

The Influence of Product Quality and Price on Repurchase Intention of Wardah Lipstick Products in Bandung City

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ABSTRACT

This study examines the effect of product quality and price on repurchase intention toward Wardah lipstick products among consumers in Bandung City. A quantitative research design employing a survey method was adopted, with data collected through questionnaires distributed online via Google Forms. Respondents were selected using purposive sampling, based on the following criteria: a minimum age of 17 years, having purchased and used Wardah lipstick at least twice within the preceding three months, and residing in Bandung City. The sample comprised 130 respondents. Data were analyzed through multiple linear regression using SPSS version 26. The findings indicate that product quality exerts a positive and significant effect on repurchase intention, and that price similarly demonstrates a positive and significant effect. Furthermore, product quality and price jointly produce a significant simultaneous effect on repurchase intention. These results suggest that enhancing product quality and formulating appropriate pricing strategies may serve to strengthen consumers' repurchase intention toward Wardah lipstick products.

INTRODUCTION

The beauty and personal care industry is one of the sectors that continues to experience rapid growth in Indonesia. Supported by stable economic growth, increasing per capita income, and rising consumer awareness of personal appearance, the cosmetics market has become increasingly attractive to industry players (Hasibuan & Zen, 2024). This is evidenced by data from the Indonesian Food and Drug Authority (BPOM RI), which recorded a 20.6% increase in the number of companies in the beauty industry, with the number of cosmetic industries growing from 819 in 2021 to 913 by the end of 2022 (Syahidah, 2023). Furthermore, according to data from the Ministry of Industry, the number of business operators in the cosmetics sector increased by more than 77% over the past four years, rising from 726 businesses in 2020 to 1,292 in 2024 (Kemenperin, 2025). These data indicate that Indonesia's cosmetics business has grown quickly in response to the community's rising demand. This growth has been driven by the fundamental needs of women, who constitute the primary focus of the beauty industry (Nawiyah et al., 2023).

Cosmetic products are available in various types designed to meet consumer needs, including face powder, moisturizer, face cream, foundation, lipstick, lip balm, eyeshadow, eyebrow pencil, mascara, and other beauty products tailored to consumers' needs, particularly those of women (Lestari & Widayati, 2022). Among these various types of cosmetic products, lipstick is one of the most widely used and commonly applied products in daily activities. The use of lipstick not only adds color to the lips but also contributes to enhancing appearance and attractiveness, making it an essential part of women's facial makeup (Mawazi et al., 2022).

One of the lipstick brands that is widely recognized and extensively used by consumers in Indonesia is Wardah (Wulandari et al., 2025). Wardah is a company founded by Dra. Hj. Nurhayati Subakat on February 28, 1985. Initially, Wardah operated under PT. Pusaka Tradisi Ibu, which has since been renamed PT. Paragon Technology and Innovation (Hasibuan & Zen, 2024).

However, according to data from the Top Brand Award in the lipstick category, Wardah has experienced a fairly significant decline in its index. The Top Brand Index data are presented as follows:

Table 1. Top Brand Index of Lipstick Brands in Indonesia (2022–2025)

Brand	2022	2023	2024	2025
Wardah	27.20%	26.00%	22.40%	15.00%
Maybelline	15.80%	19.30%	19.30%	16.70%
Revlon	8.50%	6.30%	4.20%	4.80%

Referring to the data presented earlier, it is evident that the Wardah lipstick brand has shown a declining trend in its index each year. In 2022, the brand index was 27.20%, which then decreased to 26.00% in 2023. The index continued to decline to 22.40% in 2024 and eventually fell to 15.00% in 2025 (Top Brand Award, 2025). The Top Brand Index is constructed from three components, namely awareness share, sales share, and loyalty share; the present study is situated within the commitment-share dimension, which reflects a brand's

capacity to sustain customers' willingness to repurchase its products. Additionally, trio of measures underlie the Top Brand Index measurement Top of Mind, Last Usage, and Future Intention with this research specifically addressing the Future Intention parameter, where denotes consumers' stated intention to repurchase a product in the future. Accordingly, this pattern may be interpreted as an indication of declining repurchase intention toward Wardah lipstick products.

Repurchase intention is an intention based on previous purchasing experiences. Repurchase intention emerges when the standard o the product offered matches consumers expected criteria, thereby encouraging them to make future purchases (A'yun & Fitra, 2023). Repurchase intention also occurs when the product provides benefits that are consistent with consumers needs and expectations, resulting in a product that is durable and offered at a price that is appropriate for the value it provides (Riafinola & Hastuti, 2025). Based on the foregoing discussion, repurchase intention may be understood as a construct shaped by multiple factors, two of which product quality and price constitute the focus of this study.

Product quality represents one of the principal determinants of repurchase intention (Santoso & Mahargiono, 2023). commonly interpreted as an item's capacity to carry out its intended roles and provide outcomes that fulfill or surpass consumer anticipated requirements (Kotler & Keller, 2016). Numerous earlier analyses prior research has established a significant association linking product quality and repurchase intention. This corresponds to the outcomes reported by Sarifudin et al., (2024), who reported that the standard of the product exerts a favorable and notable impact on the intention to buy again, whereby superior perceived quality corresponds to stronger repurchase intention. Contrasting evidence, however, is presented by Herawati & Anugrah (2024), who found no significant impact of item standard on the likelihood of repurchasing.

In addition to product quality, the inclination to buy again is further shaped by price, as demonstrated in the study conducted by Anjellia & Herawati (2024). Price refers to the monetary sum assigned for an item or offering, representing the total worth a consumer must relinquish to obtain the benefits associated for ownership or utilization of that product or service (Kotler & Armstrong, 2018). Prior research has consistently demonstrated a notable link among price and consumers' intention to repeat purchase, as corroborated by Septi & Nurtjahjadi (2023), who found that cost exerts a constructive and statistically clear influence on consumers' the prospect of making another purchase. When prices are perceived as commensurate with the value received, consumers' repurchase intention tends to increase relative to products whose pricing fails to align with consumer preferences. Similar evidence was highlighted by Sarifudin et al. (2024), who similarly identified a marked influence of cost on the likelihood to repurchase. Conversely, Adira et al., (2022) ound that price does not constitute the dominant factor influencing repurchase intention.

The inconsistency evident across prior research findings, coupled with the declining trend in Wardah's Top Brand Index, underscores the necessity for further investigation. This study contributes novelty by focusing specifically on

Wardah lipstick and on consumers who have purchased and used the product. Accordingly, the present work seeks to examine the influence of product quality and price regarding the repeated buying tendency of Wardah lipstick buyers within Bandung City.

LITERATURE REVIEW

Product Quality

Product quality may be regarded as the item's capacity to carry out its operations and achieve results that satisfy or even surpass the user's requirements (Kotler & Keller, 2016). Consistent with this view, Deprian & Widanti (2024) posit that product quality encompasses the entirety of what sellers offer, in the form of goods or services, to satisfy customer needs. Nopitasari & Murwanti (2025) further contend that the standard of the product reflects a product's superiority, with its level measurable through product longevity, which ultimately fosters consumer trust. When product quality is favorable, consumers exhibit a greater propensity toward repeat purchasing (Tasia & Kinasih, 2022).

According to Kotler & Keller (2016) product quality may be measured across ten dimensions: shape, attributes, operational standard, compliance quality, longevity, dependability, maintainability, aesthetics, personalization, and blueprint. This study, however, focuses solely on the five dimensions deemed most pertinent to lipstick products, namely performance quality, conformance quality, reliability, durability, and design. Empirical support for the link between product attributes and repeat purchase tendency appears provided by Azizah & Sigarlaki (2024) who documented a constructive and notable impact, a finding corroborated by Anum & Badau (2023) which also concluded that product standard exerts a constructive and substantial impact on repeated buying tendencies. On this basis, the initial assumption is constructed as follows: **H1: Product quality has a positive and significant effect on repurchase intention.**

Price

Price denotes the monetary sum set for an item or service, representing the total value a consumer must relinquish to obtain the benefits of ownership or use (Kotler & Armstrong, 2018). Tjiptono (2014) similarly characterizes price as a financial metric or alternative form of value encompassing items and offerings swapped to secure possession or usage rights over an item or offering. In line with this, Ningsih (2021) stated that price is an agreed exchange value that can be used to obtain products or services. The value received by consumers should be greater than the costs they incur to obtain those products or services. Meanwhile, Hidayatulloh & Susila (2024) argued that competitive and relatively affordable prices are important factors influencing consumers' decisions to repurchase a product.

According to Kotler & Armstrong (2018) (1) cost accessibility, (2) price appropriateness compared to item standard, (3) cost competitiveness, and (4) appropriateness of price compared to the advantages gained. Safitri et al., (2024) found that price exerts a constructive and notable impact on the intention to

repeat purchase, a finding aligns with that of Yoanda & Adialita (2024). Derived from the foregoing, the second hypothesis is constructed as outlined below:

H2: Price has a positive and significant effect on repurchase intention.

Repurchase Intention

Repurchase intention indicates a client's decision to repurchase merchandise or services originating from the identical company, incurring the associated costs on a recurring basis (Hellier et al., 2003). Meanwhile Qudus & Amelia (2022) defined repurchase intention as consumers' behavior of purchasing the same product or service again because they are satisfied with the experience gained from their previous purchase. In addition, Halimah et al. (2025) similarly assert that repurchase intention denotes consumers' tendency to repurchase a product or service following prior experience with it, reflecting the degree of consumer satisfaction, given that the desire for repeat purchases typically arises once an item or offering satisfies or goes beyond what the customer anticipates.

Repurchase intention may be identified through several indicators: (1) intention to transact, denoting consumers' inclination to acquire an item; (2) intention to suggest, denoting consumers' propensity to endorse an item to peers; (3) choice-based intention, denoting a consumer's preference for a particular product over alternatives; and (4) exploratory intention, denoting consumers' ongoing pursuit of information affirming a product's positive attributes. (Halimah et al., 2025). Herawati & Anugrah (2024) revealed that product standard and price jointly influence repurchase intention, a finding consistent with that of Nurjanah & Erpurini (2025), who similarly reported a positive and significant concurrent impact of both aspects. Based on the foregoing, the third hypothesis is constructed as shown below:

H3: Product quality and price have a positive and significant simultaneous effect on repurchase intention.

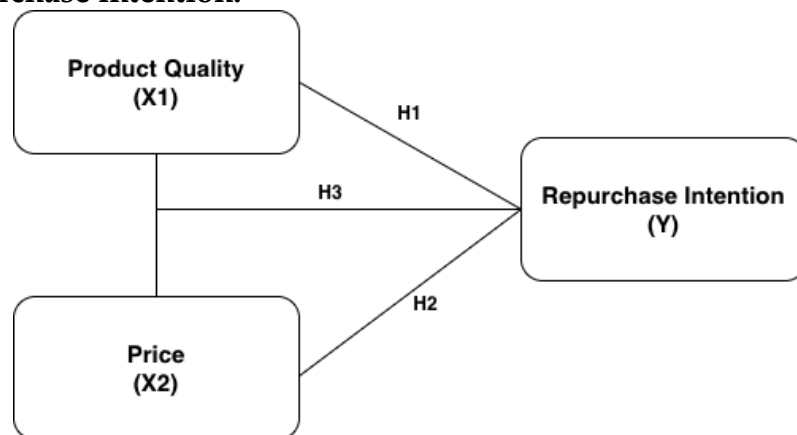


Figure 1. Conceptual Framework

METHODOLOGY

This study employs a quantitative approach using a survey method aimed at examining the effect of product quality and price on repurchase intention. The population within this research consists of consumers with a minimum age of 17 who have acquired and used Wardah lipstick at least twice within the past three

months and who reside within the municipality of Bandung. The sample in the current investigation comprises 130 respondents chosen via non-randomized selection using a targeted sampling strategy. Main information was gathered through an organized survey developed based on a five-level Likert metric and distributed online employing Google Forms. This investigation adopts a cross-sectional approach, in which data were collected at a specific a specific moment to observe the interconnections among factors based on the hypotheses that had been formulated.

This research seeks to establish the magnitude to which product attributes and pricing shape consumers' repurchase intention. Information was processed with SPSS version 26, encompassing soundness testing, consistency assessment, descriptive analysis, foundational assumption assessment, composite regression scrutiny, and hypothesis evaluation through T-test and F-test at a significance level of 5%

RESEARCH RESULT

Validity and Reliability Test Result

The soundness check utilized the Pearson Product Moment Correlation, considering an item credible if the computed r-value surpassed the r-table cutoff of 0.3061. The consistency check adopted Cronbach's Alpha, with any value above 0.60 signifying that the tool is consistent.

Table 2. Validity and Reliability Test Results

No	Statement	Validity Test	Reliability
		Pearson Correlation (r-value)	Cronbach's Alpha
Product Quality (X1)			
1	X1.1	0.642	0.717
2	X1.2	0.651	
3	X1.3	0.573	
4	X1.4	0.578	
5	X1.5	0.673	
6	X1.6	0.585	
7	X1.7	0.558	
Price (X2)			
1	X2.1	0.731	0.605
2	X2.2	0.595	
3	X2.3	0.725	
4	X2.4	0.625	
Repurchase Intention (Y)			
1	Y.1	0.734	0.663
2	Y.2	0.655	
3	Y.3	0.725	
4	Y.4	0.714	

Based on the soundness assessment outcomes, all questionnaire items were confirmed valid, as each r-count value surpassed the reference value threshold of 0.3061, indicating that the tool employed was able to accurately

assessing the target constructs. The reliability test outcomes likewise confirmed that the Cronbach's Alpha values exceeded the 0.60 threshold recommended by Sekaran & Bougie (2017), thereby ensuring measurement consistency across repeated administrations.

Descriptive Analysis Test Results

Table 3. Descriptive Analysis Results Product Quality Variable

Statement	N	Minimum	Maximum	Mean	Std Deviation
X1.1	130	2.00	5.00	4.08	.659
X1.2	130	2.00	5.00	4.18	.752
X1.3	130	2.00	5.00	4.22	.707
X1.4	130	2.00	5.00	4.06	.723
X1.5	130	1.00	5.00	4.08	.841
X1.6	130	2.00	5.00	4.33	.751
X1.7	130	3.00	5.00	4.35	.655
Valid N (listwise)	130				

The descriptive analysis for the product quality variable yielded mean values ranging from 4.06 to 4.35, with an overall average of 4.19, indicating that respondents' perceptions of Wardah lipstick quality in Bandung City fall within the good category.

Table 4. Descriptive Analysis Results Price Variable

Statement	N	Minimum	Maximum	Mean	Std Deviation
X2.1	130	2.00	5.00	4.08	.782
X2.2	130	2.00	5.00	4.30	.655
X2.3	130	2.00	5.00	3.68	.828
X2.4	130	3.00	5.00	4.31	.608
Valid N (listwise)	130				

For the price variable, mean values ranged from 3.68 to 4.30, with an overall average of 4.09, similarly indicating that respondents' perceptions of Wardah lipstick pricing in Bandung City fall within the good category.

Table 5. Descriptive Statistical Results Repurchase Intention Variable

Statement	N	Minimum	Maximum	Mean	Std Deviation
Y1	130	2.00	5.00	4.33	.675
Y2	130	2.00	5.00	4.24	.735
Y3	130	2.00	5.00	3.95	.800
Y4	130	3.00	5.00	4.16	.755
Valid N (listwise)	130				

For the repurchase intention variable, mean values ranged from 3.95 to 4.33, with an overall average of 4.17, indicating that respondents' repurchase interest in Bandung City falls within the high category.

Classical Assumption Test Result

Table 6. Classical Assumption Test Results

No	Classical Assumption Test	Acceptance Criteria	Test Results	Interpretation
1	Normality Test	(Sig) $\geq 0,05$	(Sig) = 0,200	Data are normally distributed
2	Multicollinearity Test	Tolerance value > 0.1 and VIF < 10	Product Quality Tolerance value = 0.746 dan VIF = 1.340 Price Tolerance value = 0.579 dan VIF = 1.728	There is no correlation among the independent variables.
3	Heteroscedasticity Test	(Sig) ≥ 0.05	(Sig) = 0.428 (Sig) = 0.569	The variance of the regression model residuals is constant, indicating the absence of heteroscedasticity.

Drawing from the outcomes of the above fundamental assumption evaluations, the normality assessment produced a significance measure (sig) of $0.200 \geq 0.05$, suggesting the dataset follows a normal distribution. Additionally, the multicollinearity check revealed that every predictor variable had a tolerance score greater than 0.10 and VIF lower than 10, signifying no multicollinearity among the predictors. The heteroscedasticity test yielded significance measures (sig) exceeding 0.05 for each variable, which implies that the regression model is devoid of heteroscedasticity; in other words, none of the predictors exerts a substantial influence on the absolute residuals.

Multiple Regression Test Result

Table 7. Multiple Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	0.486	1.273		0.382	0.703
	Total_X1	0.357	1.273	0.530	7.801	0.000
	Total_X2	0.350	0.073	0.327	4.820	0.000

Based on Table 7, the multiple linear regression equation is formulated as follows:

$$Y = 0.486 + 0.357X_1 + 0.350X_2$$

This formula suggests that both product quality and price exhibit positive relationships with repurchase intention. The intercept of 0.486 shows that repurchase intention would remain at 0.486 units in the absence of both independent variables. The coefficient for product standard (0.357) demonstrates that every unit rise in product quality aligns with a 0.357-unit elevation in repurchase intention, holding price constant. Similarly, the regression coefficient for price (0.350) indicates whereby every incremental unit in favorable price perception is associated with a 0.350-unit growth in repurchase intention, *ceteris paribus*.

The partial hypothesis assessment findings confirm that product quality exerts a constructive and meaningful influence on repurchase intention ($t = 7.801 > 1.65694$; $p = 0.000 < 0.05$), thereby supporting H1. Likewise, price demonstrates a positive and significant effect on repurchase intention ($t = 4.820 > 1.65694$; $p = 0.000 < 0.05$), thereby supporting H2. These findings suggest that consumers exhibit greater repurchase intention when they perceive product quality as high and pricing as appropriate.

F-Test Result

Table 8. Results Simultaneous F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	318.799	2	159.399	81.749	.000 ^b
	Residual	247.632	127	1.950		
	Total	566.431	129			

a. Dependent Variable: Total_Y

b. Predictors: (Constant), Total_X2, Total_X1

On the basis of the simultaneous F-test results, it is found that H3 successfully rejects H0, with a calculated F-value of $81.749 > 3.07$ (F-table), leading to the conclusion that Product Quality and Price simultaneously exert a noteworthy impact on repurchase intention.

DISCUSSION

The Influence of Product Quality on Repurchase Intention

The findings of this study confirm that product quality exerts a positive and significant effect on repurchase intention, as evidenced by a t-value of 7.801, exceeding the t-table value of 1.65694, alongside a significance value of 0.000 (below 0.05). These findings indicate that consumers exhibit stronger repurchase intention toward Wardah lipstick when they perceive favorable performance quality, conformance quality, reliability, durability, and design. This outcome is in agreement with the work conducted by Anum & Badau (2023), which similarly reported a constructive and meaningful impact of product standard on the intent to repurchase, as also found by Febriani et al., (2026), where found such that higher perceived product standard corresponds to greater consumer willingness to repurchase. These results thus substantiate the first hypothesis (H1), affirming product quality as a critical determinant of repurchase intention toward Wardah lipstick products.

The Influence of Price on Repurchase Intention

The findings likewise confirm that price exerts a constructive and meaningful impact on intention to repurchase, as evidenced by a t-value of 4.820, exceeding the t-table value of 1.65694, alongside a significance value of 0.000 (below 0.05). These results indicate that more favorable consumer perceptions of price correspond to stronger repurchase intention toward Wardah lipstick products, particularly when pricing is perceived as affordable, competitive, and commensurate with the quality and benefits received. This finding is consistent with the study conducted by Safitri et al., (2024), which similarly reported a positive and significant effect of price on repurchase intention, as well as with Fatmalawati & Andriana (2021). These results thus substantiate the second hypothesis (H2), confirming price as a crucial factor driving the intent to repurchase toward Wardah lipstick products.

The Influence of Product Quality and Price on Repurchase Intention

The simultaneous test results confirm that both product standard and price jointly exert a constructive and meaningful effect on intent to repurchase, as demonstrated by an F-value of 81.749, exceeding the F-table value of 3.07, alongside a significance value of 0.000 (below 0.05). These results indicate that consumers exhibit stronger repurchase intention when they perceive both favorable product quality and appropriate pricing. This result is in line with the research conducted by Zahra & Lestari (2024) as well as Nurjanah & Erpurini (2025), both of which reported comparable simultaneous effects. These results thus substantiate the third hypothesis (H3), suggesting that companies must maintain product quality while implementing appropriate pricing strategies to strengthen consumers' repurchase intention toward Wardah lipstick products.

CONCLUSIONS AND RECOMMENDATIONS

This present analysis aimed to examine the impact of product standard and cost on repeat buying intent toward Wardah lipstick products in Bandung City. Based on the research findings, the resulting inferences are as follows:

1. The outcome of significance assesment indicate a probability value of 0.000 for product quality (below $\alpha = 0.05$); accordingly, H1 is accepted, confirming that product standard imparts a constructive and meaningful influence on repurchase propensity toward Wardah lipstick products.
2. The outcomes of the significance check indicate a probability value of 0.000 for price (below $\alpha = 0.05$); accordingly, H2 is accepted, confirming that price exerts a constructive and substantial impact on the intent to purchase again toward Wardah lipstick products.
3. The concurrent significance test outcomes show a likelihood value of 0.000 (below $\alpha = 0.05$); accordingly, H3 is accepted, confirming that product standard and cost jointly exert a noteworthy impact on repeat buying intent toward Wardah lipstick products.
4. These findings suggest that Wardah must continue enhancing product quality while maintaining competitive pricing strategies in order to strengthen consumers' repurchase intention and sustain its market position within the cosmetics industry.

ADVANCED RESEARCH

This study is subject to several limitations, including its exclusive focus on product quality and price as determinants of consumers' repurchase intention toward Wardah lipstick products, as well as its restriction to a single research location, namely Bandung City. Consequently, the insights cannot presently be extended to a wider demographic.

Subsequent work is advised to broaden the area of inquiry so as to improve how widely the insights may be applied. Additionally, subsequent studies may extend the research model by incorporating supplementary variables potentially influencing repurchase intention, such as brand image, brand trust, promotion, electronic word-of-mouth (e-WOM), and customer loyalty, thereby providing a wider and deeper comprehension of buyer conduct toward cosmetic products.

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