Product Quality Dimensional Analysis of Repurchase Intention

M. Trihudiyatmanto
Faculty of Economics and Business, University of Al-Qur'an Science Central Java in Wonosobo
Email: trihudiyatmanto@unsiq.ac.id

ABSTRACT
Purpose - This study aims to prove the effect of product performance, product durability and product aesthetics on repurchase intention.
Methodology - The data used were interviews and questionnaires that came from direct respondents. The population in this study were consumers of wardah products themselves, namely UNSIQ Central Java students in Wonosobo. The sampling technique used the Rao Ancient Formula. The number of samples in this study were 100 respondents or Central Java UNSIQ students in Wonosobo. The analysis technique used in this research isSPSS.
Results - This study shows that product performance (X1) has a positive effect on repurchase intention, product durability (X2) has a positive effecton repurchase intention, product aesthetics (X3) has a positive effect on repurchase intention.
Limitations - collecting data in this study using an online questionnaire from here it could be that what the researcher will convey to the respondent becomes an understanding that is not understood.
Future Research Agenda - should use interview techniques directly with respondents, so that the results are better and in accordance with the existing reality, assist respondents in filling out questionnaires, can expand other indicators and vary more according to the object of research.
Keywords : Product Performance, Product Durability, Product Aesthetics and Repurchase Intention.

Introduction

Competition in business is getting stronger and tighter. Therefore, entrepreneurs are competing to win the attention of consumers so that their companies are still developing to realize consumer desires. Someone who is already interested in beauty products so they lack confidence if they don't use them so they repurchase these cosmetic products.

Repurchase interest is part of buying behavior, which in turn will form loyalty in consumers. In addition, committed customers are generally more receptive to the expansion of new products offered with the expectation that consumers will give consumers repurchasing interest in the future. Simamora (2001: 106) says that interest in buying a product arises because there is a basis of trust in a product. Repurchase intention is that consumers are interested in making purchases using the product, the shop by consumers will be revisited in the future and consumers are interested in recommending products (Suhaily & Soelasih, 2017). Engaged consumers will experience a sense of empowerment from interactions that in turn can encourage a variety of positive transactional outcomes such as asking for repeat purchases (Kokotsaki et al., 2018). So it can be concluded that consumers who are involved with a brand tend to develop positive beliefs about the seller than consumers who are not involved. Purchase intention can be influenced by product quality according to Tjiptono (2000: 54) this is because product quality has a relationship with consumer attitudes, product quality provides an incentive for consumers to bond with companies.

Product quality is a characteristic of goods or services that function to meet existing needs (Collier and Bienstock, 2006). Product quality is a characteristic that exists in a product that can meet the needs of consumers Kotler and Armstrong (2008:272). With product quality that is in accordance with consumer desires, the company can face market share. The dimensions of product quality include Performance, Features, Reliability, Conformance, Durability, Serviceability, Perceived quality.

In analyzing product quality, there are several dimensions, one of which is performance. Meanwhile, according to Kotler and Armstrong (2004:286) performance is a basic dimension related to the main function of a product. If the performance is not appropriate then the consumer will feel disappointed that this is not fulfilled. In the research of Cici Lia Kartika and Rizky Natassia (2016) stated that product performance has a positive effect on the repurchase intention of consumers of Wardah cosmetics. Performance has an influence on repurchase intention, namely by using quality raw materials and making clean products. Consumers hope to be able to provide attractive and quality packaging both in terms of the cardboard and the product itself, so that consumers are satisfied with the products they have purchased.

Durability is the age or life size of a product according to Garvin (in Boyd, 2000: 272), whereas according to Kotler and Armstrong (2004: 286) a measurement of the product cycle, both technically and at a predetermined time. In the research of Cici Lia Kartika and Rizky Natassia (2016) stated that product durability has a positive effect on consumer repurchase intention of wardah cosmetics. Wardah Lipstick products are said to be durable if they last after being used repeatedly or have been used for a long time. So that consumers will feel happy if the product they buy matches the expectations they want.

Next Aesthetics (Esthetic), related to how the product looks, tastes, sounds, tastes, lulls according to Garvin (in Boyd, 2000: 272). Meanwhile, according to Tjiptono (2012) namely appeal to the five senses, for example: shape, physique, model, artistic design, and so on. In research by Cici Lia Kartika and Rizky Natassia (2016) stated that product durability has a positive effect on consumer repurchase intention. With aesthetics in place of the product by attracting consumers will feel satisfied or feel that the product has its own characteristics in the packaging section.

Cosmetic products currently have various types and brands, one of which is Wardah cosmetic products. Based on an initial survey conducted, Wardah Lipstick Products among UNSIQ Central Java female students in Wonosobo had a low repurchase intention of 60% of the 30 people interviewed. The researcher conducted a direct interview with UNSIQ Central Java female students in Wonosobo giving responses stating that Wardah Lipstick Products in product performance did not produce a good basic function to cover dark lips. In previous research, the product performance of Wardah Lipstick has raw materials that can make consumers' lips look brighter and get vitamins from the ingredients in the Wardah Lipstick.

In addition, the durability of Wardah lipstick also does not last long to be used for one day's activities. According to previous researchers, the durability of Wardah Lipstick products can provide long resistance to use for activities all day long. Wardah Lipstick products are also not easily spoiled when they have been used for a long time and for a predetermined period of time. Regarding the aesthetics of Wardah Lipstick products, they have containers or places that are less aesthetically pleasing, so female students cannot

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Email: trihudiyatmanto@unsiq.ac.id

carry them on trips or carry out their daily activities. In previous research, the aesthetics of Wardah Lipstick products has an aesthetic container or place so that the product can be taken for traveling and carrying out activities.

The urgency of this research was based on the results of a direct survey by researchers of UNSIQ Central Java female students in Wonosobo, the researchers concluded that there was a problem with Wardah Lipstick products which could cause the repurchase interest of UNSIQ female students to decrease. A prolonged decline will result in a decrease in the company's profits.

Based on the background of the problem in the form of a gap phenomenon, it was found that there was a problem of decreasing interest in repurchasing Wardah Lipstick products at UNSIQ Central Java students in Wonosobo. The purpose of this study is to identify the dimensions of product quality that affect the intention to repurchase Wardah Lipstick Products for female students at UNSIQ Central Java in Wonosobo.

Literature Review
Repurchase Interest

Purchase intention is a relationship related to the consumer's plan to buy certain products that require many units for a certain period (Howard (in Durianto and Liana 2004: 44)). It can be said that buying interest is the desire or mentality of consumers to buy products with certain brands. Therefore the market really needs to know consumer buying interest in a product. Meanwhile, according to Thamrin and Francis (2012) that repurchase intention is the experience of consumers who have made purchases in the past. Buying behavior arises because of an interest in buying, buying interest arises due to the perception that the product has good quality (Wibisaputra, 2011). Consumer buying interest is the result of evaluations from consumers in the past so that they can compare what they expect from a product (Yamit, 2001: 77). Meanwhile Corin et al., quoted in Nitasri Murawaty Girsang et al., (2020: 45) Repurchase intention is consumer behavior that responds positively to a product that has been given by the company and is interested in repurchasing the product.

A product can be said to have been consumed if the product has been purchased by consumers. Consumers have a decision to buy influenced by the value of products that have been evaluated or have been tried. If the perceived benefits are good, the consumer's purchase value will increase. Conversely, if the benefits felt by consumers are not good or inappropriate, then the consumer's purchase value will decrease, because of that the consumer will refuse to buy the product again.

In most people, consumer buying behavior is based on many stimuli from outside themselves, such as products that are viral, products that have an attractive appearance, and good quality. This desire is processed within oneself according to the characteristics of the consumer itself, which ultimately arises a feeling of wanting to buy the product. The characteristics of a person in buying are very influential on the motivation to buy. Therefore, consumers have their own buying interest to fulfill the desire for these products.

From several understandings it can be concluded that repurchase intention is consumer behavior towards the products they buy with good quality, causing a desire to buy these products.

Product Performance

According to Garvin (in Boyd, 2000) the work dimension must be manifested through the basic operating characteristics of a product, while performance according to Kotler and Armstrong (2004) is the most basic dimension and relates to the main function of a product. Consumers will feel disappointed if their expectations on this performance dimension are not met.

The research results of Cici Lia Kartika, Rizki Natassia and Mareta Kemala Sari (2016) show that performance variables have a positive and significant influence on female students' repurchase intentions. The results of research by Ira Nuriya Santi, Mulyani and Zakiyah Zahara (2016) show that performance variables have a positive and significant influence on repurchase intention. The results of Lita Zakiya Fityanin's research (2016) show that performance variables have a positive and significant influence on repurchase intention. The results of Afrilia Anggry Eka Putri's research (2021) show that product performance variables have a positive and significant effect on purchase intention. This means that the better the product performance, the higher the interest in repurchasing female students.

Thus, the performance provided by Wardah Lipstick products uses quality and good raw materials which can influence female students' repurchase interest. Therefore the hypothesis used in this study is

H1: Product performance has a positive effect on repurchase intention.

Product Durability

According to Garvin (in Boyd, 2000) the dimension of durability is a measure of the life of a product. This includes technical dimensions (replacement, while according to Kotler and Armstrong (2004) durability is a measurement of product cycles, both technically and time. Products are said to be durable if they last after being used repeatedly or have been used for a long time.

The research results of Cici Lia Kartika, Rizki Natassia and Mareta Kemala Sari (2016) show that the Endurance variable has a positive and significant influence on female students' repurchase intention. The results of Lita Zakiya Fityanin's research (2016) show that the variable Durability has a positive and significant influence on repurchase intention. This means that the longer the durability of an old product, the higher the interest in repurchasing female students.

Thus the durability provided by Wardah Lipstick products is not easily stale and does not harden easily which can affect the interest in repurchasing UNSIQ female students. Therefore the hypothesis used in this study is:

H2: Product Durability has a positive effect on repurchase intention.

Product Aesthetics

According to Garvin (in Boyd, 2000) Aesthetics relates to how a product looks, feels, sounds, tastes and is swayed. This assessment is subjective and relates to consumers' expectations of the quality of a product.

The research results of Cici Lia Kartika, Rizki Natassia and Mareta Kemala Sari (2016) show that aesthetic variables have a positive and significant influence on female students' repurchase intention. This means that the more aesthetically pleasing the product, the

greater the interest in repurchasing female students. The results of research by Ira Nuriya Santi, Mulyani and Zakiyah Zahara (2016) show that the aesthetic variable has a positive and significant influence on repurchase intention. The results of Lita Zakiya Fityanin's research (2016) show that the aesthetic variable has a positive and significant influence on purchase intention. Thus the aesthetics given by Wardah Lipstick products are not boring in the packaging of the Lipstick or the packaging of the place. Therefore the hypothesis proposed in this study is:

H3: Product aesthetics has a positive effect on repurchase intention

Research Framework

From the explanation above, the theoretical framework can be formulated as follows:
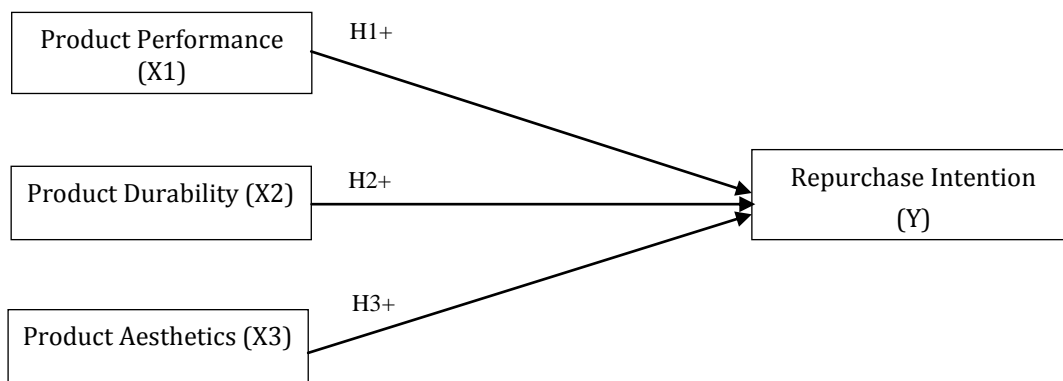
Figure 1.
Theoretical Fremwork

Methodology
Types of research

This research is a research using quantitative methods, the method used is through surveys, namely a method of collecting data using questionnaires to get responses from respondents who are samples in the study.

This research is included in the causal associative research. Causal associative is research that aims to obtain evidence of a causal relationship, namely the relationship or influence of the variable (x) on the related variable (y) (Sugiono, 2008).

Population and Research Sample

the population of Wardah Lipstick Products for Central Java UNSIQ Students in Wonosobo reached 100 female students. This subject was taken because it is impossible to examine all members of the population in this case. So the researcher did not examine the entire Unsiq female student, but simply took a sample whose number was unknown. Because the population in this study is unknown, several samples were taken to represent the population. Therefore the income of the number of samples uses a sampling technique which is determined using the Rao Purba formula (2006) as follows:

$$n = \frac{z^2}{4(moe)^2}$$

Information :

n   : Number of Samples

Z   : Confidence Level

Moe   : Margin of error or tolerable error. With a confidence level of 95% or Z = 1.96 and Moe of 10%, the number of samples can be determined as follows:

$$n = \frac{1{,}96^2}{4(0{,}1)^2}$$

n = 96,040

Based on this formula, samples that can be taken from a minimum population of 96,040 people are rounded off by 97 respondents. So the number is rounded up to 97 and the authors spread it to 100 samples or respondents. In this study the sampling method used by convenience sampling is the selection of a sample of consumers' heads that are easy to find. The number of samples taken was 100 people.

Results And Discussion

Validity test

Validity testing is intended to determine how much precision and accuracy a measuring instrument has in carrying out its measuring function. The technique used to test the validity of the questionnaire is a correlation technique, namely by correlating each question with a total score, then the correlation results are compared with the critical level of 5% significance level, or by comparing the 2-tailed Sig (0.000) with α (both 0.005 and 0,01) (Umar, 2015). The results of validity testing are as follows:

Table. 1. Validity Test Results

Variable	Correlation Range	Significant	Information
Product Performance	0.703**-0.905**	0.000	Valid
Product Durability	0.862**-0.966**	0.000	Valid
Product Aesthetics	0.576**-0.923**	0.000	Valid
Repurchase Intention	0.555**-1000**	0.000	Valid

Source: Primary data processed, 2022.

Based on table 1. it is known that each variable has a validity result between 0.576 ** to 1.000 so that this research variable can be declared valid and can be used as a tool in data collection.

Reliability Test

This test is carried out to show the extent to which a measurement result is relatively consistent. Reliability test using cronbach's alpha technique. An instrument is said to be reliable if Cronbach's alpha > 0.70 (Ghozali, 2005:42). The results of reliability testing are as follows:

Table. 2. Reliability Test Results

Item	Cronchbach's Alpha on StandardizedItems	Criteria	Information
Product Performance	0.862	> 0.70	Reliabel
Product Durability	0.923	> 0.70	Reliabel
Product Aesthetics	0.839	> 0.70	Reliabel
Repurchase Intention	0,837	> 0.70	Reliabel

Source: Primary data processed, 2022.

Based on table 2. above, it shows that the data obtained is reliable because the Cronbach's alpha number is greater than 0.7 ($\alpha > 0.7$), so that the data obtained can be declared reliable and can be used as a tool in data collection.

Goodness Of Fit Test

The results of the goodness of fit test are as follows:

Tabel 3. The results of the goodness of fit test

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	460.427	3	153.476	47.742	.000[b]
	Residual	308.613	96	3.215		
	Total	769.040	99			

a. Dependent Variable: y
b. Predictors: (Constant), x3, x1, x2
Primary data sources will be processed in 2022

Based on table 3., the calculated f value is 47,742 because if the f count is 47,742 it is more than the f table is 2.70. This means that by goodness-of-fit test there is an effect of the independent variable on the dependent variable, so that it can be said that the model used in this study is appropriate or fit.

Classic assumption test
Normality test
The normality test results are as follows:

Table 4. The normality test results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.76558863
Most Extreme Differences	Absolute	.067
	Positive	.059
	Negative	-.067
Test Statistic		.067
Asymp. Sig. (2-tailed)		.200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: Primary data processed, 2022.

From the table above it can be seen that the results of normality calculations using the one simple test have a significant asymp probability level above the level $\alpha > 0.050$, namely 0.200. This means that in the regression mode there are residual variables or confounding variables that are normally distributed. It can be concluded that the regression model in this study is feasible to use because it fulfills the assumption of normality.

Multicollinearity Test
The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. If there is a correlation, it is called multicollinearity. A good regression model should not have a correlation between independent variables. If the resulting value has a tolerance value > 0.10 then multicollinearity does not occur.

Table 5. Multicollinearity Test Results (Tolerance and VIF)

Variabel	Tolerance	VIF	Information
Product Durability	.625	1.599	No multicollinearity
Product Aesthetics	.621	1.601	No multicollinearity
Repurchase Intention	.990	1.010	No multicollinearity

Source: Primary data processed, 2022.

The results of the tolerance test show that all independent variables have a tolerance value of > 0.10. The VIF calculation results also show that all independent variables have a VIF value <10. It can be concluded that there is no multicollinearity between the independent variables in the regression model.
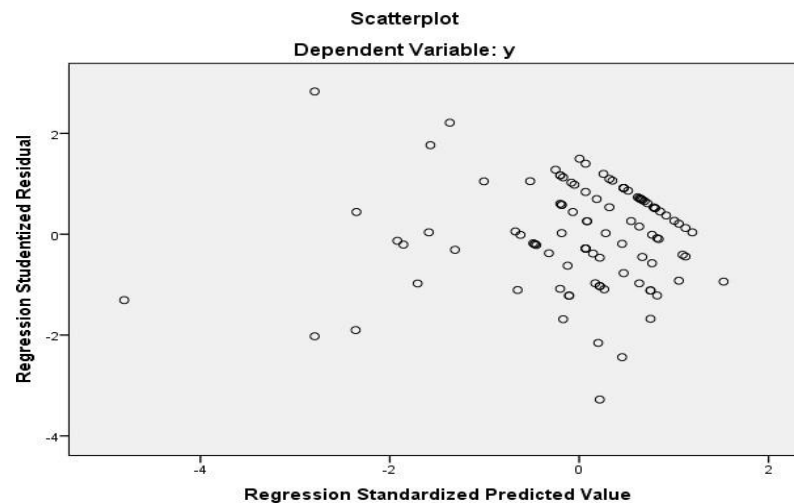
Heteroscedasticity Test

The heteroscedasticity test was carried out to find out whether in the regression model there is an unequal variance from the residuals of one observation to another. By using the Glejser test, if the independent variable is statistically significant affecting the dependent variable, then there is an indication of heteroscedasticity. Heteroscedasticity testing can be seen in the table below:

Tabie 6. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.495	1.239		2.821	.006
	X1	.544	.086	.515	6.304	.000
	X2	.357	.127	.231	2.817	.006
	X3	.289	.055	.344	5.294	.000

Based on table 6. above, it can be seen that the significance value of product quality, product performance and aesthetics is above 0.05. So it can be said that the regression model does not contain heteroscedasticity.

Figure 2.
Heteroscedasticity test image

Hypothesis test
Multiple Linear Regression Test

The Multiple Linear Regression method is used to analyze the effect of product quality, product performance and aesthetics on repurchase intention, either jointly or partially. Multiple regression is an expansion of the regression technique when there are more than one independent variable to make predictions about the dependent variable (Arikunto, 2016)

Table 7. Multiple Linear Regression Test Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.917	.825		2.821	.006
	X1	.544	.086	.515	6.304	.000
	X2	.357	.127	.231	2.817	.006
	X3	.289	.055	.344	5.294	.000

Source: Primary data processed, 2022.

Based on the calculation results, the results of the multiple linear regression equation are obtained as follows:

$Y = 0.917 + 0.544X1 + 0.357X2 + 0.289X3 + e$

Regression Coefficient Interpretation

a. a = 0.917

This means that if product performance (X1), product durability (X2) and product aesthetics (X3) are equal to zero, then repurchase intention (Y) is 0.917 assuming other variables are constant (cateris paribus).

b. b1 = 0.544

The regression coefficient of the product performance variable (X1) is 0.544, meaning that if product quality (X1) increases by one unit, then repurchase interest (Y) will increase by 0.544 provided that the product durability (X2) and aesthetics (X3) variables are constant.

c. b2 = 0.357

The regression coefficient of the product durability variable (X2) is 0.357 meaning that if the product durability (X2) increases by one unit, repurchase interest (Y) will increase by 0.357 provided that the product performance variables (X1) and aesthetics (X3) are constant.

d. b3 = 0.289

The regression coefficient of the product aesthetic variable (X3) is 0.289, meaning that if the product aesthetics (X3) increases by one unit, repurchase interest (Y) will increase by 0.289 provided that the product performance variables (X1) and product durability (X2) are constant.

t test

The t test functions to test the extent to which each variable influences, namely product quality, product performance and aesthetics, a significant test is used, namely by comparing tcount and = ttable of each variable which can be described as follows:

a) Effect of product performance (X1) on repurchase intention (Y)

The product performance variable has a significant value of 0.000 <0.05, then H1 is accepted and Ho is rejected. The product performance variable has tcount = 6.304 with ttable = 1.98397. So tcount > ttable it can be concluded that product performance has a contribution to the variable repurchase intention (Y). A positive t value indicates that the

product performance variable has a direct relationship with the repurchase intention variable (Y). So it can be concluded that H1 which states the performance of the product against the repurchase mint is accepted.

b) Product durability variable (X2) to repurchase interest (Y)

The product durability variable has a significant value of 0.000 <0.05, then H2 is accepted and Ho is rejected. The product durability variable has tcount = 2.817 with ttable = 1.98397. So tcount > ttable it can be concluded that the product durability variable has a contribution to the repurchase intention variable (Y). A positive t value indicates that the product durability variable has a unidirectional relationship with the repurchase intention variable (Y). So it can be concluded that H2 which states the durability of the product against repurchase intention is accepted.

c) Product aesthetic variable (X3) on repurchase interest (Y)

The product aesthetic variable has a significant value of 0.039 <0.05, then H3 is accepted and Ho is rejected. The product aesthetic variable has tcount = 5.294 with ttable = 1.98397. So tcount > ttable it can be concluded that the product aesthetic variable has a contribution to the repurchase intention variable (Y). A positive t value indicates that the product aesthetic variable has a unidirectional relationship with the repurchase intention variable (Y). So it can be concluded that H3 which states the aesthetics of repurchase interest is accepted.

Koefisien Determinasi (R^2)

The value of the coefficient of determination is determined by looking at the value of the adjusted R square as can be seen below:

Table. 8. Determination Coefficient Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774ᵃ	.599	.586	1.793

The results of the regression calculation can be seen that the coefficient of determination obtained is 0.586. This means that 58.6% of the variation in repurchase interest can be explained by product performance, product durability and product aesthetics while the remaining 18.2% is contributed by other factors.

Discussion

Effect of product performance on repurchase intention

Based on the results of research that tested the effect of product performance on repurchase intention, it showed that Ho was rejected and Ha was accepted, so it can be said that product performance has a positive effect on repurchase intention. These results indicate that product performance has a close relationship with interactions between companies and consumers who are directly related to the process of distributing products or services to a consumer.

Product performance that is suitable for the intended target market will also make consumers willing to spend more time or visit these service outlets more frequently. So that the existence of good product performance and quality will be closely related to buying interest which will ultimately influence a consumer to buy the product again. This is reinforced by Afrilia Anggi Eka Putri's research (2021) entitled The effect of product

performance on consumer buying interest in Mataram meatballs Jl. Kaharuddin Nasution Marpoyan Damai Pekanbaru.

The indicators of product performance greatly influence the indicators of repurchase intention. The explanation is as follows: The raw material quality of wardah lipstick products is of good quality and can compete with other cosmetic products. The profitability of wardah lipstick product companies increases profit for the company, the product quality of wardah lipstick products is of good quality to increase repurchase interest.

This research uses the SPSS technical analysis tool which uses multiple linear regression tests. With the results of product performance has a positive and significant impact on repurchase intention.

Effect of product durability on repurchase intention

Based on the results of research that tested the effect of product durability on repurchase intention, it showed that Ho was rejected and Ha was accepted, so that it can be said that product durability is one of the applications to attract customers and make repurchase requests increase, with the aim that companies can find out what their needs are. as well as customer desires, so as to generate high buying interest accompanied by customer loyalty.

The indicators of product durability greatly affect the indicators of repurchase interest. The explanation is as follows (technical age of the product) of Wardah lipstick products. Always pay attention to the expiry date or products that have defects in the product so as to increase repurchase interest. The economic life of the product in Wardah lipstick products always pay attention to the expiry date which has a long time to be sold to all consumers so as to increase repurchasing interest.

Product durability is implemented because this system can improve the company's business performance by increasing repurchase interest and can foster customer loyalty. The main objective of product durability is the age of the product in question to last before the product must be replaced, the greater the frequency of consumer use of the product, the greater the durability of the product.

These results are consistent with the research of Ngatemin and Chafizah, 2021. With the title The Effect of Service Quality and product quality on Repurchase Intention At JI Long Restaurant Grand City Hall Medan. This study used the SPSS technical analysis tool which used multiple linear regression tests and hypothesis testing. With the result that product durability has a positive effect on repurchasing interest.

Effect of product aesthetics on repurchase intention

Based on the results of research that tested the effect of product aesthetics on repurchase intentions, it showed that Ho was rejected and Ha was accepted, so it can be said that product aesthetics has a positive effect on repurchase intention. These results indicate that using this strategy potential consumers have a deep level of curiosity because the element of the beauty of the form makes a special attraction for consumers who are looking for the aesthetics of a product.

The indicators of product aesthetics greatly influence the indicators of repurchase intention. The explanation is as follows. Wardah lipstick product packaging materials are of good quality, not easily broken, thereby increasing repurchase interest. The logo on wardah lipstick products has its own characteristics with an attractive appearance on the

appearance of the logo attached to wardah lipstick products, thereby increasing repurchase interest. Attractive colors on wardah lipstick product packaging, colors that don't contrast so as to increase interest in repurchasing. The minimalist size of wardah lipstick products that can be taken with activities or travel increases interest in repurchasing.

These results are consistent with research conducted by Garvin (in Boyd, 2000) Aesthetics is related to how a product looks, feels, sounds, tastes and is swayed. This assessment is subjective and relates to consumers' expectations of the quality of a product.

The research results of Cici Lia Kartika, Rizki Natassia and Mareta Kemala Sari (2016) show that aesthetic variables have a positive and significant influence on female students' repurchase intention. This means that the more aesthetically pleasing the product, the greater the interest in repurchasing female students. The results of research by Ira Nuriya Santi, Mulyani and Zakiyah Zahara (2016) show that the aesthetic variable has a positive and significant influence on repurchase intention. The results of Lita Zakiya Fityanin's research (2016) show that the aesthetic variable has a positive and significant influence on purchase intention. Thus the aesthetics given by Wardah Lipstick products are not boring in the packaging of the Lipstick or the packaging of the place.

Conclusion

In this study, the results and analysis of product performance, product durability, product aesthetics and repurchase interest in wardah lipstick products were obtained, so the authors can conclude as follows:

1. Based on the results of research that tested the product performance variable, it has a significant value of 0.000 <0.05, then H1 is accepted and Ho is rejected. The product performance variable has tcount = 6.304 with ttable = 1.98397. So tcount > ttable it can be concluded that product performance has a contribution to the variable repurchase intention (Y). A positive t value indicates that the product performance variable has a direct relationship with the repurchase intention variable (Y). So it can be concluded that H1 which states the performance of the product against the repurchase mint is accepted. This means that product performance is an important aspect for increasing a consumer's purchase request to become a loyal customer and buy products repeatedly.

2. Based on the results of research that tested the product durability variable, it has a significant value of 0.000 <0.05, then H2 is accepted and Ho is rejected. The product durability variable has tcount = 2.817 with ttable = 1.98397. So tcount > ttable it can be concluded that the product durability variable has a contribution to the repurchase intention variable (Y). A positive t value indicates that the product durability variable has a unidirectional relationship with the repurchase intention variable (Y). So it can be concluded that H2 which states the durability of the product against repurchase intention is accepted. This means that product durability greatly affects the frequency of use of consumers who enter one of the quality products so that consumer repurchase interest will increase if a product has high quality.

3. Based on the results of research that tested the product aesthetic variable, it has a significant value of 0.039 <0.05, then H3 is accepted and Ho is rejected. The product aesthetic variable has tcount = 5.294 with ttable = 1.98397. So tcount > ttable it can be concluded that the product aesthetic variable has a contribution to the repurchase intention variable (Y). A positive t value indicates that the product aesthetic variable has a unidirectional relationship with the repurchase intention variable (Y). So it can be

concluded that H3 which states the aesthetics of repurchase interest is accepted. This means that the aesthetics of the product will greatly affect repurchase intention because of its beauty and uniqueness that attracts a customer to find out more about a product so as to generate repurchase interest.

Suggestion

Based on the results of the research and conclusions described above, the authors then provide several suggestions so that they can be used as material and consideration for companies as follows:

1. To increase repurchase interest, it is necessary to improve product performance by improving the quality of raw materials, increasing company profitability, increasing good product quality so that consumers have an interest in repurchasing these products.
2. To increase repurchase interest, it is necessary to increase product durability by increasing the technical age of wardah lipstick products, increasing the economic life of products by paying attention to the expiration date on wardah lipstick products.
3. To increase interest in repurchasing, it is necessary to improve product aesthetics by improving packaging materials that are good and unbreakable, increasing attractive logos or symbols as product identification, neutral or non-contrasting colors with wardah lipstick products, increasing packaging sizes which can be carried by activities or traveling according to consumer needs so as to increase repurchase interest.

Limitations

Based on the experiences experienced by researchers during the research process, researchers realize that the results of this study still have limitations that can affect the expected results, namely:

1. The distribution of research questionnaires was less effective because they could not meet face to face with the respondents so that if there was something the respondents did not understand they could not be asked and the dissemination of data was less subjective.
2. The variables used are only the dimensions of product quality, namely product performance, product durability and product aesthetics.
3. The distribution of the questionnaires was still uneven and still limited so that the distribution was not perfect.

Future Research Agenda

With the limitations in this study, it is suggested that further research should:

1. For future researchers who wish to conduct similar research, in order to be able to develop this research by raising new research objects or variables, other than those already used by previous researchers on wardah products so that better data can be obtained.
2. For future researchers, it is hoped that they can add or develop variables in order to find out other factors that can affect consumer satisfaction.
3. Future researchers are expected to be able to add a larger sample of respondents.
4. It is suggested for further researchers to include other factors that are more influential in increasing repurchase interest.

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