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Analysis of Digital Marketing Strategy, Service Quality, and Brand Image on Repurchase Decisions for Make Over Products at House Beauty & Perfume Store, Langsa City, Aceh

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Abstrak

Dengan Latar belakang yang menunjukkan strategi pemasaran dan pesaing di industri kecantikan, penelitian ini berfokus pada tiga variabel utama yaitu strategi digital marketing, kualitas layanan dan citra merek yang nantinya akan memberikan wawasan mengenai faktor – faktor yang mempengaruhi keputusan pembelian ulang. Metode penelitian yang digunakan adalah penelitian kuantitatif dengan pendekatan asosiatif. Populasi dalam penelitian ini adalah seluruh pelanggan pembelian Toko House Beauty & Parfume, Kota Langsa, Aceh yang memiliki kriteria menggunakan produk MakeOver, membeli minimal dua produk Make Over. Rumus Slovin digunakan untuk menghitung jumlah sampel 130 responden yang di ambil menggunakan teknik accidental sampling. Pengumpulan data dilakukan melalui kuesioner yang dirancang dengan skala likert. Analisis data dengan analisis statistik menggunakan SPSS 27 untuk mengukur persepsi responden terhadap strategi pemasaran digital, kualitas layanan, citra merek dan keputusan pembelian ulang. Hasil penelitian menunjukkan bahwa *Digital Marketing* berpengaruh positif dan signifikan terhadap keputusan pembelian ulang dengan $t_{hitung} (3,446) > t_{tabel} (1,978)$ dan signifikansi $(0,001) < \alpha (0,05)$. Selain itu kualitas layanan juga berpengaruh positif dan signifikan terhadap keputusan pembelian ulang dengan $t_{hitung} (6,848) > t_{tabel} (1,978)$ dan signifikansi $(0,000) < \alpha (0,05)$ dan yang terakhir citra merek juga berpengaruh positif dan signifikan terhadap keputusan pembelian ulang dengan $t_{hitung} (2,334) > t_{tabel} (1,978)$ dan signifikansi $(0,021) < \alpha (0,05)$. Secara simultan, ketiga variabel tersebut memberikan dampak positif dan signifikan terhadap keputusan pembelian ulang. Penelitian ini memberikan rekomendasi bagi manajemen Toko House Beauty & Parfume untuk terus meningkatkan strategi digital marketing, kualitas layanan dan citra merek guna mencapai keputusan pembelian ulang yang dilakukan secara berkelanjutan dan berujung pada peningkatan loyalitas pelanggan serta memperbesar peluang bersaing di industri kosmetik

Kata Kunci: Strategi Digital Marketing; Kualitas Layanan; Citra merek; Keputusan Pembelian Ulang

Abstract

With a background that shows marketing strategies, and competitors in the beauty industry, this study focuses on three main variables, in particular digital marketing strategies, service quality, and brand image which will provide insight into the factors that influence repurchase decisions. The research utilizes quantitative methods using an associative approach. The study's population consisted entirely of purchasing customers in store House Beauty & Parfume, Langsa City, Aceh who had the criteria of using MakeOver products, buying at least two Make Over products. The Slovin formula was applied to calculate the quantity of samples 130 respondents selected through an accidental sampling technique. Data gathering was performed through a questionnaire designed with a Likert scale. Data analysis with statistical analysis using SPSS 27 to measure respondents' perceptions of digital marketing strategies, service quality, brand image, and repurchase decisions. The outcomes showed Digital Marketing has a positive and sig-effect on repurchase decisions with a positive, and sig-effect on repurchase decisions $t_{hitung} (3,446) > t_{tabel} (1,978)$, and significant $(0,001) < \alpha (0,05)$ n addition, service quality also shows a positive, and sig- effect on repurchase decisions with a positive, and sig - effect on repurchase decisions $t_{hitung} (6,848) > t_{tabel} (1,978)$, and significant $(0,000) < \alpha (0,05)$, and finally brand image also has a positive positive, and sig- effect on repurchase decisions $t_{hitung} (2,334) > t_{tabel} (1,978)$, and sig $(0,021) < \alpha (0,05)$. Simultaneously, the three variables demonstrate a positive, and sig- impact on repurchase decisions. This study provides recommendations for the management of store House Beauty & Parfume to continue to improve digital marketing strategies, service quality and, brand image with the aim of achieving more frequent repurchase decisions, which in turn can increase customer loyalty and competitiveness in the cosmetics market.

Keywords: Digital Marketing Strategy; Service Quality; Brand Image; Repurchase Decisions

1. Introduction

A rise of internet technology in modern times has transformed the way people engage in daily activities, from communication, and information - seeking to shopping and business transactions. This digital transformation has significantly impacted marketing strategies, shifting from traditional offline methods to digital marketing (Kotler & Armstrong, 2014). As internet penetration in Indonesia reached 79.5% in 2024 (APJII, 2024), businesses, including the beauty industry, have leveraged social media platforms like Instagram to reach a broader audience. One such example is the House Beauty & Perfume store in Langsa, Aceh, which has become a market leader by utilizing digital marketing strategies, maintaining service quality, and enhancing brand image.

Despite having the highest number of Instagram followers compared to competitors in the region and offering an extensive selection of certified halal cosmetic lines such as Make Over, the store has seen a notable decline in Make Over product sales in 2024. This is surprising considering pre-survey data showed that 40% of consumers shop frequently at the store and 33% identified digital marketing as the most influential factor for repurchase. This discrepancy highlights the need to investigate further the effectiveness of digital marketing, service quality, and brand image in influencing repurchase decisions. Although prior studies have explored these variables individually (Tjiptono & Chandra, 2011) in study (Kotler & Keller, 2012), limited research has analyzed their simultaneous influence within the context of local beauty retailers in developing regions, especially in Aceh where religious values affect product selection. This presents a research gap in understanding how these factors jointly influence repurchase decisions in a specific cultural and geographic context. Furthermore, the decline in sales despite strong marketing presence signals a practical gap between digital marketing strategies and actual consumer behavior outcomes. This discrepancy calls for an empirical analysis of the role that digital marketing, service quality, and brand image play in affecting consumer repurchase decisions.

2. Literature Review

This study explores the impact of digital marketing strategies, service quality, and brand image on repurchase decisions for Make Over cosmetic products at House Beauty & Perfume in Langsa, Aceh. As internet usage and digital platforms grow in Indonesia, digital marketing has become an essential tool in consumer engagement. According to Kotler and Armstrong (2014), digital marketing enables businesses to inform, communicate, and promote their products efficiently. (Pipih, 2022), and (Nurul, 2024) further highlight how digital marketing—especially via social media platforms like Instagram—can drive consumer interest, and brand awareness. Service quality, rooted in the SERVQUAL model by Tjiptono (2017), emphasizes tangible evidence, reliability, responsiveness, assurance, and empathy. These dimensions are crucial in shaping customer satisfaction, and loyalty. High-quality service, as noted by Kotler (2019), is achieved when customer expectations align with actual service performance. Brand image, another key construct, refers to consumer perceptions formed through past experiences, and marketing stimuli (Kotler & Keller, 2012). A positive brand image may strengthen customer confidence, and encourage repeat purchasing. Several past studies have addressed these variables in different retail, and digital contexts. However, a research gap remains in understanding how these factors interact specifically within a local cosmetic retail setting in Langsa, especially for established brands like Make Over. This thesis fills the gap by using a quantitative associative method to test the relationships among these three variables, and their effect on repurchase decisions, supported by data from 130 respondents. By synthesizing these frameworks, the study contributes to marketing theory, and practice, offering strategic insights for beauty retailers aiming to improve customer loyalty through digital engagement, service excellence, and brand positioning.

3. Methods

A hypothesis provides clear direction for research. It is a temporary assumption based on prior knowledge that must be tested, and validated through data analysis. The current research a quantitative approach with an associative method aimed at examining the relationships between variables: digital marketing (X1), service quality (X2), brand image (X3), and repurchase decision (Y).

Based on the literature, and conceptual framework, the study tests the following hypotheses:

- **H1:** Digital marketing has a positive, and significant effect on repurchase decisions
- **H2:** Service quality has a positive, and significant effect on repurchase decisions.
- **H3:** Brand image has a positive, and significant effect on repurchase decisions.
- **H4:** Digital marketing, service quality, and brand image simultaneously affect repurchase decisions

According to Sugiyono (2018), in case where observing the entire population is unmanageable researchers select a sample as a representative portion. If representative, the sample's results can be generalized to the whole population. The population includes all customers who purchased Make Over products at House Beauty & Perfume, and had made at least two purchases. Utilizing Slovin formula, a sample of 130 respondents was selected via. This research utilized primary data by means of a structured Likert-scale questionnaire.

4. Result and Discussions

This section analyzes the characteristics of respondents' perceptions regarding each variable.

4.1. Descriptive Analysis

1. The aspects of respondents based on age

The respondents' age the aspects can be seen in the following table:

Table.4.1 Characteristics of participants in terms of age

Age	Person	Percent (%)
17 – 25	73	56,2
26 – 30	52	40
> 31	5	3,8

Based on the Table 4.1 above, this may be clarified as the majority of customers of Toko House Beauty & Perfume, Langsa City, Aceh, then on this topic are aged 17-25 years, totaling 73 people with a percentage of 56.2, in comparison the fewest are more than 31 years old, totaling five people with a percentage of 3.8 percent, meaning that Toko House Beauty & Perfume products, Langsa City, Aceh are preferred by young people.

2. Respondent Characteristics Based on Gender

Respondents' gender characteristics are illustrated in the following table :

Table 4.2 Frequency distribution by gender

Gender	Person	Percent
Women	121	93,1
Men	9	6,9

It can be explained that the majority of customers at Toko House Beauty & Perfume, Langsa City, Aceh, are women, numbering 121 people with a percentage of 93.1 percent, in comparison the smallest number are men, numbering 9 people with a percentage of 6.9 percent.

4.2. Reliability Test result

Table 4.4 Reliability Test

Variabel	Cronbach's Alpha	Total Item (n)	Note
Digital Marketing (X1)	0,931 > 0,7	8	Reliabel
Kualitas Layanan (X2)	0,897 > 0,7	5	Reliabel
Citra Merek (X3)	0,873 > 0,7	3	Reliabel
Keputusan Pembelian Ulang (Y)	0,961 > 0,7	8	Reliabel

The Cronbachs Alpha scores of the 24 components were found to be >0.7, which indicates that all the questionnaires are reliable. Thus, it can be concluded that this instrument meets the reliability criteria and suitable for administration to participants as the data collection tool for this research.

4.3. Normality Test Result

Table 4.10 KolmogorovSmirnov

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		130
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.41519111
Most Extreme Differences	Absolute	.052
	Positive	.034
	Negative	-.052
Test Statistic		.200 ^{c,d}
Asymp. Sig. (2-tailed)		
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

In the following table, we can see the probability value Asymp. Sigg. (2 tailed) $0.200 > \alpha (0.05)$, then the variable residual distribution is normal.

4.4. Histogram Test Result

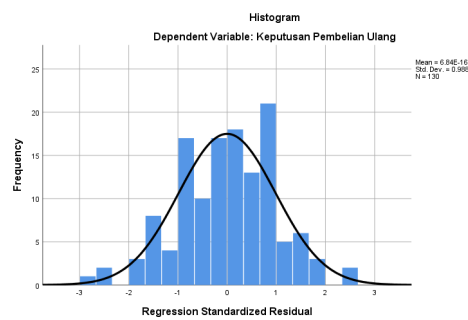


Figure 4.2 Histogram Graph

The histogram approach is used to analyze data distribution patterns through graphs. Data is said to have a good distribution if the graph forms a bell-like (normal) pattern, which means it is not skewed to the left or right. In addition, the graph model is also considered good if it follows the diagonal line symmetrically.

4.5. Graph Test Result

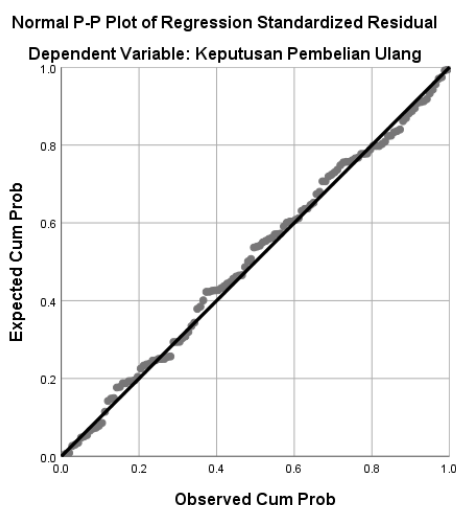


Fig.4.3 P Plot Graph

Figure 4.3 The figure below demonstrates that the data points are dispersed near the inclined trajectory and consistently align with the direction of the pattern. These results indicate as the data align with a normal distribution. From the analysis of both graphs, referring to the data presented in this study, it's indicated that satisfy assumption of normality.

4.6. Heteroscedasticity Test Result

A. Statistical Test with Glejser

Table 4.11 Glejser Test

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	2.139	1.183		1.808	.073
	Digital Marketing	-.071	.045	-.211	-1.566	.120
	Kualitas Layanan	.069	.066	.117	1.038	.301
	Citra Merek	.134	.110	.142	1.219	.225

a. Dependent Variable: abs_res

Based on the Glejser test displayed as presented, it's evident the significance value for Digital Marketing is 0.120, for Service Quality is 0.301, and for Brand Image is 0.225. Because all of these values are greater than $\alpha = 0.05$, these results suggest that heteroscedasticity is not present in the regression model.

B. Scatterplot Test

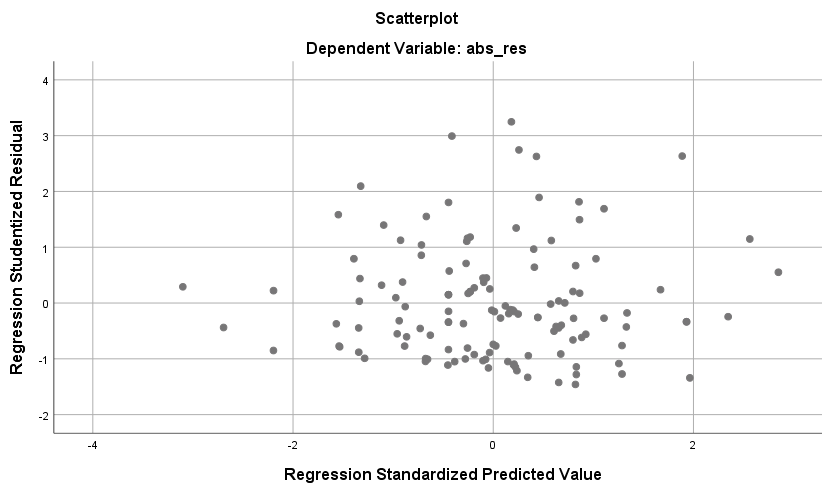


Figure 4.4 Scatterplot Graph

Based on Figure, which displays a scatterplot graph, The scatter of the points appears random and does not form a particular pattern. That no indications of heteroscedasticity are present in the regression model.

4.7. Multicollinearity Test Result

In table, the Tolerances scores three variables all > 0.1, as well as their respective VIF values < 10. This result suggests that multicollinearity does not exist among the independent variables.

Table 4.12 Multikolinearity Test

Coefficients ^a					
Model		Unstandardized Coefficients		Collinearity Statistics	
		B	Std. Error	Tolerance	VIF
1	(Constant)	.370	1.986		
	Digital Marketing	.262	.076	.428	2.338
	Kualitas Layanan	.764	.112	.608	1.646
	Citra Merek	.430	.184	.574	1.741

a. Dependent Variable: Keputusan Pembelian Ulang

4.8. Simultaneous Significance Test (F-test)

Table 4.13 F test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2587.935	3	862.645	72.241	.000 ^b
	Residual	1504.595	126	11.941		
	Total	4092.531	129			

a. Dependent Variable: Keputusan Pembelian Ulang
b. Predictors: (Constant), Citra Merek, Digital Marketing, Kualitas Layanan

In Table 4.13, the sample size (n) is 130 participants, the benchmark score (k) is 4. Then we get $df_1 = 4 - 1 = 3$ and $df_2 = 130 - 4 = 126$, with a sig level of $\alpha = 0.05$, the Ftable value is 2.676. Meanwhile, the testing outcomes reveal that the value of Fcount = (72,241) > Ftable, and a significant value of $0.000 < \alpha = 0.05$. Thus, it can therefore be inferred as the variables of Digital Marketing, Service Quality, and Brand Image, together demonstrate a sig- outcome Repurchase Decisions on customers of Toko House Beauty & Parfume, Langsa City, Aceh.

4.9. Coefficient of Determination

Based on the R^2 value can be observed in the table below, study is 0.624 or equivalent to 62%. This reflects that 62 percent of the observed variation in Repurchase Decisions can be attributed to the Digital Marketing, Service Quality, and Brand Image variables. Another value of 38 percent, affects other factors that were not analyzed in the present study. Repurchase Decisions can be clarified by the independent variables Digital Marketing (X_1), Service Quality (X_2), and Brand Image (X_3), the balance 38%.

Table 4.15 Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.795 ^a	.632	.624	3.456

a. Predictors: (Constant), Citra Merek, Digital Marketing, Kualitas Layanan

b. Dependent Variable: Keputusan Pembelian Ulang

Regression coefficient of Digital Marketing (β_1) = 0.262 > 0, with t-value (3.446) > t-table (1.978) and sig (0.001) < α (0.05), This implies as Digital Marketing variable contains a positive and sig- outcome repurchase decisions; consequently, stronger digital marketing efforts lead to a higher development of repurchase decisions, and vice versa. The research findings by (Nurul 2024; Ni Luh 2023), (Ahmad 2024; Eman 2024), and (Riza, 2024). Conclude then service quality has a positive, and sig- impact on Repurchase Decision. Regression coeff value for Service Quality (β_2) = 0.764 > 0 with t-value (6.848) > t-table (1.978), and sig- (0.000) < α (0.05), indicating Service Quality has a positive and sig- impact on Repurchase Decision, thus greater the Service Quality, more significant the magnify in Repurchase Decision, and vice versa. The research findings by (Nurul 2024; Ni Luh 2023), (Ahmad 2024; Eman 2024), and (Riza, 2024) conclude that Service Quality show a positive and considerable effect on Repurchase Decision. The regression coefficient value of Brand Image (β_3) = 0.430 > 0, with t-value (2.334) > t-table (1.978), and sig- (0.021) < α (0.05), this indicates as for Brand Image variable has a positive, and sig- result on Repurchase Decision, then it will be better Brand Image, the more significantly the Repurchase Decision will increase, and vice versa. Research findings by (Nurul 2024; Ridwan et al. 2024), (Alda 2023; Naomi 2024), and (Ratna, 2021). Conclude therefore, brand image has a positive, and sig influence on repurchase decisions. While, inquiry findings from (Febby, 2023). Conclude as brand image has a negative, and sig- influence on repeat purchase decisions. The sample size (n) is 130 respondents, as well as the quantity from parameters (k) is 4, so $df_1 = 4 - 1 = 3$; $df_2 = n - k = 130 - 4 = 126$. At $\alpha = 0.05$, $F_{table} = 2.676$. As shown in Table 4. 11, the calculated F-value (72.242) many of F-table value (2.676), and the significant level (0.000) is less than α (0.05). This indicates as the variables of Digital Marketing, Service Quality, and Brand Image exercise simultaneously considerable impact over Repurchase Decisions among customers of House Beauty & Parfume Store in Langsa City, Aceh. Research conducted by (Nurul, 2024) concluded such digital marketing, Service quality, and brand image simultaneously have a positive, and sig- effect on Repurchase Decision.

5. Conclusion

The analys examined the affect of digital marketing strategies, service quality, and brand image on repurchase decisions for Make Over products at House Beauty & Parfume in Langsa City, Aceh. The research revealed that all three independent variables — digital marketing, service quality, and brand image — has a positive, and sig- influence both partially, and simultaneously on customer repurchase decisions. This indicates that an increase in effectively the store manages its digital promotions, provides excellent customer service, and maintains a strong, trusted brand image, the higher the probability that customers will return, and make repeat buying activities. The implications of these findings highlight the importance for retailers, especially in the beauty industry, to integrate digital marketing strategies through platforms like Instagram, and Shopee, provide consistent, and professional service, and cultivate a brand image that resonates with customer trust, and satisfaction. These elements together can foster customer loyalty, and strengthen competitive advantage in a saturated cosmetics market.

However, the study has limitations. It was conducted at a single store in Langsa City with a sample of 130 respondent use accidental sampling, such limitations may restrict the generalizability of the findings futhermore, the focus was solely on three variables, excluding others that might also influence repurchase behavior, such as price sensitivity, product availability, or promotional campaigns from competitors. Additional research, it is recommended to broaden the inclusion of multiple beauty retail store in various regions broadens the research scope, and including more variables that may affect consumer behavior. Longitudinal studies can also provide deeper insights into changing customer preferences over time, especially in a dynamic, and trend-driven industry like cosmetics.

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