and-effect relationship between independent variables as causal factors and dependent variables as outcomes.

This study uses a survey approach with questionnaires as the main data collection technique. Measurements are carried out using the Likert scale, which according to Sarstedt and Mooi (2021), is designed to evaluate the attitudes, opinions, and perceptions of individuals or groups towards certain phenomena.

In this study, a nonprobability sampling method with a purposive sampling technique was used. This technique is based on certain considerations that are relevant to the research objectives. In this study, the number of samples that were successfully collected was 150, which exceeded the minimum threshold of 100 samples according to the Hair method. Data collection was carried out using primary data obtained directly through the interview, observation, and distribution of questionnaires and secondary data was obtained from existing sources, not through direct collection by researchers. This data includes records, reports, or documents that have been published or are publicly available. Data analysis was carried out using the Partial Least Square Structural Equation Modeling (PLS-SEM) method, with data processing carried out through the SmartPLS application. PLS is an effective method of analysis, especially in situations where the assumption of Ordinary Least Square (OLS) regression cannot be met, such as abnormal data distribution or multicollinearity.

The measurement model was tested using a validity test consisting of coverage validity, Average Variance Extracted (AVE), Discriminant Validity, and a reliability test carried out by measuring the values of Cronbach's Alpha and Composite Reliability. Structural Model Testing (Inner Model) The evaluation stage of the inner model structural model is carried out by analyzing the R-Square value.

Hypothesis testing using PLS was carried out in two stages. First, directly calculate the influence of independent latent variables on dependent latent variables. Second, calculate the influence of independent latent variables on dependent latent variables by mediating Repurchase Intentions (Z). The testing of this hypothesis is based on the results of the Inner Model (structural model) test which includes the output of the r square, the parameter coefficient, and the t-statistic. To determine whether a hypothesis is accepted or rejected, it is necessary to consider the significance values between constructs, t-statistics, and p-values.

Hypothesis testing in this study was carried out using SmartPLS (Partial Least Square) software version 3.3.2. The relevant values can be seen from the bootstrapping results. The rule of thumb used in this study is t-statistic >1.96 with a significance level of p-value 0.05 (5%).

RESULTS AND DISCUSSION

Descriptive Statistics

This study analyzes the description of the respondents and the description of the research variables. Description The research variables consist of Service Quality (X1), Price Fairness (X2), Repurchase Intention (Y) and Customer Satisfaction (Z) while the description of the respondents uses percentage results, while for the description of the variables uses the average description test tool (Mean). The following is an explanation of the description of the respondents and the description of the variables.

Data Analysis Results

Test Results of the Measuring Model (Outer Model)

Convergent Validity

Convergence validity tests are performed for each construct indicator. According to Hair et al. (2021), the indicator is considered to have adequate validity if the loading factor value exceeds 0.70. Based on this standard, indicators with a loading factor below 0.70 will be removed from the model. The following is a display of the calculation results of the PLS SEM model, where we will check the loading factor value for each indicator.

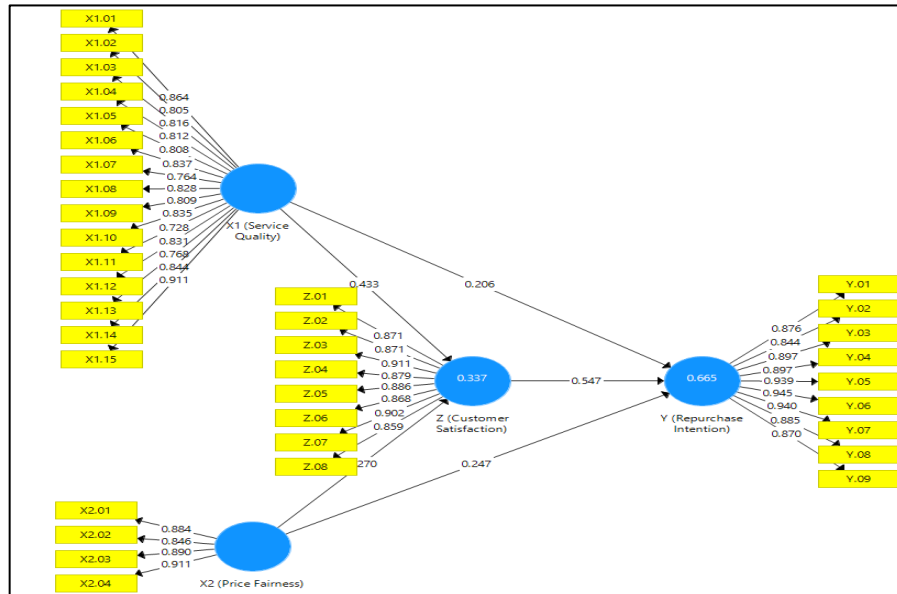


Figure 3. Outer model Convergent Validity

Another way to evaluate the validity of discrimination is to compare the square root value of the average variance extracted (AVE) for each construct with the correlation between that construct and other constructs in the model. If this value shows satisfactory results, then it can be concluded that the validity of the construction discrimination is good (Hair et al., 2021). Here are the results of the Average Variance Extracted (AVE).

Table 1. Average Variance Extracted (AVE), Composite Reliability dan Cronbach's Alpha Test Results

	<i>Average Variance Extracted (AVE)</i>	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>
Service Quality	0.670	0.968	0.965
Price Fairness	0.780	0.934	0.907
Repurchase Intention	0.809	0.974	0.970
Customer Satisfaction	0.776	0.965	0.959

Source : Smart PLS Program Output (2023)

Based on Table 1, it can be concluded that all indicators applied to the variables Service Quality, Price Fairness, Repurchase Intention, and Customer Satisfaction are declared valid because the AVE value is above 0.50. Thus, all variables have a Cronbach alpha value and composite reliability greater than ≥ 0.70 which means that the questionnaire or statement used in this study is reliable and consistent.

Table 2. Discriminant validity Test Results (Fornell Larcker)

	X1 (Service Quality)	X2 (Price Fairness)	Y (Repurchase Intention)	Z (Customer Satisfaction)
X1 (Service Quality)	0.818			
X2 (Price Fairness)	0.327	0.883		
Y (Repurchase Intention)	0.572	0.540	0.900	
Z (Customer Satisfaction)	0.522	0.412	0.756	0.881

Source : Smart PLS Program Output (2023)

In Table 2. above, it can be seen that the value of *the square root of average variance extracted* is higher than the correlation between each construct, so it meets the requirements of discrimination validity.

Table 3. Discriminant validity (Heterotrait-Monotrait Ratio (HTMT) Test Results

	X1 (Service Quality)	X2 (Price Fairness)	Y (Repurchase Intention)	Z (Customer Satisfaction)
X1 (Service Quality)				
X2 (Price Fairness)	0.326			
Y (Repurchase Intention)	0.585	0.560		
Z (Customer Satisfaction)	0.537	0.426	0.779	

Source : Smart PLS Program Output (2023)

Structural Model Test Results (Inner Model)

The inner model test is a step in developing a model based on theory to analyze the interaction between exogenous and endogenous variables that have been formulated in a conceptual framework. The purpose of the structural model test is to assess the relationship between the constructed being measured, which is part of the t-test on the partial least square.

Table 4. R-Square Value Test Results

	R Square	R Square Adjusted
Repurchase Intention (Y)	0.665	0.658
Customer Satisfaction (Z)	0.337	0.328

Source : Smart PLS Program Output (2023)

In table 4, it can be seen that the *R-Square* value of the Repurchase Intention (Y) construct as an endogenous variable with an R-Square value of 0.665, is strong enough to show that about 66.5% of the variability in Repurchase Intention can be explained by the variables in the model. This suggests that models that include Service Quality (X1), Price Fairness (X2), and possibly other variables (such as Customer Satisfaction) have a relatively good ability to account for variations in Repurchase Intent.

Customer Satisfaction (Z) of 0.337, around 33.7% variability in Customer Satisfaction where based on the R-Square measurement scale criteria got weak results. This shows that Customer Satisfaction (Z) is still weak to be a mediator between Service Quality (X1), Price Fairness (X2), and Repurchase Intention (Y). There are other factors outside of Service Quality and Price Fairness that also affect Customer Satisfaction, this can also happen due to weaknesses in the Customer Satisfaction model or measurement.

Table 5. F-Square Value Test Results

	X1 (Service Quality)	X2 (Price Fairness)	Y (Repurcha se Intention)	Z (Customer Satisfactio n)
X1 (Service Quality)			0.090	0.253
X2 (Price Fairness)			0.148	0.098
Y (Repurchase Intention)				
Z (Customer Satisfaction)			0.593	

Source : Smart PLS Program Output (2023)

Based on the method presented by Hair et al., the interpretation of the F-square value for each predictor (exogenous variable) to the mediator variable (latent variable) and endogenous variable (predicted variable) shows that an F-square of 0.090 shows the relative contribution of Service Quality to Repurchase Intention. This value can be interpreted as a low contribution, indicating that Service Quality has a relatively small influence on Repurchase Intention when compared to other variables in the model. An F-square of 0.253 indicates the relative contribution of Service Quality to Customer Satisfaction. This value can be interpreted as a greater contribution than to Repurchase Intention, indicating that Service Quality has a more significant influence on Customer Satisfaction. An F-square of 0.148 indicates the relative contribution of Price Fairness to Repurchase Intention. This value can also be interpreted as a low contribution, indicating that Price Fairness has a relatively small influence on Repurchase Intention when compared to other variables in the model. An F-square of 0.098 indicates the relative contribution of Price Fairness to Customer Satisfaction. Like Service Quality, this contribution is more significant to Customer Satisfaction than Repurchase Intention. An F-square of 0.593 indicates the relative contribution of Customer Satisfaction to Repurchase Intention. This is the highest F-square value in the model, indicating that Customer Satisfaction has the

greatest influence on Repurchase Intention compared to other variables in the model. In conclusion, Customer Satisfaction (Z) is the strongest predictor in explaining variability in Repurchase Intention (Y), followed by Service Quality (X1) to Customer Satisfaction (Z). Price Fairness (X2) has a lower influence in explaining variability in Repurchase Intention (Y) and Customer Satisfaction (Z).

Table 6. Goodness of Fit Test Results

	Saturated Model	Estimated Model
SRMR	0.072	0.072
d_ ULS	3.482	3.482
d_ G	2.636	2.636
Chi-Square	1754.549	1754.549
NFI	0.749	0.749
rms Theta	0.147	

Source : Smart PLS Program Output (2023)

The SRMR value is 0.072 for both saturated models and estimated models. Since the SRMR value is in the range between 0.08 and 0.10, this indicates that the model has a good goodness of fit. The Chi-Square value is 1754,549 for both models, both saturated and estimated models. Since a lower Chi-Square indicates better goodness of fit, a Chi-Square value equal to 0 on a saturated model indicates that the saturated model is a perfectly fit model. However, in the estimated model, a high Chi-Square value indicates a difference between the estimated model and the saturated model. The NFI value is 0.749 for both models, both saturated and estimated models. Since the NFI value is less than 0.80, this indicates that the model has a marginal fit, which means that the model does not fully match the observed data. The RMSttheta value is 0.147 for the saturated model. Since the RMSttheta value is less than 0.12, it indicates that the model has a good goodness of fit, as a smaller RMSttheta value indicates a better fit model.

Tabel 7. Hasil Uji VIF

	X1 (Service Quality)	X2 (Price Fairness)	Y (Repurchase Intention)	Z (Customer Satisfaction)
X1 (Service Quality)			1.403	1.120
X2 (Price Fairness)			1.230	1.120
Y (Repurchase Intention)				
Z (Customer Satisfaction)			1.509	

Source : Output Program Smart PLS (2023)

From the table, we can see that the VIF value for X1 (Service Quality) is 1,403 when correlated with X2 (Price Fairness) and 1,120 with Y (Repurchase Intention). For X2 (Price Fairness), the VIF value is 1,230 with Y (Repurchase Intention) and 1,120 with Z (Customer Satisfaction). These values are all below the 5 boundary, which indicates that there are no serious multicollinearity issues

in this model. The highest VIF value was 1,509 for Z (Customer Satisfaction) when correlated with other variables, but this was still below the set limit, suggesting that while there was a correlation between these variables, the correlation was not high enough to cause significant concern in the model analysis. Thus, the model can be considered quite free from multicollinearity issues, ensuring that the resulting regression estimates are accurate and trustworthy.

CONCLUSIONS

Based on the results of research that has been conducted on Natasha Skin Care, the following are the conclusions of the analysis that has been carried out regarding the influence of *service quality*, *price fairness*, and *customer satisfaction* on *repurchase intention*:

1. *Service quality* has a significant influence on customer satisfaction. The improvement in the quality of services provided by Natasha Skin Care directly increases customer satisfaction. This means that to improve customer satisfaction, companies must focus on service aspects such as speed of response, friendliness, and reliability.
2. *Service quality* also has a significant effect on *repurchase intention*. Customers who experience a good quality of service tend to have a higher repurchase intent at Natasha Skin Care. In other words, an improvement in service quality not only increases customer satisfaction but also increases their likelihood of making a repeat purchase in the future.
3. *Price fairness* has a significant effect on customer satisfaction. When customers feel that the price paid is reasonable, their satisfaction level increases. It emphasizes the importance of price transparency and fairness in pricing as key factors in increasing customer satisfaction at Natasha Skin Care.
4. *Price fairness* also has a significant effect on (*repurchase intention*). Customers who feel the price they pay is fair tend to have higher repurchase intent. The perceived price fairness plays an important role in encouraging customers to make repeat purchases at Natasha Skin Care.
5. *Customer satisfaction* has a significant effect on *repurchase intention*. The higher the level of customer satisfaction with the product or service, the more likely they are to make a repeat purchase. Customer satisfaction is a key factor in determining repurchase intent at Natasha Skin Care.
6. *Service quality* has a significant effect on *repurchase intention* through customer satisfaction. Good quality of service increases customer satisfaction, which in turn increases repurchase intentions.
7. *Price fairness* has a significant effect on *repurchase intention* through customer satisfaction. Price fairness affects repurchase intention indirectly by increasing customer satisfaction first. Customers who feel the price paid is fair tend to feel more satisfied, and this satisfaction then drives the intention to buy again.

RECOMMENDATION

Based on the results of research on the influence of service quality, price fairness, and customer satisfaction on repurchase intention at Natasha Skin Care, here are some suggestions that can be applied:

1. Improved online reservation system: Implementation of a reservation system integrated with CRM and the addition of chatbots to improve service efficiency and reduce waiting times.
2. Customer data-driven personalized service: Leveraging customer data to offer more personalized care to increase customer satisfaction and loyalty.
3. Transparency in pricing: Adopt a transparent and flexible pricing strategy, and provide service packages that suit customer needs.
4. Building an exclusive community of loyal customers: The creation of loyalty programs through special communities that provide exclusive benefits to members.
5. Regular employee performance monitoring: Periodic employee performance assessments through customer surveys to maintain service quality throughout branches.
6. Collaborate with influencers: Collaborate with relevant influencers to expand the market and increase customer engagement.
7. Utilization of AR technology: Using Augmented Reality technology to provide a virtual experience in trying on a product or treatment.
8. Development of a referral-based reward system: Providing reward points for referrals from customers that can be redeemed for free or discounted services.

FURTHER STUDY

Given their shortcomings and limits, it is not surprise that researchers found numerous problems with writing, language, presentation style, and report presentation. To get the best results possible, academics expect incisive criticism and direction from a variety of sources.

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