Exploring repurchase intentions for Wardah sunscreen in Padang city: the impact of brand awareness, social influence, and perceived quality

Fitri Adilla.Y[1*], Arief Maulana[1]

[1] Department of Management, Faculty of Economics and Business, Universitas Negeri Padang, Padang, Indonesia

ARTICLE INFO	ABSTRACT
	Study This aim for analyze the influence of brand awareness, social influence, and perceived quality on the repurchase intention of consumer Wardah sunscreen products in Padang City. The population of this study were female consumers of wardah sunscreen in the city of Padang. Amount study This were 260 respondents. Data was collected through online questionnaire distribution and data processing was carried out with using SPSS software . Results study This show that (1) Brand Awareness has a positive and significant effect on Repurchase Intention, (2) Social Influence positive effect and significant on Repurchase intention, (3) Perceived Quality has a positive and significant effect on Repurchase Intention. (4) Brand Awareness, Social Influence, Perceived Quality have a positive and significant effect on Repurchase Intention.

* *Corresponding author:* email: fitriadilla17@gmail.com

INTRODUCTION

Currently women have their own primary needs. Looking beautiful is one way to make themselves feel better in participating in a number of activities. Women want to always look beautiful at all times in order to be the center of attention for those around them. To get this beauty, in general, women are willing to reach into their pockets to spend more money, buying cosmetic products so they can fulfill their desires. Wardah cosmetics are one of the halal cosmetics in Indonesia. Wardah cosmetics itself has three principles, the first being Pure and safe , Beauty Expert , and Inspiring Beauty . Wardah Cosmetics is one of the leaders in the cosmetics industry in Indonesia. Some of the things that attract the attention of the Indonesian people to local cosmetic brands include quality, innovation, price and attractive packaging. A survey conducted by Populix revealed a list of the most used local cosmetic brands in 2022.
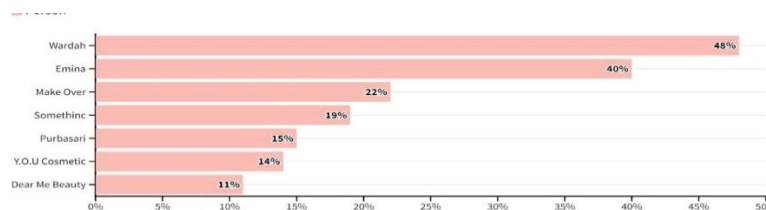

Figure 1. Most used local cosmetics in Indonesia in 2022

The first rank was won by the local cosmetic brand Wardah. 48 percent of respondents in the survey stated that they would use the Wardah cosmetic brand in 2022. Based on the figure above, consumers don't only use Wardah products, there are several competing beauty product brands such as Emina, Make Over, Something , YOU, and Dear Me Beauty .

The types of Wardah cosmetic products are very diverse and varied, one of which is well-known is lip beauty products, both lip cream , lipstick , and so on. In addition, Wardah also has other cosmetic products such as foundation , powder, cushion , sunscreen. Sunscreen is any form of protection that has an important role in maintaining skin health, considering the many daily activities that most of us do outside the home and tend to be exposed to sunlight. Excessive exposure to sunlight or in the long term can have negative effects on the skin, both acute (fast) and chronic (long). This causes the skin to get burned by the sun and also aging of the skin. Using sunscreen is one way to protect the skin from sun exposure. (BPOM, 2017). The use of sunscreen can absorb, scatter and reflect UV radiation in areas of the body that are often exposed. Currently, there are many sunscreen products that are sold in the market, both local products and products from abroad with various price variations and SPF values. One of the local brands that releases sunscreen products is Wardah. Of the many existing sunscreen products, the sunscreen from the Wardah brand is quite idolized by the public. However, based on data published by top brands which also shows the position of the Wardah brand sunscreen in a more comprehensive manner.

Table 1. Wardah *Sun Care Category* 2017 – 2022

year	Top Brand Index
2017	Nivea 30.0% (TOP)
	Wardah 18.6%(TOP)
	Vaseline 15.2%(TOP)
	Oriflame 4.5 %
2018	Nivea 32.5% (TOP)
	Vaseline 25.9% (TOP)
	Wardah 13.0% (TOP)
	Oriflame 10.5%
	Banana Boat 3.0%
2019	Nivea 22.1% (TOP)
	Oriflame 18.1% (TOP)
	Vaseline 17.9%(TOP)
	Wardah 16.7%
	Ponds 2.9%
2020	Nivea 32.3% (TOP)
	Oriflame 16.9 % (TOP)
	Vaseline 16.2 % (TOP)
	Wardah 12.3%
	Ponds 3.4%
2021	Nivea 36.4% (TOP)
	Oriflame 17.8% (TOP)
	Vaseline 16.2% (TOP)
	Wardah 13.2 %
	Ponds 3.5%

Source: Primary Data Processed, 2023

Based on the table it can be seen that over the past six years, in 2017 and 2018 Wardah sunscreens still ranked as the top brand in second and third place, but these ratings continued to decline so that during the last three years Wardah sunscreens were only ranked fourth and did not receive the Top Brand title. with fluctuating index scores. Because "top brand" in measuring brand performance has three criteria that are used as a benchmark for becoming a Top Brand, namely Mind Share which

shows how strong a brand is in a product category in placing itself in the minds of customers and becoming a top of mind brand or the most remembered. , then Market Share which shows how strong the brand is in the market and is closely related to customer buying behavior based on last usage, and Commitment Share which shows how strong the brand is in encouraging customers to make future repeat purchases or future intentions, it can be said that based on the three Based on the Top Brand criteria, it can be seen that consumers of Wardah sunscreens are currently experiencing a decrease in their repurchase rate as seen from their last purchase over the last five years, so it is illustrated that the repurchase intention of Wardah sunscreens is not optimal.

Based on the three Top Brand criteria, it can also be seen that Wardah is still not optimal in forming brand awareness in the minds of customers. Aaker in Lee et al., (2018) states when consumers have awareness about a brand they can easily recall the characteristics of the brand, this makes popular brands more likely to be recognized and have higher purchase intentions compared to brands whose awareness lower. Brand loyal consumers will choose to buy the same brand continuously and stop switching to other brands (Lee et al., 2018). In this study, there are several factors that can influence consumers' repurchase intention, one of which is brand awareness of the product. Before consumers make purchasing decisions, consumers must know several brands on the market. Therefore consumers must know about brand awareness (brand awareness). The factor that can affect brand awareness is the belief in the halal label contained in Wardah cosmetics. The halal label belief is a picture of the thoughts that consumers have about products that are labeled halal, safe and alcohol free. Product development carried out by PTI has succeeded in capturing the attention of the Muslim women segment. This is necessary for marketers to increase Muslim consumer confidence in the Wardah cosmetic brand which is labeled halal and created for the comfort and tranquility of women's skin.

The next variable is social influence. This social influence is influenced by situations, such as friends' comments, likes or dislikes of the products or services they use. Social influence offers individuals the opportunity to communicate with others by posting comments on advertisements, resulting in increased consumer interaction with advertisements. This is one of Wardah's ways to convince new customers or buyers to use Wardah products. As a result, consumers' feelings of involvement increase while their avoidance of their advertisements decreases. A person who trusts that a significant other (for example, family and friends) approves of his new product or service is more likely to trust and use the product or service (Jung, 2017). Prospective customers or prospective buyers, before purchasing a product, they will prioritize and put forward the value of the product they perceive emotionally which aims to evoke positive feelings and follow trends in the market (Eryadi, 2016).

Furthermore, important factors that influence consumers in product use. Customer needs can be satisfied depending on the ability, quality or characteristics of a product or service implied. Product quality is defined as the ability of a product to provide benefits according to consumer needs and expectations. Perceived quality will affect the repurchase intention of consumers. Perceived quality reflects the overall feelings of consumers or customers about a brand so that from this perception there is an intention to purchase the brand or product. (Vina Herawati, 2020). Product quality is a characteristic, capability, or product feature that functions to provide satisfaction or benefits, either stated or implied to the needs of consumers. There are dimensions of product quality that can be used as a reference by a consumer including performance, features, reliability, compliance with specifications, durability, serviceability, and perceived quality. Based on the existing phenomena and the background described above, the authors are interested in conducting research related to "The Influence of Brand Awareness, Social Influence, and Perceived Quality on Repurchase Intention of Wardah Sunscreen Products in Padang City".

LITERATURE REVIEWS

Repurchase intention

Repurchase intention is a decision-making process carried out by consumers after purchasing the products offered or needed by these consumers, repurchase intention can be achieved by building and managing good relationships by continuing to provide value and increase customer satisfaction (Dewi & Ekawati, 2019) . Repurchase intention is a form of customer behavior that responds positively to the service quality of a company that meets customer expectations or even exceeds customer expectations, so customers will intend to make return visits or consume the company's products again (Wijaya, 2019) . Repurchase intention is the subjective probability that an individual will continue to purchase products from the same vendor or store in the future. (Pham et al. 2018).

Brand awareness

Brand awareness is the ability of a potential buyer to recognize and recall that a brand is part of a certain product category (Fahlefi & Indriastuti, 2019) . Brand awareness is consumer orientation towards purchasing expensive and well-known national brands (Islam & Chandrasekaran, 2019). Before consumers make purchasing decisions, consumers must know several brands on the market. Therefore consumers must know about brand awareness (brand awareness). Brand awareness is an intangible asset, which includes the brand, perceived quality, name or image, brand symbols and slogans which are the main source of competitive advantage in the future (Aaker in Octaviani and Sumitro, 2020).

Social influence

Social influence is a reflection of the results of communication and interaction with other people, where with this influence a change in one's attitude or behavior can occur (Rangkuti & Sulistyawati, 2014) . Social influence is an influence that can influence people's behavior through the media and other people that facilitate the formation of community values that are felt from technological systems. In addition, what is influenced by individuals regarding social influence is about social expectations and behavior as seen from other people (Jaya et al., 2021). Social influence requires persuasion or encouraging someone to do something in order to prevent other things, including changing oneself, where one's actions aim to gain social approval (Farrow et al., 2017).

Perceived quality

Perceived quality is the buyer's assessment of the prevalence or superiority of goods in general. This assessment is carried out depending on the general assessment between what is obtained and felt compared to what is desired in general (Gultom et al., 2021) . Perceived quality is the choice and overall impression claimed by an item or service when compared to others. Goods or administrations that enjoy direct benefits that are not owned by comparable goods or administrations can be said to be of high quality (Bimantari, 2019). Perceived quality is the customer's perception of the overall quality or superiority of a product or service compared to other products or services and in relation to the expected goals. Consumer expectations will increase along with continuous product improvements over the years. Hidayah and Anjarwati (2018).
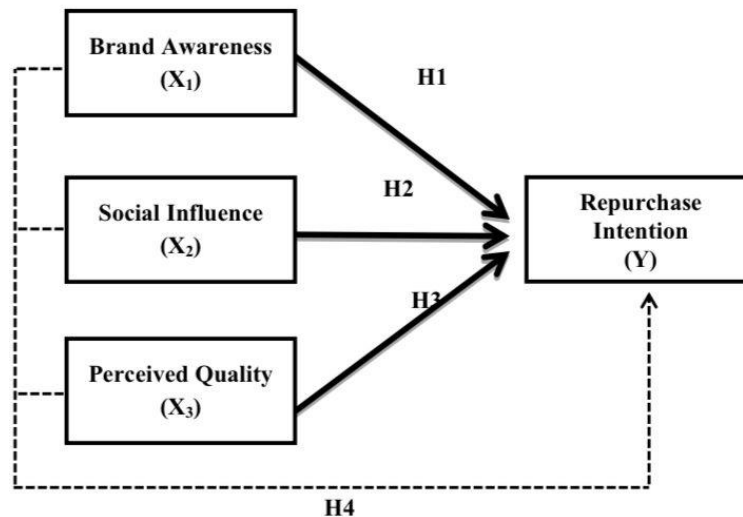
Figure 2. Conceptual Framework

HYPOTHESIS

Based on the background of the problem, theoretical studies, problem formulation and the conceptual framework above, in this study a hypothesis or temporary answer can be formulated as follows:

H_1 : brand awareness (X_1) has a significant positive effect on repurchase intention (Y)

H_2 : social influence (X_2) has a significant positive effect on repurchase intention (Y)

H_3 : perceived quality (X_3) has a significant positive effect on repurchasing intention (Y)

H_4 : brand awareness , social influence , perceived quality together have a significant positive effect on repurchase intention (Y).

METHODS

The research design used in this research is using quantitative research. The research that will be conducted is classified as a causative descriptive research. This happens because causative research is research that aims to show the direction of a causal relationship between the independent variable and the dependent variable. This research was conducted to see "The Influence of Brand awareness , Social influence , and Perceived quality on Repurchase intention of Wardah sunscreen products in the city of Padang." The population that has been determined in this study is female consumers of Wardah sunscreen who have used Wardah sunscreen products in the city of Padang, an unknown number. The sampling method used is based on non-probability sampling method with purposive sampling technique, what is meant by this technique is a technique that determines the research sample using certain considerations so that the data obtained will be more representative later.

The type of data used in this research is primary data. In research, data was collected through a questionnaire that was made online using the Google form , making it easier to distribute to respondents. The form of the questionnaire in this study uses a Likert scale, where questions and answers will be given a weighted value. The data comes from the respondents' answers to the items contained in the questionnaire and will be processed by grouping and tabulating then explained. The two inferential statistical analyzes are statistical techniques used to analyze sample data and the results are applied to the population. In this study, inferential statistical data analysis was measured using SPSS software.

Table 2. Operational definition

Variable	Variable definition	Indicators	References
Repurchase intention	Repurchase Intention in this study is an action by women consumers of Wardah sunscreen in the city of Padang to repurchase Wardah sunscreen products.	1. Will buy in the near future. 2. Will buy at the previous place. 3. Will buy the same product.	W. K. Wu et al., 2021)
Brand awareness	Brand awareness in this study is the ability of female consumers who use wardah sunscreen in the city of Padang to recognize or recall a wardah sunscreen brand.	1. Recall. 2. Recognization 3. Purchase 4. Consumption	Keller (in Sari et al., 2021: 39)
Social influence	Social Influence in this study is an act of decision making by female consumers in the city of Padang based on social influence	1. Getting information 2. Study the product 3. Purchase products 4. Sharing information	(Bruno et al., 2022)
Perceived quality	The consumer's quality perception in this study is the perception of women who use Wardah sunscreen on the overall quality or superiority of Wardah sunscreen products that are related to what consumers expect.	1. Product performance 2. Product features 3. Compliance wit product specifications 4. Aesthetics	Durianto in Arthur (2018:10)

RESULTS AND DISCUSSION

Description of respondent characteristics

The characteristics of the respondents in this study were adjusted to the three chapters that had previously been determined. Where the sampling used a purposive sampling technique , namely female consumers who had used Wardah's sunscreen products in the city of Padang. Dissemination of research questionnaires through the Google form media for approximately 17 days starting on March 7 2023 to March 24 2023. Based on the results of distributing the questionnaires, a total of 260 respondents.

Results of data analysis

Questionnaire data was collected and completely filled in by 260 respondents who were then processed using SPSS software .

Validity test

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Table 3. Validity test results

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Variables	r_{hitung}	$r_{tabel}5\%$	Status
	n=260	Df =260-2=258	
BA1	0.145	0.122	Valid
BA2	0.224	0.122	Valid
BA3	0.320	0.122	Valid
BA 4	0.288	0.122	Valid
S11	0.455	0.122	Valid
SI2	0.461	0.122	Valid
SI3	0.446	0.122	Valid
S14	0.443	0.122	Valid
PK1	0.537	0.122	Valid
PK2	0.570	0.122	Valid
PK3	0.520	0.122	Valid
PK4	0.431	0.122	Valid
RI1	0.532	0.122	Valid
RI2	0.671	0.122	Valid
R13	0.643	0.122	Valid

Source: Primary data processed, 2023

From the table above it can be seen that the variables brand awareness , social influence , perceived quality and repurchase intention have a value r_{hitung} greater than r_{tabel}, at the significance level (p) = 5% (0.05), Df = n-2, so that 260-2 = 258 which shows the number 0.122, according to the test criteria regarding the validity or not of the variable. Then all the variable items are declared "valid".

REALIBILITY TEST

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Table 4. Reliability test

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Reliability Statistics	
Cronbach's Alpha	N of Items
.830	15

Source: Primary data processed, 2023

Based on table, it shows that the variable has good reliability or is able to measure its construct. A variable is said to be reliable enough if the variable has a Cronbach alpha value for all variables greater than 0.6 then all variables can be declared reliable.

CLASSIC ASSUMPTION TEST
a. Normality test

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Table 5. Normality test results

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One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residuals
N			260
Normal Parameters [a,b]	Means		.0000000
	std. Deviation		2.41408236
Most Extreme Differences	absolute		081
	Positive		051
	Negative		-.081
Test Statistics			081
asymp . Sig. (2-tailed)			.000 [c]
Monte Carlo Sig. (2-tailed)	Sig.		.058 [d]

| | 99% Confidence | LowerBound | 052 |
| | Intervals | Upperbound | .064 |

a. Test distribution is Normal.
b. Calculated from data.

Source: Primary data processed, 2023

Based on the results of the normality test with the Kolmogorov-Smirnov it was found that the significant value of the normality test results was 0.0 5 8 where the result was greater than the significant value, namely 0.05. Thus, it can be concluded that the normality tests in this study were normally distributed.

b. Multicollinearity test

Table 6. Tests multicollinearity

Coefficients [a]

Model	Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas	t	Sig.	Collinearity Statistics tolerance	VIF
1 (Constant)	-1,880	1,291		-1.456	.147		
BA	.152	055	.141	2,769	006	.998	1.003
SI	.236	051	.242	4,579	.000	.918	1,089
PK	.433	052	.441	8,318	.000	.917	1,091

a. Dependent Variable: RI

Source: Primary data processed, 2023

Based on the table, it can be seen that the VIF value < 10 and the tolerance value > 0.1, it can be concluded that this regression model does not have a multicollinearity problem.

c. Heteroscedasticity test

Table 7. Heteroscedasticity test

Coefficients [a]

Model	Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas	t	Sig.
1 (Constant)	4,169	.821		5,078	.000
BA	-.062	.035	-.110	-1,785	075
SI	-.020	.033	-.038	-.600	.549
PK	-.064	.033	-.124	-1,939	054

a. Dependent Variable: ABS_RES

Source: Primary data processed, 2023

Based on the table of the significant value of the brand awareness variable of 0.075 > 0.05, it can be concluded that the variance of the residual value does not occur heteroscedasticity. The sig value for the social influence variable equal to 0.549 > 0.05, it can be concluded that the variance of the residual value does not occur heteroscedasticity. The sig value for the perceived quality variable is 0.054 > 0.05, so it can be concluded that the variance of the residual value does not occur heteroscedasticity.

d. Linearity test

Table 8. Repurchase intention linearity test brand awareness

			Sum of Squares	Df	MeanSquare	F	Sig.
RI * BA	Between Groups	(Combined)	213,329	13	16,410	1942	.026
		Linearity	65,029	1	65,029	7,694	006
		Deviation from Linearity	148,300	12	12,358	1,462	.139
	Within Groups		2079,206	246	8,452		
	Total		2292535	259			

Source: Primary data processed, 2023

Based on table , it can be seen that the deviation from the linearity value of the brand awareness variable is 0.139 > 0.05 so the data is linear.

Table 9. Repurchase intention linearity test social influence

			Sum of Squares	Df	MeanSquare	F	Sig.
RI * SI	Between Groups	(Combined)	484,386	14	34,599	4,688	.000
		Linearity	318,016	1	318,016	43,090	.000
		Deviation from Linearity	166,370	13	12,798	1,734	055
	Within Groups		1808.149	245	7,380		
	Total		2292535	259			

Source: *Primary data processed, 2023*

Based on table d, it can be seen that the deviation from the linearity value of the social influence variable is 0.055 > 0.05 so the data is linear.

Table 10. Repurchase intention linearity test perceived quality

			Sum of Squares	Df	MeanSquare	F	Sig.
RI *Between PK Groups		(Combined)	685,007	13	52,693	8064	.000
		Linearity	611,985	1	611,985	93,652	.000
		Deviation from Linearity	73,022	12	6,085	.931	.516
	Within Groups		1607528	246	6,535		
	Total		2292535	259			

Source: Primary data processed, 2023

Based on the table it can be seen that the deviation from the linearity value of the perceived quality variable is 0.516 > 0.05, so the data is linear.

Multiple Linear Regression Test

Table 11. Multiple linear regression test results

Model		Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas	t	Sig.
1	(Constant)	-1,880	1,291		-1.456	.147
	BA	.152	055	.141	2,769	006
	SI	.236	051	.242	4,579	.000
	PK	.433	052	.441	8,318	.000
a. Dependent Variable: RI						

Source: Primary data processed, 2023

Based on the multiple linear regression model formed, the results can be interpreted as follows:

a. constant value, meaning that if the Brand awareness, Social Influence, and Perceived Quality variables are constant or zero, the value of the Repurchase Intention variable will increase -1.880.

b. The regression coefficient of the Brand Awareness variable is 0.152, meaning that each Brand Awareness variable increases, assuming the other independent variables are considered constant or fixed, then Repurchase Intention will decrease by 0.152.

c. The regression coefficient of the Social influence variable is 0.236, meaning that each Social Influence variable increases, assuming the other independent variables are considered constant or fixed, then Repurchase Intention will decrease by 0.236.

d. The regression coefficient of the Perceived Quality variable has a value of 0.433, meaning that each Perceived Quality variable increases, assuming the other independent variables are considered constant or fixed, then Repurchase intention will decrease by 0.433

DISCUSSION

Influences Brand Awareness to Repurchase Intention .

The results of the study show that Brand Awareness (X1) has a significant positive effect on repurchase intention (Y). Based on research conducted by Ilyas, et.al. (2020), it can be concluded that strong brand awareness in consumer perceptions and views will have a significant effect on repurchase (Repurchase intention) in company activities. In line with what was published in Aquinia & Soliha's research (2020), it can be published that the stronger and better brand awareness in the eyes of consumers for company products, the greater the willingness of buyers to make continuous repurchases of these products in the future. With that, it can be conveyed that it is important to provide proper brand awareness in the view of consumers that the products offered can be trusted and will provide benefits and added value to consumers when consuming them continuously. This will make the company's products in great demand by consumers and competitive advantage in the company's activities will be better than its competitors.

This research is also supported by research conducted by Hastuti (2018) with the results of the research showing that brand awareness has a positive and significant effect on consumer repurchase intention. According to Woo (2019) "Consumers can recognize a product, evaluate quality, reduce purchase risk, and get experience and satisfaction from some product differentiation". Consumers can recognize a product, evaluate product quality, reduce purchase risk and gain experience and satisfaction from several product differentiations. When consumers do not have experience or satisfaction from a product, consumers prefer products that are known to many people.

Social influence on Repurchase Intention .

The results of the study show that Social Influence has a significant and positive effect on Repurchase Intention . The results of this study are in line with previous research conducted by Wang & Chou, (in T. M. Kusuma & Hermawan, 2020), "Social influence refers to how other people can influence one's decisions in behavior." Social influence relates to pressure or encouragement from external parties (i.e. people who are considered important in one's life, for example family, friends and bosses at work). This is also in line with research conducted by (Yeo et al., 2021) showing a result that social influence is also

significant when companies use applications as PSSC. It is important to understand that social influence can be an influential factor, especially when customers already have confidence that their family and friends will approve of them using a food delivery app. So based on this research, it shows that consumers agree that social influence can positively increase the likelihood of consumers making repeat purchases. This shows that the higher the social influence can affect the repurchase intention of consumers who use other Wardah sunscreens. Because more and more consumers using Wardah sunscreens are talking about the benefits or results they get after using the Wardah sunscreen products, this will affect their intention to repurchase using Wardah sunscreen products.

The effect of Perceived Quality on Repurchase Intention .

The results of this study are in line with the research of Wijaksono and Ali (2019), it can be published that the higher the view of quality in the minds of each buyer, the greater the customer's intention and willingness to make repeated purchases of continuous company products. From the elaboration description above, it can be conveyed that the importance of consumer perceptions of the quality of the company's products while consuming these products so that this will give a positive and good impression on consumers of the company's products. This is also in line with previous research on perceived product quality and quality relationships (Su, Swanson et al in Raynaldo & Madiawati, 2022), perceived quality is a factor that influences repurchase intention, this is caused by consumers who are familiar with a brand. Users will evaluate and make comparisons with the quality (perceived quality) that has been obtained so far. Perceived quality of a brand in the minds of consumers is also felt to have a direct influence on repurchase intention. Before intending to buy a product, consumers usually have some perceptions about the quality of the product. The form of quality perception in question can be in the form of price, shape, product quality, and so on. Perceived quality reflects the feelings of consumers or customers as a whole about a brand so that from this perception there is an intention to purchase the brand or product. If consumers feel the quality of a product from that brand is good, then most of them will assume the overall quality of the product from that brand is also good.

CONCLUSION

At the end of this thesis, the researcher will present some conclusions and suggestions based on the research findings and the descriptions in the previous chapters about the problem under study.

Based on the results obtained in this study, in general that

1. Brand awareness influences repurchase intention among female consumers who use Wardah sunscreen in the city of Padang. This is because consumers already have high product brand awareness of Wardah's sunscreen , so the product is easy to identify. Products that are labeled as halal make consumers no longer doubt the ingredients contained in Wardah's sunscreen products. Wardah's standard sunscreen prices along with good product quality have also made this product popular with consumers. So that women who use Wardah sunscreen have a repurchase intention when using Wardah sunscreen products .

2. Social influence (X2) has a significant positive effect on repurchase intention (Y) for female consumers who use Wardah sunscreen in the city of Padang.

    According to the results obtained in this study, in general that social influence influences repurchase intention among female consumers who use Wardah sunscreens in the city of Padang. This is due to the consumer's attachment to repurchase intention directly. Because the social influence of consumers who previously used Wardah sunscreens will provide a point of view that is in accordance with the previous consumer behavior that was conveyed to other consumers. Previous consumers shared information about Wardah sunscreen products and other consumers learned about Wardah sunscreen products from previous consumers and so on. This becomes a kind of chain message to consumers or other potential consumers of Wardah sunscreen. If the social influence is good, it will increase repurchase intention among female consumers who use Wardah cosmetics in the city of Padang.

3. Perceived quality (X3) has a significant positive effect on repurchase intention (Y) for female consumers who use Wardah sunscreen in the city of Padang.

   According to the results obtained in this study, in general, perceived quality influences repurchase intention among female consumers who use Wardah cosmetics in the city of Padang. Because female consumers who use Wardah cosmetics have a good quality perception of Wardah sunscreen products , so they tend to repurchase the product, this is because the perceived quality is better, the interest in repurchasing is higher. In this study, consumers have had several perceptions about the quality of the product. The form of quality perception in question can be in the form of performance, shape, texture, product quality, compliance with product specifications, aesthetics in the form of packaging on Wardah sunscreen products .

Suggestions

1. To improve it, the suggestion from this research is by influencing customers or consumers about the Wardah sunscreen product brand . Another thing that can make the product more well-known is by showing the achievements of Wardah sunscreen products.
2. Here it is still seen that consumers are still not intense enough to invite friends to buy Wardah sunscreen. To improve it, the suggestions from this research are by influencing customers or consumers about Wardah sunscreen products through social media, maintaining online friendships with users or consumers who use Wardah sunscreen, buying Wardah sunscreen products with friends, and listening to reviews from friends. who have purchased and used Wardah sunscreen products.
3. The next suggestion from this research is that it is hoped that the cosmetic company Wardah will further improve product specifications. With an increase in product compatibility with specifications, it is hoped that it will increase repurchase intention for Wardah sunscreen products in the future.
4. It is hoped that future researchers will be able to carry out further research related to repurchase intention by changing the research object and examining other factors that influence repurchase intention that have not been studied and using existing new theories, so as to correct deficiencies in this research , and to produce research that is better.

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