

Losing Moment Project Accessories: The Impact of Product Quality & Promotion toward Repurchase Intention through Costumer Satisfaction

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ARTICLE INFO



Email Correspondence :
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Keywords:
Customer Satisfaction; Product Quality; Promotion; Repurchase Intension

DOI:
<https://doi.org/10.33096/jmb.v12i1.968>

ABSTRACT

This research investigates the influence of Product Quality and Promotion on the Repurchase Intention of Losing Moment Project accessories in Pontianak, with Customer Satisfaction acting as a mediating variable. The study utilizes an associative approach, with a sample of 100 respondents comprising individuals who have previously purchased and used Losing Moment Project accessories. Data analysis is conducted using Structural Equation Modeling (SEM) via SmartPLS 3.0 software. The findings from hypothesis testing demonstrate that Product Quality positively and significantly impacts both Customer Satisfaction and Repurchase Intention. While Promotion positively and significantly affects Customer Satisfaction, it does not directly influence Repurchase Intention. Additionally, Customer Satisfaction has a significant positive impact on Repurchase Intention. Mediation analysis further reveals that Product Quality and Promotion, when mediated by Customer Satisfaction, exhibit a significant positive influence on Repurchase Intention.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis hubungan antara Kualitas Produk dan Promosi terhadap Minat Beli Ulang produk aksesoris Losing Moment Project di kota Pontianak melalui Kepuasan Konsumen sebagai variabel intervening. Metode yang digunakan dalam penelitian ini menggunakan metode asosiatif, jumlah responden didalam penelitian ini sebanyak 100 orang dan yang menjadi responden dalam penelitian ini adalah konsumen yang menggunakan dan pernah membeli aksesoris Losing Moment Project. Teknik analisis data yang digunakan adalah permodelan persamaan struktural (SEM) dengan software SmartPLS 3.0. Berdasarkan hasil pengujian hipotesis, diketahui bahwa Kualitas Produk memiliki pengaruh langsung yang positif dan signifikan terhadap Kepuasan Konsumen dan Minat Beli Ulang, Promosi memiliki pengaruh langsung yang positif dan signifikan terhadap Kepuasan Konsumen tetapi tidak berpengaruh terhadap Minat Beli Ulang serta Kepuasan Konsumen memiliki pengaruh langsung yang positif dan signifikan terhadap Minat Beli Ulang. Dari hasil pengujian hipotesis terhadap variabel yang menjadi intervening, diketahui bahwa Kualitas Produk dan Promosi yang diintervensi oleh Kepuasan Konsumen memiliki pengaruh yang positif dan signifikan terhadap Minat Beli Ulang.



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INTRODUCTION

Bead accessories represent a form of historical jewelry that continues to persist in modern times. Historically, beads have existed for hundreds of years, with evidence of their presence found across various continents. The earliest discoveries were made in Europe, specifically in Egypt and Mesopotamia, dating back to approximately 65,000 BCE. The rise of social media and advancements in technology have significantly increased public

interest in accessories, including in Indonesia. Consumers can swiftly follow emerging trends through digital platforms, driving the rapid growth of the accessories market. Consequently, this increasingly competitive market demands that entrepreneurs focus not only on maintaining product quality but also on innovating designs and effectively promoting their products.

Here in Pontianak, the use of accessories reflects the evolving fashion trends and lifestyle of the local community, where accessories have become an essential part of daily life. Many local entrepreneurs have seized this opportunity by offering innovative products that align with Pontianak's consumer preferences. One such local business is Losing Moment Project, an online accessories enterprise located at Jl. Dr Wahidin Gang Vinadia Damai Indah, No. 3, Pontianak City, West Kalimantan Province. Established in 2020, Losing Moment Project emphasizes both product quality and durability. The business provides a warranty to replace any product damaged within a week of purchase free of charge.

Consumer awareness regarding the importance of product durability has become increasingly prominent. This trend has motivated Losing Moment Project to source high-quality, durable raw materials. As noted by Darma (2019), consumers who perceive a product as high quality are more likely to repurchase it. Moreover, maintaining customer satisfaction is vital in ensuring business success (Arsyanti & Astuti, 2016). To this end, Losing Moment Project not only prioritizes quality and durability but also offers accessories with unique and stylish designs to attract trend-conscious customers.

In addition to focusing on product quality, Losing Moment Project employs various sales promotion strategies. Promotion is a critical strategy for introducing products, disseminating information, and influencing consumer choices to expand market share (Pradaka & Fachri, 2024). Some of the promotional strategies adopted by the business include discounts, giveaways, and buy-one-get-one-free offers. Furthermore, the business leverages advertising through local influencers to market its products on social media platforms like Instagram. According to Lukito (2020), internet-based marketing strategies, particularly via social media, can significantly boost sales while minimizing marketing costs.

The combination of superior product quality and effective promotion is expected to enhance customer satisfaction with Losing Moment Project. As Al Farez et al. (2024) state, product quality is a critical factor in influencing customer satisfaction and repurchase behavior. Similarly, promotion not only informs consumers but also stimulates their purchasing intentions (Riansyah & Sundari, 2024). High-quality products coupled with attractive promotions can lead to greater customer satisfaction. This satisfaction is crucial as it is a key determinant of whether customers will repurchase accessories from Losing Moment Project in the future. When consumers are satisfied with the product and promotional efforts, they are more likely to engage in repeat purchases. The Aim of this research is to test whether there impacts among product quality and promotion toward repurchase intention of Losing Moment Project accessories with customer satisfaction as their intervening. As far as we know that, to be able to repurchase the product, customer should feel satisfied with the product attributes, this lead to the motive of a customer when

they feel happy about the product, expectedly within this research, product quality held the important role for customers to ensure their purchases are valuable so that they will decide to repurchase another type of the product. The novelty in this research is described with the fact that there are no past research that focused on niche and segmented product like accessories, in this case Beads so the finding of the research will assist the business to develop their next strategy in the future to diversify their product and rise to their growth stage of its product life cycle. The urgency of this research lies in formulating niche strategies to acquire new customers especially Gen-Z as their business' target market. Niche Segment is an area that researchers missed when researching marketing topic so that this will be beneficial to amateur researchers to expand their horizon related to the segmentation.

Losing Moment Projects as a business run by single person so the management and its operation may go through the obstacle, yet the profit resulted by the business is growing from time to time. The phenomenon of Its marketing efforts lies in enhancing the features of its product and its promotion effort, the research will assist the owner to redesign the business core and how to develop that to become better business in the future.

RESEARCH METHOD

This study adopts an associative research method. Siregar (2019) describes “associative research as an approach aimed at identifying relationships between two or more variables, enabling the development of theories that explain, predict, and manage phenomena observed in the study”. The research population includes all consumers who have previously purchased accessories from Losing Moment Project. The study sampled 100 respondents, whose responses were gathered through an online questionnaire. The sampling technique utilized is purposive sampling, which, according to Sugiyono (2017), is a method of selecting samples based on specific criteria. In this research, the criteria for sample selection are as follows:

1. Respondents must be at least 18 years old
2. Respondents must possess an Instagram account.
3. Respondents must have made at least two purchases of Losing Moment Project accessories and reside in Pontianak.

The study relies on primary data collected through interviews and questionnaires. A Likert scale was employed for measurement purposes, and data analysis was performed using Structural Equation Modeling (SEM) with the SmartPLS 3.0 software. There are 2 independent variables which are Product Quality (X1) and Promotion (X2), as the intervening variable, Customer Satisfaction (Y1) has role to mediate the independent variables and dependent variable which is Repurchase Intention (Y2). The explanation about the operational definition are listed on Table 1 below:

Table 1 *Operational Definition of Variables*

Variables	Operational Definition	Indicators	Measurement Tools	Measuring Scale
Product Quality (X1)	Product quality refers to a product's	1. Performance Quality 2. Perceived Quality	Questionnaire	Likert Scale

	ability to perform its intended functions, encompassing attributes such as durability, reliability, and precision, which collectively contribute to its overall performance. (Kotler & Keller, 2016)	<ol style="list-style-type: none"> 3. Durability 4. Reliability 5. Style 6. Design 		
Promotion (X2)	Promotion is the effort to introduce products and services to ensure they are recognized and accepted by the public. (Firmansyah, 2018)	<ol style="list-style-type: none"> 1. Advertising 2. Personal Selling 3. Sales Promotion 	Questionnaire	Likert Scale
Customer Satisfaction (Y1)	Customer satisfaction is the feeling of pleasure or disappointment experienced by a consumer, resulting from a comparison between the expected performance and the actual performance of a product or service. (Kotler & Keller, 2016)	<ol style="list-style-type: none"> 1. Expectation Alignment 2. Repurchase Intention 3. Willingness to Recommend 	Questionnaire	Likert Scale
Repurchase Intention (Y2)	Repurchase intention refers to a consumer's behavior following a purchase, where post-purchase satisfaction or dissatisfaction with a product influences subsequent actions. If the consumer is satisfied, there is a higher likelihood of purchasing the product again..	<ol style="list-style-type: none"> 1. Transactional Intention 2. Referential Intention 3. Preferential Intention 4. Exploratory Intention 	Questionnaire	Likert Scale

RESULT and DISCUSSION

Convergent Validity Test

Convergent validity testing can be performed by examining the loading factor values for each construct indicator. A high loading factor value indicates that each construct indicator converges at a single point. This value reflects the strength of the relationship between the indicator and the latent variable. A loading factor value is considered to meet the criteria if it exceeds 0.7. The results of the convergent validity test in this study are presented in Table 2 below:

Table 2 *Convergent Validity Result*

Research Variables	Indicator	Loading Factor	Result
Product Quality (X1)	KP1	0,720	Valid
	KP2	0,823	
	KP3	0,711	
	KP4	0,771	
	KP5	0,794	
	KP6	0,856	
	KP7	0,780	
	KP8	0,729	
	KP9	0,701	
	KP10	0,794	
	KP11	0,728	
	KP12	0,775	
	KP13	0,772	
	KP14	0,783	
	KP15	0,754	
	KP16	0,788	
	KP17	0,799	
	KP18	0,778	
Promotion (X2)	P1	0,760	Valid
	P2	0,781	
	P3	0,763	
	P4	0,761	
	P5	0,772	
	P6	0,731	
	P7	0,822	
	P8	0,734	
	P9	0,799	
Customer Satisfaction (Y1)	KK1	0,833	Valid
	KK2	0,840	
	KK3	0,887	
	KK4	0,892	
	KK5	0,929	

	KK6	0,856	
	KK7	0,894	
	KK8	0,801	
	KK9	0,848	
Repurchase Intention (Y2)	MBU1	0,820	Valid
	MBU2	0,797	
	MBU3	0,803	
	MBU4	0,826	
	MBU5	0,796	
	MBU6	0,764	
	MBU7	0,848	
	MBU8	0,796	
	MBU9	0,821	
	MBU10	0,851	
	MBU11	0,825	
	MBU12	0,762	

Based on Table 2 above, it can be explained that the loading factors observed in the original sampling show that all construct indicators for each variable – namely, Product Quality (X1), Promotion (X2), Customer Satisfaction (Y1), and Repurchase Intention (Y2) – have loading factor values greater than 0.7. Therefore, the indicators for each variable can be deemed valid as measures of their respective latent variables.

Discriminant Validity

Discriminant validity is evaluated using cross-loading values to assess whether the constructs possess sufficient discriminant properties. For a construct to meet the criteria, its cross-loading value should exceed the values associated with other latent constructs. When the correlation between a construct and its measurement items is higher than its correlation with other constructs, it indicates that the latent construct is more strongly associated with its own set of indicators compared to others. The results of the discriminant validity test in this study are displayed in Table 3 below:

Table 3 *Discriminant Validity Result*

Indicator	Product Quality (X1)	Promotion (X2)	Customer Satisfaction (Y1)	Repurchase Intention (Y2)
KP1	0,720	0,621	0,624	0,532
KP2	0,823	0,643	0,731	0,701
KP3	0,711	0,624	0,681	0,666
KP4	0,771	0,559	0,647	0,614
KP5	0,794	0,591	0,685	0,570
KP6	0,856	0,791	0,618	0,729
KP7	0,780	0,564	0,590	0,612
KP8	0,729	0,518	0,527	0,546
KP9	0,701	0,464	0,544	0,572
KP10	0,794	0,578	0,682	0,663
KP11	0,728	0,574	0,623	0,551
KP12	0,775	0,594	0,638	0,591

KP13	0,772	0,659	0,723	0,649
KP14	0,783	0,672	0,710	0,653
KP15	0,754	0,576	0,631	0,652
KP16	0,788	0,749	0,651	0,710
KP17	0,799	0,644	0,703	0,697
KP18	0,778	0,674	0,648	0,683
P1	0,539	0,760	0,613	0,551
P2	0,589	0,781	0,682	0,561
P3	0,634	0,763	0,657	0,589
P4	0,566	0,761	0,617	0,495
P5	0,597	0,772	0,635	0,537
P6	0,675	0,731	0,620	0,487
P7	0,688	0,822	0,775	0,639
P8	0,634	0,734	0,684	0,617
P9	0,720	0,760	0,679	0,657
P1	0,539	0,760	0,613	0,551
KK1	0,716	0,776	0,833	0,676
KK2	0,772	0,796	0,840	0,692
KK3	0,828	0,789	0,887	0,749
KK4	0,767	0,736	0,892	0,783
KK5	0,795	0,797	0,929	0,808
KK6	0,768	0,783	0,856	0,762
KK7	0,805	0,758	0,894	0,785
KK8	0,762	0,703	0,801	0,799
KK9	0,754	0,744	0,848	0,710
MBU1	0,623	0,585	0,696	0,820
MBU2	0,671	0,572	0,684	0,797
MBU3	0,683	0,606	0,726	0,803
MBU4	0,692	0,560	0,676	0,826
MBU5	0,607	0,475	0,594	0,796
MBU6	0,659	0,611	0,685	0,764
MBU7	0,751	0,642	0,762	0,848
MBU8	0,700	0,575	0,680	0,796
MBU9	0,661	0,589	0,717	0,821
MBU10	0,711	0,708	0,788	0,851
MBU11	0,655	0,592	0,655	0,825
MBU12	0,755	0,572	0,684	0,762

Source: Processed Data, 2024

In Table 3 above, it is evident that each indicator has a cross-loading value greater than that of other measured variable dimensions. Therefore, the indicators can be deemed valid for measuring the corresponding dimensions or variables if the cross-loading value exceeds 0.7. If the correlation value of each indicator is higher with its own construct compared to other constructs, it can be concluded that the latent construct predicts its respective indicators better than it does the indicators of other constructs.

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is a method used to test the reliability of a construct for a given variable. A construct is considered valid if it has an AVE value greater than 0.5. The AVE values in this study are presented in Table 4 below:

Table 4 Average Variance Extracted (AVE)

CONSTRUCT	AVE
Product Quality (X1)	0,594
Promotion (X2)	0,593
Costumer Satisfaction (Y1)	0,749
Repurchase Intention (Y2)	0,655

Source: Processed Data, 2024

Based on Table 4 above, it can be observed that the AVE values for all variables in the study are greater than 0.5. Therefore, it can be concluded that all constructs meet the criteria for discriminant validity testing, and it can be inferred that the indicators for each variable used in this study satisfy the validity criteria.

Reliability Test

Reliability testing is conducted using the Composite Reliability value. The expected value for Composite Reliability is greater than 0.7. A Composite Reliability value greater than 0.7 indicates a high level of reliability. Additionally, another method for determining the reliability of a construct and reinforcing the testing results is by examining the value of Cronbach's Alpha, with an expected value greater than 0.6. The results of the reliability test in this study are presented in Table 5 below:

Table 5 Composite Reliability & Cronbach's Alpha

Variables	Composite Reliability	Cronbach's Alpha
Product Quality (X1)	0,963	0,960
Promotion (X2)	0,929	0,914
Costumer Satisfaction (Y1)	0,964	0,958
Repurchase Intention (Y2)	0,958	0,952

Source: Processed Data, 2024

In Table 5 above, it can be observed that all the constructs in the estimated model meet the reliability criteria, as the Composite Reliability values are greater than 0.7 and the Cronbach's Alpha values are greater than 0.6. Therefore, it can be concluded that the measurement items for each variable are reliable and can be used in the study.

R-Square Test

The correlation coefficient (R) is a measure used to assess the strength of the relationship between two variables in correlation analysis. Meanwhile, the Coefficient of Determination (R^2) is a test used to determine how much of the endogenous construct is explained by the exogenous constructs. A good correlation coefficient (R) value lies between 0 and 1. The R-

Square value is considered strong if it is 0.67, moderate at 0.33, and weak at 0.19 (Chin, 1998 in Ghozali and Latan, 2015). The R-Square values from the calculations are presented in Table 6 below:

Table 6 *R-Square Value*

Endogen Variables	R-Square	Adjusted R-Square
Customer Satisfaction (Y1)	0,872	0,869
Repurchase Intention (Y2)	0,778	0,771

Source: Processed Data, 2024

Based on Table 6 above, the following results can be explained:

1. The Adjusted R-Square value for the Customer Satisfaction variable (Y1) is 0.872, meaning that the Customer Satisfaction variable (Y1) is simultaneously influenced by the Product Quality (X1) and Promotion (X2) variables by 87.2%, with the remaining 12.8% influenced by other variables outside the scope of this model. It can be concluded that the influence of the exogenous constructs, Product Quality (X1) and Promotion (X2), on Customer Satisfaction (Y1) is strong.
2. The Adjusted R-Square value for the Repurchase Intention variable (Y2) is 0.771, meaning that the Repurchase Intention variable (Y2) is simultaneously influenced by the Product Quality (X1), Promotion (X2), and Customer Satisfaction (Y1) variables by 77.1%, with the remaining 22.9% influenced by other variables outside the scope of this study. It can be concluded that the influence of the exogenous constructs, Product Quality (X1), Promotion (X2), and Customer Satisfaction (Y1), on Repurchase Intention (Y2) is strong.

Hypothesis Tests

Direct Effect Test

Direct effect is a test used to examine the direct influence of an exogenous latent construct or variable on an endogenous latent variable. The Direct Effect test can be observed based on the results of the path coefficient from the bootstrap output. The Direct Effect test results in this study are presented in Table 7 below:

Table 7 *Direct Effect Test Result*

Hypothesis	Correlation between Variables	Original Sample Estimate	T Statistic	P Value	Result
H1	Product Quality → Customer Satisfaction	0,523	4,278	0,000	Significant
H2	Promotion → Customer Satisfaction	0,456	3,454	0,000	Significant
H3	Customer Satisfaction → Repurchase Intention	0,724	3,642	0,039	Significant
H4	Product Quality → Repurchase Intention	0,302	2,074	0,001	Significant

H5	Promotion → Repurchase Intention	0,141	0,804	0,422	Not Significant
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Source: Processed Data, 2024

Based on Table 7 above, the results of the direct effect can be explained as follows:

1. Product Quality (X1) has a direct effect on Customer Satisfaction (Y1) with a T-statistic of 4.278, which is greater than the significance level of 1.96, and a P-value of 0.000, which is less than the significance level of 0.05. Thus, it can be concluded that the direct effect of Product Quality on Customer Satisfaction is significant.
2. Promotion (X2) has a direct effect on Customer Satisfaction (Y1) with a T-statistic of 3.454, which is greater than the significance level of 1.96, and a P-value of 0.000, which is less than the significance level of 0.05. Thus, it can be concluded that the direct effect of Promotion on Customer Satisfaction is significant.
3. Customer Satisfaction (Y1) has a direct effect on Repurchase Intention (Y2) with a T-statistic of 3.642, which is greater than the significance level of 1.96, and a P-value of 0.039, which is less than the significance level of 0.05. Thus, it can be concluded that the direct effect of Customer Satisfaction on Repurchase Intention is significant.
4. Product Quality (X1) has a direct effect on Repurchase Intention (Y2) with a T-statistic of 2.074, which is greater than the significance level of 1.96, and a P-value of 0.001, which is less than the significance level of 0.05. Thus, it can be concluded that the direct effect of Product Quality on Repurchase Intention is significant.
5. Promotion (X2) has a direct effect on Repurchase Intention (Y2) with a T-statistic of 0.804, which is less than the significance level of 1.96, and a P-value of 0.422, which is greater than the significance level of 0.05. Therefore, it can be concluded that the direct effect of Promotion on Repurchase Intention is not significant.

Indirect Effect

Indirect effect is a test used to examine the indirect influence of an exogenous latent construct or variable on an endogenous latent variable through a mediating variable. The Indirect Effect test can be observed based on the results of the specific indirect effect from the bootstrap output. The Indirect Effect test results in this study are presented in Table 8 below:

Table 8 Indirect Effect Test Result

Hypothesis	Correlation between Variables	Original Sample Estimate	T Statistic	P Value	Result
H6	Product Quality → Customer Satisfaction → Repurchase Intention	0,379	2,403	0,017	Significant
H7	Promotion → Customer Satisfaction → Repurchase Intention	0,331	2,869	0,004	Significant

Source: Processed Data, 2024

Based on Table 8 above, the results of the indirect effect can be explained as follows:

1. Product Quality (X1) has an indirect effect on Repurchase Intention (Y2) mediated by Customer Satisfaction (Y1) with a T-statistic of 2.403, which is greater than the significance level of 1.96, and a P-value of 0.017, which is less than the significance level of 0.05. Therefore,

it can be concluded that the indirect effect of Product Quality on Repurchase Intention through Customer Satisfaction is significant.

2. Promotion (X2) has an indirect effect on Repurchase Intention (Y2) mediated by Customer Satisfaction (Y1) with a T-statistic of 2.869, which is greater than the significance level of 1.96, and a P-value of 0.004, which is less than the significance level of 0.05. Therefore, it can be concluded that the indirect effect of Promotion on Repurchase Intention through Customer Satisfaction is significant.

Discussion

Effect of Product Quality on Customer Satisfaction

The findings of this study indicate a significant positive relationship between product quality and customer satisfaction. The results suggest that high-quality products offered by Losing Moment Project significantly enhance customer satisfaction, aligning with prior research by Hayani (2021), Wijayanto & Widiastuti (2021), and Olivia & Ngatno (2021). These studies consistently show that product quality is a major determinant of customer satisfaction, confirming that consumers tend to feel more satisfied when they perceive the product quality as superior. Therefore, it can be concluded that hypothesis H1, asserting that product quality positively and significantly influences customer satisfaction, is supported.

The owner of this business should need to prioritize consistently delivering high-quality products to boost customer satisfaction. This involves implementing thorough quality control during production, gathering customer feedback to identify and resolve quality issues, and emphasizing quality in promotional activities. By doing so, owner could be able to foster stronger customer relationships, enhance brand reputation, and achieve long-term business success.

Effect of Promotion on Customer Satisfaction

This study also reveals that promotional activities have a strong positive impact on customer satisfaction. Previous studies, such as those by Sari (2019), Wardani (2022), and Dalilah & Prawoto (2023), corroborate these findings, demonstrating that well-executed promotional strategies increase customer satisfaction. These findings suggest that promotions not only create awareness but also positively affect consumer perceptions and satisfaction. Thus, hypothesis H2, which posits that promotions positively and significantly influence customer satisfaction, is confirmed.

The owner of this business should design promotional strategies that not only drive sales but also build long-term customer satisfaction. This involves tailoring promotions to customer preferences, additionally, integrating feedback mechanisms to assess customer responses to promotions can help refine future campaigns, the example of that are used in WA Business to create fast response to the customers. In conclusion, the strong relationship between promotions and customer satisfaction highlights the importance of thoughtful promotional planning. By ensuring promotions align with customer needs and preferences, business can enhance satisfaction, foster loyalty, and drive sustainable growth.

Effect of Customer Satisfaction on Repurchase Intention

The data analysis further reveals that customer satisfaction is a critical factor influencing repurchase intention. This supports the findings of Santi & Supriyanto (2020), Nita & Ratnasari (2022), and Rohman (2022), who emphasized that satisfied customers are more likely to repurchase. The results suggest that customer satisfaction is a strong predictor of future purchase behavior, reinforcing the importance of ensuring customer satisfaction to drive loyalty. Consequently, hypothesis H3, which claims that customer satisfaction positively and significantly influences repurchase intention, is validated.

Business Owner should view customer satisfaction as a strategic priority to ensure customer retention and drive repeat purchases. Strategies include maintaining excellent post-purchase support, addressing customer complaints promptly, and creating loyalty programs that reward repeat behavior. In conclusion, the critical link between customer satisfaction and repurchase intention highlights the necessity for businesses to invest in initiatives that enhance the overall customer experience. By doing so, businesses can achieve sustainable growth through loyal, repeat customers.

Effect of Product Quality on Repurchase Intention

The findings indicate that product quality directly influences repurchase intention. This is consistent with previous research by Hidayah & Apriliani (2019), Shabrina & Budiarmo (2020), and Hariyanto et al. (2022), who also found that consumers are more likely to make repeat purchases when the product quality meets or exceeds their expectations. The results imply that product quality is not only crucial for customer satisfaction but also plays a significant role in fostering customer loyalty and driving repeat purchases. Therefore, hypothesis H4, suggesting that product quality positively influences repurchase intention, is supported. Business Owner can craft strategies that not only attract initial buyers but also create long-term, loyal customers who return for repeat purchases. This reinforces the idea that investing in quality is a key driver for sustained business success. Beside of creating high-quality products to make a good business, the effort toward consistent positive experiences also become key factor to make customers feel joy and would like to repeat their order.

Effect of Promotion on Repurchase Intention

However, the study found that promotional activities did not significantly influence repurchase intention. This is consistent with the findings of Rismaya et al. (2021), Putra & Lusita (2023), and Rama & Irda (2024), who reported that promotions may not always lead to a significant change in consumers' intention to repurchase. This could be due to factors such as the transient nature of promotions or the fact that customers may prioritize other aspects such as product quality or customer service over promotional offers when deciding to make repeat purchases. Therefore, hypothesis H5, which suggests that promotions positively and significantly affect repurchase intention, is rejected. From the result, we may consider that promotion did not play key role of repurchasing intent of Losing Moment Project's Customers. While the promotion efforts are not related to repurchasing intent, the owner still have to maintain the continuity of their promotion to gather new and potential customer yet the cost of promotion can be reduced to be relocated to new product innovation efforts.

Effect of Product Quality on Repurchase Intention Through Customer Satisfaction

The analysis also confirms that product quality influences repurchase intention indirectly through customer satisfaction. This finding is in line with previous studies by Nyarmiati & Astuti (2021), Praja (2023), and Purbaya & Herawati (2024), which highlighted the mediating role of customer satisfaction in the relationship between product quality and repurchase intention. This suggests that improving product quality not only enhances customer satisfaction but also indirectly strengthens the likelihood of repurchase by fostering customer loyalty. Thus, hypothesis H6, which states that product quality positively influences repurchase intention through customer satisfaction, is upheld.

From the result, The researcher conclude that the more quality the Accessories have, for instance, the durability, can be benefited to the customers, using premium materials also can be considered to make customers intent to repurchase the product. Researcher concludes that the better the product quality, the more customer feel satisfied about the product and actuate them to buy more from this business.

Effect of Promotion on Repurchase Intention Through Customer Satisfaction

Similarly, the results show that promotions positively impact repurchase intention through customer satisfaction. Previous studies by Aminudin et al. (2022), Hapsari & Astuti (2022), and Hardiana & Kayadoe (2022) support this finding, suggesting that promotional efforts that enhance customer satisfaction can indirectly increase the likelihood of repeat purchases. This implies that the effectiveness of promotions is enhanced when they lead to higher customer satisfaction, ultimately driving repurchase behavior. Therefore, hypothesis H7, which asserts that promotions positively affect repurchase intention through customer satisfaction, is affirmed. Although promotion directly not affected toward repurchase intention, the effort of promotion, especially for the buyers of the product such as reminding them to give feedback about the product, researcher also give tip to business owner to apply sales coupons that can be used for later transaction which can be used to make customers repeating their orders in the future.

CONCLUSIONS

Based on the results of the study, it can be concluded that product quality has a direct impact on both customer satisfaction and repurchase intention, while promotions directly influence customer satisfaction but do not have a significant effect on repurchase intention. Additionally, customer satisfaction has a significant effect on repurchase intention. Customer satisfaction acts as a mediating variable, effectively linking product quality and promotions to repurchase intention. These findings contribute to a deeper understanding of how product quality, promotional strategies, and customer satisfaction interact to influence consumer behavior, particularly in the context of repurchase intention. The support from previous studies strengthens the validity of the research conclusions, highlighting the importance of product quality and customer satisfaction as critical factors in consumer loyalty.

When product quality is high, durable, and meets consumer expectations, along with attractive promotions, this combination results in customer satisfaction. This satisfaction, in turn, significantly influences the likelihood of customers repurchasing the product.

For the Losing Moment Project accessory producers, it is recommended to maintain and enhance the quality of the products offered, while also providing more compelling promotions to stimulate consumer repurchase interest in the accessories sold.

Limitation of the study lies to past researches and or literature which is rare in quantity, especially in the niche product such as Accessories. Lack of references made the researcher faced obstacle in comparing the research gap by previous researches. For the future study, hopefully next researcher can add another variables such as Price, Customer based Brand Equity, service quality and so on to improve the accuracy of these kind of research which plotted in niche market segmentation.

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