



The Effect of Brand Image, Word of Mouth, and Price Perception on Repurchase Intention in Vaseline Hand and Body Lotion at Mellebee Beauty Be Leora Jombang City

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ABSTRACT

The purpose of this study was to determine how brand image, word-of-mouth, and price perception affected consumers' intentions to repurchase Vaseline body lotion at Mellebee Beauty in Jombang City. In this study, quantitative research methodologies were applied. In order to collect data, 84 participants were given questionnaires utilizing purposive sampling approaches combined with non-probability selection methods. After that, the data was examined using partial least square (PLS SEM) software and variance-based structural equation modeling (SEM), sometimes known as substitute SEM methods. The study's findings indicate that Mellebee Beauty customers are inclined to repurchase Vaseline body lotion. Word-of-mouth, price perception, and brand image all have a favorable and significant impact on Be Leora Jombang.

INTRODUCTION

The economic world is becoming more competitive these days, particularly between comparable enterprises. Thus, in order to draw customers and hold onto market share, businesses need to stand out from the competition. Year-round, strong sunlight in Indonesia has both health benefits and risks for skin harm. Hand & Body Lotion is used as protection to address this issue. Skin can be immediately brightened and moisturized using Vaseline Hand & Body Lotion. Stores like Indomart, Alfamart, Alfamidi, and e-commerce carry this product. Founded in 1870, Vaseline is a body care brand with a number of variations designed to brighten and hydrate skin. Vaseline is safe to use because it has also been registered with BPOM. The Top Brand Index information for the body lotion category from 2019 to 2023 is provided below.

Table 1. Hand & Body Lotion Category for 2019-2023

Merek	TBI tahun				
	2019 (%)	2020 (%)	2021 (%)	2022 (%)	2023 (%)
Citra	38,30	31,50	29,10	29,60	29,70
Vaseline	19,70	11,80	14,80	16,50	17,10
Marina	17,80	22,40	16,20	13,60	15,90
Nivea	6,20	5,40	8,80	8,90	7,20
Body Shop	-	-	5,60	3,70	3,20

Source: topbrand-award.com

Within Table 1. The Vaseline hand and body lotion brand's performance declined by 11.80% in 2020, according to the Top Brand Index. The reason is fierce rivalry in the body care product market. According to the data, less people are choosing to repurchase because there are more high-quality hand and body brands available. Vaseline markets its goods offline through a number of agents and outlets in addition to online. The skincare store Mellebee Beauty Be Leora is one of them. located in Sengon, Jombang, East Java at Jl. Pattimura No. 48. The Mellebe Beauty store's sales statistics for Vaseline body lotion goods is displayed in the following table.

Table 2. Vaseline Body Lotion Sales Data for 2022-2023

Bulan	Tahun 2022	Bulan	Tahun 2022	Bulan	Tahun 2023	Bulan	Tahun 2023
	Semester I		Semester II		Semester I		Semester II
Januari	125 Pcs	Juli	79 Pcs	Januari	110 Pcs	Juli	81 Pcs
Februari	84 Pcs	Agustus	120 Pcs	Februari	75 Pcs	Agustus	65 Pcs
Maret	112 Pcs	September	78 Pcs	Maret	98 Pcs	September	92 Pcs
April	120 Pcs	Oktober	65 Pcs	April	63 Pcs	Oktober	58 Pcs
Mei	108 Pcs	November	89 Pcs	Mei	45 Pcs	November	88 Pcs
Juni	121 Pcs	Desember	99 Pcs	Juni	119 Pcs	Desember	80 Pcs
Jumlah Unit	670	Jumlah Unit	530	Jumlah Unit	510	Jumlah Unit	464

The aforementioned data illustrates the sales volume decline seen in each semester for Vaseline Body Lotion at the Melles Beauty Shop in Jombang City over a four-semester period. 670 units were sold in semester I, 530 units in semester II, 510 units in semester III, and 464 units in semester IV. There's a rumor that some customers will switch to another brand of body lotion and cease making repeat purchases. Repurchase decisions, according to Setiana and Marlien (2021), are promises made by customers that come to pass after they make a purchase of a good or service. Ika Nur Khikmatul Aini et al.'s research from 2022, which found that KFC repurchase decisions are positively and considerably influenced, supports this.

When consumers make recurrent purchases, they always consider the brand image of the product they are buying. Tjiptono (2015) defines brand image as a collection of consumer perceptions and connections with a certain brand. Positive brand perceptions lead to favorable evaluations, and satisfied customers are more likely to make repeat purchases. Damaryanti et al.'s research from 2022, which indicates that brand image influences repurchase decisions favorably, supports this. Customer repurchase intention is determined by factors other than brand image, such as price perception. In Clarita (2023), Rivai and Zulfitri (2021) state that price perception is a metric determined by the amount of money consumers pay for the products or services they have been sold. Research by M. Muflih Prasetyo and Sutrisno Wibowo (2023) demonstrates that price perception influences repurchase decisions at Scarlett Whitening in a positive and significant way.

As previously mentioned, Word of Mouth (WOM), commonly referred to as "word of mouth communication," can also be used to boost sales, according to Kotler and Keller (2016). The word-of-mouth approach is straightforward and doesn't come with a high price tag, but it's a powerful marketing tool that business actors can employ. This is in line with research by Saputra et al. (2020), which shows that word-of-mouth influences repurchase intention favorably and significantly. One of the many things that encourages customers to recommend a product is its quality; if a product is good, people will probably buy it again, and vice versa.

Table 3. Customer Complaints on Vaseline Body Lotion Products at Mellebee Beauty By Leora in 2024

Complaint Type	Total
1. The price of Vaseline Body Lotion at Mellebee Beauty Store is quite expensive compared to other skincare stores.	4
2. Less moisturizing on the skin so it must be replenished frequently.	6
3. Does not match the claim of "Whitening Skin".	5
4. The texture is sticky and does not absorb quickly, making the skin look dull.	5

Source: field survey results

It was discovered through the customer survey that there was discontent with the Vaseline body lotion experience. Customers move to other items that better fit their skin demands since Vaseline body lotion at Mellebee Beauty is more costly than similar products at other cosmetic retailers. The goal of the study was to ascertain how consumers' desire to repurchase Vaseline hand and body lotion at Mellebee Beauty Jombang was influenced by pricing perceptions, word-of-mouth marketing, and brand image.

THEORETICAL REVIEW

Brand Image

According to Firmansyah (2019: 60), brand image is the impression that customers have of a certain product brand. A positive brand will increase future consumer interest in the product, whereas a negative brand will impede the manufacturer's marketing initiatives (Damaryanti et al., 2022). From the explanation given, it is clear that a consumer's perception of a brand is founded on the trust that the brand has built up in their thoughts. This is known as brand image.

It can be measured by the following factors, according to research by Firmansyah (2019) in Nabella Setiowati and Ida Farida (2024): 1. Corporate Image; 2. Image of the user; and 3. Image of the product.

Word Of Mouth

Sian & Brandinie (2022) define word-of-mouth marketing as a method of customer referrals wherein consumers discuss and write about products or services based on their personal experiences, assessments, and views. In contrast, word-of-mouth communication is defined by Kotler and Keller (2016) as an oral, written, and electronic communication process that takes the form of recommendations made by individuals and organizations for a good or service in order to share information through firsthand experience with the purchase. In summary, word-of-mouth marketing refers to the communication activity that

consumers engage in when they discuss, advertise, or present goods or services to others.

According to Fakhruddin et al.'s research, word-of-mouth indicators are as follows: 1. Talk about; 2. Promote; and 3. Recommend.

Price Perception

Price perception, according to Kotler and Keller (2012), is the method by which people choose, arrange, and analyze input data in order to construct a meaningful worldview. In Jayanti et al.'s research, (2020), Hayati (2019) states that price perception establishes whether an item's price is considered expensive, inexpensive, or standard, allowing a business to choose a price that is appropriate. It is concluded that price perception is the process by which customers fully comprehend and derive meaningful meaning from pricing information.

Indicators of price perception include: 1. Affordability of price; 2. Price harmony with product quality; 3. Competitiveness of product price; and 4. Conformity with product advantages, according to Stanton (2013: 38) in the journal Desti Ramdhani and Suzy Widyasari (2022).

Conceptual Framework

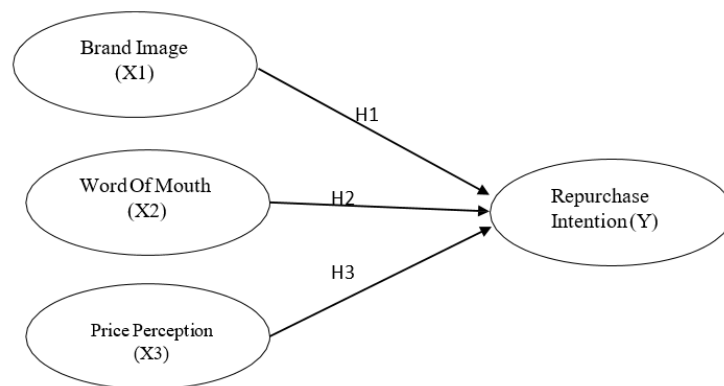


Figure 1. Conceptual Framework

A hypothesis is based on the conceptual framework mentioned above:

- H1: It is suspected that *Brand Image* has a positive effect on repurchase intention for Vaseline hand and body lotion products at Mellebee Beauty By Leora Jombang City.
- H2: It is suspected that *Word Of Mouth* has a positive effect on repurchase intention for Vaseline hand and body lotion products at Mellebee Beauty By Leora Jombang City.
- H3: It is suspected that price perception has a positive effect on repurchase intention for Vaseline hand and body lotion products at Mellebee Beauty By Leora Jombang City.

METHODOLOGY

A Likert scale is the measuring tool employed in this quantitative study to assess each research variable. Customers who had made repeat purchases of Vaseline hand and body lotion items at Mellebee Beauty in Jombang City made up the study's population. The sampling strategy employed was a combination of non-probability and purposeful sampling, where the sample is chosen using this technique according to the following criteria or respondent characteristics:

1. Must be at least 17 years old
2. Female customers who bought Vaseline Body Lotion from Jombang City's Mellebee Beauty.

84 samples were chosen to be used in this investigation, according to Ghozali (2011). Data sources included the distribution of questionnaires, analysis methods, and SEM PLS hypothesis testing in this study.

RESULTS

Respondent Characteristics

Age	Percentage (%)
17 years -21 years	39%
22 years -26 years	37%
27 years - 30 years	13%
>30 years	11%

Source: data processing, *SmartPLS* output

Jobs	Percentage (%)
Student	58%
Self-employed	8%
PNS	14%
TNI/POLRI	4%
More	16%

Source: data processing, *SmartPLS* output

In terms of age, women between the ages of 17 and 21 make up the majority of Vaseline body lotion users (39%). Additionally, they are students, making up 58% of the sample, with a percentage of 26% and an a salary ranging from IDR 500,000 to IDR 1,000,000. Vaseline body lotion repurchasers tend to be female since women are more likely to use cosmetics and care about their looks and beauty.

In PLS, evaluating the *outer* and *inner models* is how models are evaluated. Multiple tests are used to assess the outer model: *composite reliability, convergent validity, discriminant validity, and Average Variance Extracted (AVE)*. *R-Square*, the significance test (also known as hypothesis testing), and *effect size* are used to test the inner model.

Test the outer model:

Validity test: If each construct's AVE value is more than 0.5, the result of the *Average Variance Extracted* (AVE) value table indicates a good mode. It is possible to conclude that the AVE test's results on the *Brand Image* (X1), *Word of Mouth* (X2), *Price Perception* (X3), *Repurchase intention* (Y), and 0.683 variables have good validity.

	<i>Average Variance Extracted</i> (AVE)
Repurchase Intention (Y)	0,699
Brand Image (X1)	0,706
Word Of Mouth (X2)	0,748

Source: data processing, *SmartPLS* output

In the reliability test, the indicator is referred to as consistent in measuring the hidden variable if the Composite reliability value is over 0.70, indicating that the construct is dependable. The findings of the Composite Reliability test indicate that the following variables can be considered reliable: *Brand Image* (X1) of 0.878, *Word of Mouth* (X2) of 0.899, *Price Perception* (X3) of 0.896 and *Repurchase Intention* (Y) of 0.903.

	<i>Composite Reliability</i>
Repurchase Intention (Y)	0,903
Brand Image (X1)	0,878
Word Of Mouth (X2)	0,899
Price Perception (X3)	

Source: data processing, *SmartPLS* output

The degree of connection between two variables is indicated by a maximum correlation value of 1; the closer the correlation is to 1, the stronger the relationship. The *Word of Mouth* (X2) variable and *Repurchase Intention* (Y) had the strongest association, at 0.723. as a result, compared to the relationships between other variables, the association between variables X2 and Y is greater.

	Repurchase Intention (Y)	Brand Image (X1)	Word Of Mouth (X2)	Price Perception (X3)
Repurchase Intention (Y)	1,000			
Brand Image (X1)	0,640	1,000		
Word Of Mouth (X2)	0,723	0,569	1,000	
Price Perception (X3)	0,664	0,522	0,563	1,000

Source: data processing, *SmartPLS* output

PLS Model Analysis

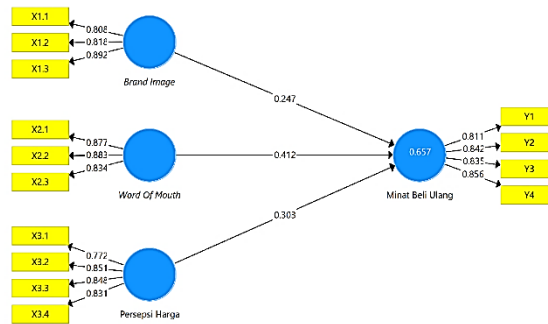


Figure 2. Outer Model with factor loading, Path Coefficient and R-Square

Inner model R-square

The R-Square value is one way to test using the goodness-of-fit model test. The value of R-squared is 0.657. This shows that the model can describe the phenomenon of repurchase intention, which is impacted by independent variables including Brand Image, Word of Mouth, and Price Perception, with a variance of 65.7%; variables not included in this study account for the remaining 34.3% of the variation.

	<i>R-Square</i>
Repurchase Intention (Y)	0,657

Source: data processing, *SmartPLS* output

DISCUSSION

1. The effect of brand image on repurchase intention

According to the findings of the SEM-PLS research, there is a positive correlation between the brand image and the intention to repurchase. It has a substantial (positive) influence with path coefficients of 0.247, a T-statistic value of 2.218 > 1.96 P-values of 0.027 (lower than 0.05).

Thus, the first hypothesis (H1) claims that the intention in repurchasing vaseline hand and body lotion at Mellebee Beauty Be Leora in Jombang City is influenced by one's brand image. Based on the outer loading study results, it is evident that the most significant indication of brand image is product image. Customers are more likely to repurchase a brand if they find it easy to remember due to its excellent quality and dependability.

The study's findings corroborate past research by Ika Nur Khikmatul Aini, R.A. Marlien and Alimuddin Rizal Riya'I (2022), Nahya Masitoh & Jati Waskito (2024), and M. Muflih Prasetyo & Sutrisno

Wibowo (2023) that demonstrated the positive and significant relationship between Brand Image and Repurchase Intention.

2. The effect of *word of mouth* on repurchase intention

The results of the SEM-PLS study indicate that word-of-mouth has a positive influence on repurchase intention. With path coefficients of 0.412, a T-static value of $3.186 > 1.96$, and P-values of 0.002 (less than 0.05), it has a significant (positive) affect.

Thus, word-of-mouth influences consumers' intentions to repurchase Vaseline hand and body lotion at Mellebee Beauty Be Leora Jombang City, according to the second hypothesis (H2). The most significant predictor of word-of-mouth, according to the outer loading study results, is promotion. This suggests that the more individuals who endorse Vaseline body lotion, the more likely it is that buyers will decide to repurchase it. This suggests that recurrent business from clients may be influenced by the favorable experience of the nearest individual who has used Vaseline body lotion.

According to earlier research by Ika Nur Khikmatul Aini, R.A. Marlien and Alimuddin Rizal Riya'I (2022), Nahya Masitoh & Jati Waskito (2024), word-of-mouth has a favorable and considerable impact on repurchase intention. These findings are consistent with the findings of this study.

3. The effect of price perception on repurchase intention

Price perceptions and repurchase intention have a positive association, according to the findings of the SEM-PLS research. It has a substantial (positive) influence with path coefficients of 0.303, a T-statistic value of $3.044 > 1.96$, and P-values of 0.002 (less than 0.05).

Thus, the first hypothesis (H3) states that price perception has a positive effect on repurchase intention in vaseline hand and body lotion at Mellebee Beauty Be Leora in Jombang City. Customers will be encouraged to make repeat purchases because the price is commensurate with the product quality, according to the outer loading analysis results, Studies demonstrate that the most important factor influencing price perception is the price in relation to product quality.

The results of this investigation are in line with earlier studies by Nahya Masitoh and Jati Waskito (2024), M. Muflih Prasetyo and Sutrisno Wibowo (2023), and Nabella Setiowati and Ida Farida (2024), which found that Price Perception significantly and favorably influences Repurchase Intention.

CONCLUSIONS AND RECOMMENDATIONS

The brand image, word-of-mouth, and price perception of Vaseline body lotion items at Mellebee Beauty in Jombang City all affect repurchase intention. This indicates that the more a brand is dependable, easy to recall, and of excellent quality, the greater the repurchase intention. Additionally, the repurchase intention increases with the degree to which close individuals talk about their favorable experiences. Additionally, the high repurchase intention will be impacted if the product's pricing is commensurate with the quality delivered. In order for consumers to learn about and develop favorable opinions of a company, it is imperative that businesses uphold and continuously present a positive brand image and begin creating a visual identity for their target market. Furthermore, the more positive word-of-mouth recommendations someone leaves for Vaseline body lotion, the more likely it is that they will recommend the product to others and make additional purchases. To sustain and grow its product sales, the company needs to keep prices in line with the value of its offerings. Because women are more likely to use cosmetics and care about their looks and beauty, users who repurchase Vaseline body lotion tend to be female. It is believed that this research will help businesses develop more effective marketing techniques.

FURTHER STUDY

One of the study's limitations is that it only included 84 respondents in its sample. It is intended that future study might advance more effectively with a larger sample, given the low number of samples collected due to limited resources and research manpower.

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