THE INFLUENCE OF CUSTOMER SATISFACTION, BRAND IMAGE, AND SOCIAL MEDIA MARKETING ON REPURCHASE INTENTION
(A STUDY OF SOMETHINC COSMETIC PRODUCT CONSUMERS IN DENPASAR CITY)

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Abstract
The high level of mobility in Denpasar City encourages people to maintain an attractive appearance. Cosmetics serve as a means to enhance personal appearance, thereby intensifying business competition among cosmetic companies in attracting consumers. Somethinc is one of the local brands that has successfully entered Indonesia's Top 10 beauty brands; however, over the past three years, it has not yet reached the Top 3. Based on a preliminary survey of 40 respondents, most participants indicated a lack of repurchase intention toward Somethinc cosmetic products. This study aims to examine repurchase intention as influenced by customer satisfaction, brand image, and social media marketing. A total of 170 respondents were selected using non-probability sampling with a purposive sampling technique. Data were collected through online and offline questionnaires distributed to residents of Denpasar City. The data analysis techniques employed included descriptive and inferential analysis, comprising multiple linear regression, classical assumption tests, F-test, t-test, and coefficient of determination. The results indicate that customer satisfaction and social media marketing have a positive and significant effect on repurchase intention, while brand image shows a positive but insignificant effect. These findings suggest that customer satisfaction, brand image, and social media marketing collectively contribute positively to enhancing repurchase intention for Somethinc products.
Keywords: Customer Satisfaction, Brand Image, Social Media Marketing, Repurchase Intention

INTRODUCTION
The digital era has driven a surge in internet and social media usage in Indonesia, transforming consumption patterns while accelerating the growth of the beauty industry, particularly cosmetics, which have become part of daily necessities. High engagement on social media platforms such as TikTok further reinforces cosmetic purchasing trends, accompanied by rapid industry revenue growth and an increasing number of business players. This situation intensifies business competition, compelling

companies to develop effective digital marketing strategies to attract consumers. Somethinc, as a local cosmetic brand, has successfully gained market attention through product quality and brand image; however, it continues to face strong competition, including in Denpasar, a city characterized by high purchasing power and substantial market potential. In this context, consumer repurchase intention becomes a critical factor for business sustainability, influenced by customer satisfaction, brand image, and social media marketing.

Customer satisfaction refers to an individual's feeling of pleasure or disappointment resulting from comparing perceived product performance with expectations (Kotler et al., 2022:109). Testimonials represent one form of customer satisfaction, whereby satisfied customers tend to repurchase and share positive experiences with others (Tangka et al., 2023). According to Indah and Fitria (2020), customer satisfaction reflects the fulfillment of goals, needs, and desires through various business attributes and may change over time. Repurchase intention is influenced by customer satisfaction, as demonstrated in previous studies by Prodromos et al. (2022) and Ginting et al. (2023), both of which found a positive and significant relationship. However, Cindy and Abdurrahman (2022) reported contrasting results, indicating that customer satisfaction does not significantly affect repurchase intention.

Brand image also plays an important role in influencing repurchase intention. A positive brand image fosters emotional attachment, encouraging consumers to use it as a reference in purchasing decisions and facilitating repeat purchases (Tasia et al., 2023). Conversely, a negative brand image, accompanied by complaints and criticism, may deter consumers (Aryadhe & Rastini, 2016). Previous studies by Citra and Suzy (2022) and Apay et al. (2023) revealed that brand image has a positive and significant effect on repurchase intention. In contrast, Ramadhan and Santosa (2017) found no significant influence.

Social media marketing has also become a determining factor in increasing consumer repurchase intention. Social media refers to technologies that facilitate information exchange among individuals or groups and enable content creation through blogs, social networks, forums, and virtual platforms (Karina et al., 2023). In Indonesia, social media marketing has received positive responses, allowing businesses to promote products and brands effectively. Consumers can easily access product information without physical interaction, enhancing convenience. Prior studies by Astuti (2022) and Anindya et al. (2021) demonstrated a positive and significant impact of social media marketing on repurchase intention, whereas Nathalia and Indriyanti (2022) reported insignificant effects.

Repurchase intention is influenced by customer satisfaction, brand image, and social media marketing (Ade et al., 2024). Based on the aforementioned discussion and existing research gaps, this study seeks to examine the effects of Customer Satisfaction (X1), Brand Image (X2), and Social Media Marketing (X3) on Repurchase Intention (Y) among Somethinc cosmetic consumers in Denpasar City.

RESEARCH METHOD

This study employs a quantitative approach with a causal associative design to analyze the effects of customer satisfaction, brand image, and social media marketing

on repurchase intention toward Somethinc cosmetic products. Denpasar City was selected as the research location due to its dynamic population, high mobility, and strong tendency to follow beauty trends through cosmetic usage. The independent variables consist of customer satisfaction (X1), brand image (X2), and social media marketing (X3), while repurchase intention (Y) serves as the dependent variable, each measured using indicators tailored to the research context (Sugiyono, 2019; Hasan, 2018; Indrasari, 2019; Firmansyah, 2019; Tuten & Solomon, 2017).

The population includes consumers who have used Somethinc products, with an unknown total size. Samples were determined using non-probability sampling with purposive sampling based on specific criteria: residents of Denpasar, minimum age of 18 years, minimum education level of senior high school or equivalent, active TikTok users, and having purchased Somethinc products within the past six months. A total of 170 respondents were selected, following the minimum requirement of 5–10 times the number of research indicators. Primary data were obtained through questionnaires, while secondary data were sourced from books, scientific journals, and official publications (Sugiyono, 2019; Darwin et al., 2021).

Data collection utilized a five-point Likert scale questionnaire distributed both online and offline. Prior to analysis, validity and reliability tests were conducted to ensure instrument quality. Data analysis included descriptive and inferential statistics using multiple linear regression. Classical assumption tests—normality, multicollinearity, and heteroskedasticity—were performed, followed by hypothesis testing through F-tests, t-tests, and the coefficient of determination (R^2) to assess the contribution of independent variables to the dependent variable (Sugiyono, 2022; Ghozali, 2018).

RESULT AND DISCUSSION
Company Overview

Somethinc is a local brand operating in the beauty and personal care industry. Somethinc was founded by Irene Ursula in 2019, who is also the founder of Beautyhaul, an e-commerce platform specializing in beauty products. Currently, Somethinc operates under its parent company, PT Royal Pesona Indonesia, with Benny Yahya serving as its co-founder. Somethinc was developed in response to public concerns regarding the selection of safe and reliable personal care products. Accordingly, the brand upholds a primary vision and mission to deliver high-quality beauty products that meet international standards while remaining safe and halal-certified. One of Somethinc's slogans, "Halal, Breathable, Be You Be Somethinc! Skin First, Make Up Second, Glow Always," reflects the brand's commitment to promoting natural beauty and encouraging users to be confident by embracing their authentic selves.

Somethinc is recognized as one of the pioneering companies in incorporating active ingredients into its products, with product names explicitly reflecting their key ingredients. In addition, through continuous innovation, Somethinc has launched more than 50 products to address the diverse skincare needs of Indonesian consumers. Initially, Somethinc products were marketed exclusively online; however, the brand has since expanded its distribution channels. Today, Somethinc products are widely

available across various e-commerce platforms and offline retail stores, making them accessible throughout Indonesia.

Respondent Characteristics

Table 1. Respondent Characteristics

Characteristics	Classification	Frequency (Respondents)	Percentage (%)
Gender	Female	147	86,47
	Male	23	13,53
Total		**170**	**100**
Age (Years)	18-22	51	30,0
	23-27	92	54,12
	28-32	23	13,53
	33-37	0	0,0
	>38	4	2,35
Total		**170**	**100**
Highest Education Level Completed	Senior High School / Vocational High School	73	42,94
	Diploma	16	9,41
	Bachelor's Degree	70	41,18
	Postgraduate Degree	11	6,47
Total		**170**	**100**
Occupation	Student	68	40,0
	Civil Servant	33	19,41
	Private Employee	21	12,35
	Entrepreneur	48	28,24
	Others	0	0,0
Total		**170**	**100**

	< Rp.1.000.000	26	15,29
	Rp.1.000.001-Rp.3.000.000	57	33,53
Monthly Income / Allowance	Rp.3.000.001-Rp.5.000.000	51	30,0
	>Rp.5.000.001	36	21,18
Total		**170**	**100**

Source: Processed data, 2025

Based on Table 1, the majority of respondents were female (86.47%), aged 23–27 years (54.12%), had completed senior high school or vocational education (42.94%), and were students (40.00%). In terms of income, most respondents earned between IDR 1,000,001 and IDR 3,000,000 per month (33.53%). These findings indicate that the sample is predominantly composed of women of productive age with a secondary education background, student status, and a moderate income level.

Description of Research Variables

Descriptive statistical analysis is a statistical technique used to analyze data by describing the collected information without drawing general conclusions or making generalizations (Sugiyono, 2019:206). This study applies a qualitative descriptive approach. A five-point Likert scale was employed to measure respondents' perceptions of each indicator. The interval and measurement criteria were calculated as follows:

Interval $= \frac{5-1}{5} = 0,80$

Table 2. Measurement Criteria for the Description of Research Variables

Mean Score	Criteria			
	Customer Satisfaction	Brand Image	Social Media Marketing	Repurchase Intention
1,00 - 1,80	Very Low	Very Poor	Very Low	Very Low
1,81 – 2,60	Low	Low	Low	Low
2,61 – 3,40	Moderate	Moderate	Moderate	Moderate
3,41 - 4,20	High	Good	High	High
4,21 – 5,00	Very High	Very Good	Very High	Very High

Sourcer: Sugiyono, 2019:206

Customer Satisfaction Variable

Customer satisfaction is treated as an independent variable in this study. This variable, denoted as X1, was measured using four statements rated on a five-point Likert scale. Based on respondents' answers regarding customer satisfaction, the distribution of responses is presented as follows:

Table 3. Respondents' Responses to Customer Satisfaction

No.	Statement	Frequency (n)					Total Score	Mean	Category
		1	2	3	4	5			
1	I feel that Somethinc's product performance meets my expectations.	0	3	7	80	80	747	4,39	Very High
2	I am satisfied with the quality of Somethinc products	0	3	11	74	82	745	4,38	Very High
3	I can easily find Somethinc products in physical stores and e-commerce platforms	0	4	14	73	79	737	4,33	Very High
4	I feel that Somethinc advertisements effectively explain product functions	0	3	37	68	62	699	4,11	Very High
	Average							4,30	Very High

Source: Processed data, 2025

Based on Table 3, the customer satisfaction variable obtained an average score of 4.30, indicating that respondents' satisfaction with Somethinc products is categorized as very high. The statement with the lowest mean score relates to the effectiveness of advertisements in explaining product functions (mean = 4.11), suggesting that Somethinc's advertising has not yet been fully optimal, although it remains within the high category. Meanwhile, the statement with the highest mean score concerns the alignment between product performance and consumer expectations (mean = 4.39), confirming that Somethinc products are able to meet respondents' expectations.

Brand Image Variable

Table 4. Description of Respondents' Responses to Brand Image

No.	Statement	Frequency (n)					Total Score	Mean	Category
		1	2	3	4	5			
1	I trust the information provided by Somethinc regarding its product	3	12	48	59	48	647	3,80	Good
2	I feel that Somethinc consistently introduces	2	12	41	70	45	654	3,84	Good

No.	Statement	Frequency (n)					Total Score	Mean	Category
		1	2	3	4	5			
	attractive product innovations								
3	I feel that the information provided by Somethinc is clear and not confusing.	1	12	26	69	62	689	4,05	Good
4	I feel more confident after using Somethinc products.	2	19	41	60	48	643	3,78	Good
	Average							3,86	Good

Source: Processed data, 2025

Based on Table 4, the brand image variable obtained an average score of 3.86, indicating that Somethinc's brand image is categorized as good and that respondents generally agree with the measured indicators. The statement with the lowest mean score relates to increased self-confidence after using the products (mean = 3.78), suggesting that Somethinc has not yet fully succeeded in enhancing consumers' self-confidence. Meanwhile, the statement with the highest mean score concerns the clarity of product information (mean = 4.05), indicating that Somethinc is perceived as effective in delivering product information to respondents.

Social Media Marketing Variable

Table 5. Respondents' Responses to Social Media Marketing

No.	Statement	Frequency (n)					Total Score	Mean	Category
		1	2	3	4	5			
1	I find Somethinc's social media content attractive in conveying product information.	0	7	16	79	68	718	4,22	Very High
2	I find Somethinc's content easily accessible when searching for beauty product information online.	0	1	24	84	61	715	4,20	Hight
3	I frequently interact with Somethinc's social media content because it is appealing to me.	1	10	25	68	66	698	4,10	High

No.	Statement	Frequency (n)					Total Score	Mean	Category
		1	2	3	4	5			
4	I feel confident to try Somethinc products after viewing its social media content.	1	3	19	76	71	723	4,25	Very HIgh
5	After viewing Somethinc's social media content, I feel motivated to repurchase Somethinc products	1	1	10	90	68	733	4,31	Very High
	Average							4,21	Very High

Source: Processed data, 2025

Based on Table 5, the social media marketing variable obtained an average score of 4.21, indicating that Somethinc's social media marketing performance is categorized as very high, although audience interaction with the content remains relatively lower (mean = 4.10). Meanwhile, the statement with the highest mean score relates to the emergence of repurchase intention after viewing Somethinc's content (mean = 4.31), confirming that Somethinc's social media marketing is effective in delivering information and encouraging repeat purchases.

Repurchase Intention Variable

Table 6. Respondents' Responses to Repurchase Intention

No.	Statement	Frequency (n)					Total Score	Mean	Category
		1	2	3	4	5			
1	I intend to purchase Somethinc products in the future	1	5	18	60	86	735	4,32	Very High
2	I tend to seek recent reviews of Somethinc cosmetic products that I have previously used.	2	8	32	84	55	725	4,26	Very High
3	I intend to repurchase Somethinc products in the future rather than choosing other brands.	1	2	9	94	64	728	4,28	Very High
4	I will recommend Somethinc products to friends or family.	0	6	12	64	88	744	4,37	Very High

No.	Statement	Frequency (n)					Total Score	Mean	Category
		1	2	3	4	5			
	Average							4,30	Very High

Based on the results of the descriptive statistical analysis in Table 6, the repurchase intention variable obtained a mean score of 4.30, indicating that respondents generally strongly agree with the statements representing the indicators of repurchase intention. This finding suggests that the level of repurchase intention toward Somethinc products is categorized as very high. The statement with the lowest mean score is "I tend to seek recent reviews of Somethinc cosmetic products that I have previously used," with an average value of 4.26, which still falls within the very high category. This indicates that Somethinc has successfully encouraged consumers to engage further with the brand.

Meanwhile, the statement with the highest mean score is "I will recommend Somethinc products to friends or family," which obtained an average score of 4.37 and is classified as very high. This result demonstrates that Somethinc has effectively built customer satisfaction.

Inferential Analysis Results
Multiple Linear Regression Analysis

Table 7. Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,604	1,387		3,321	0,001
	Customer Satisfaction	0,390	0,074	0,374	5,298	0,000
	Brand Image	0,072	0,043	0,107	1,671	0,097
	Social Media Marketing	0,219	0,057	0,273	3,858	0,000

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

$$Y = 4.604 + 0.390X_1 + 0.072X_2 + 0.219X_3$$

where Y denotes repurchase intention, X_1 represents customer satisfaction, X_2 refers to brand image, and X_3 indicates social media marketing. The constant value of 4.604 implies that when customer satisfaction, brand image, and social media marketing are held constant, repurchase intention remains at this level.

The customer satisfaction coefficient of 0.390 and the brand image coefficient of 0.072 indicate positive effects on repurchase intention, suggesting that improvements in these variables lead to increased consumer repurchase intention. Likewise, social media marketing shows a positive coefficient of 0.219, meaning that the more effective social media marketing is implemented, the higher the consumers' repurchase intention.

Classical Assumption Tests

1) Normality Test

Table 8. Results of the Normality Test

	Unstandardized Residual
N	170
Kolmogrov-Smirnov	0,081
Asymp.Sig (2-tailed)	0,008

Source: Processed data, 2025

Based on the analysis results in Table 8, the significance value obtained is 0.008, which is less than 0.05. Since the Kolmogorov–Smirnov significance value is below 0.05, an alternative method was applied to confirm data normality. The scatter plot graph presented in Appendix 6 shows that the data points are distributed along the main diagonal line, indicating that the data are normally distributed

2) Multicollinearity Test

Table 9. Results of the Multicollinearity Test

Variable	Tolerance	VIF	Remarks
Customer Satisfaction (X_1)	0,807	1,239	No multicollinearity
Brand Image (X_2)	0,971	1,030	No multicollinearity
Social Media Marketing (X_3)	0,805	1,243	No multicollinearity

Source: Processed data, 2025

Based on Table 9, the tolerance values for all variables exceed 0.10 and the VIF values are below 10, indicating that the regression model is free from multicollinearity.

3) Heteroskedasticity Test

Table 10. Results of the Heteroskedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4,557	0,907		5,025	0,000
Customer Satisfaction	-0,087	0,048	-0,150	-1,808	0,072

Brand Image	-0,043	0,028	-0,115	-1,521	0,130
Social Media Marketing	-0,058	0,037	-0,129	-1,549	0,123

Table 10 shows that the significance values for customer satisfaction (0.072), brand image (0.130), and social media marketing (0.123) are all greater than 0.05, indicating that none of the independent variables significantly affect the absolute residuals. Therefore, the regression model does not exhibit heteroskedasticity.

Based on the results in Tables 8, 9, and 10, all classical assumption tests have been satisfied, indicating that the regression analysis is appropriate for further discussion.

Simultaneous Test (F-Test)

Table 11. Results of the F-Test

ANOVA[a]

	Model	Sum of Squares	Df	Mean Square	F	Sig.
	Regression	221,677	3	73,892	27,698	0,000
1	Residual	552,846	166	2,668		
	Total	664,524	169			

Table 11 shows an F-value of 27.698 with a significance level of 0.000, which is lower than $\alpha = 0.05$. This result indicates that the regression model is statistically feasible. It implies that all independent variables simultaneously influence repurchase intention. In other words, customer satisfaction, brand image, and social media marketing collectively have a significant effect on repurchase intention.

Hypothesis Testing (t-Test)

Table 12. Results of Hypothesis Testing

	Standardized Coefficients	t	Sig.
Customer Satisfaction (X_1) $\rightarrow$ Repurchase Intention (Y)	0,374	5,298	0,000
Brand Image (X_2) $\rightarrow$ Repurchase Intention (Y)	0,107	1,671	0,097
Social Media Marketing (X_3) $\rightarrow$ Repurchase Intention (Y)	0,273	3,858	0,000

The t-test results indicate that customer satisfaction and social media marketing have significance values below 0.05, demonstrating significant effects on repurchase intention. In contrast, brand image shows a significance value above 0.05 (0.097), indicating a positive but insignificant effect on repurchase intention:

1. Effect of Customer Satisfaction on Repurchase Intention

H_0: Customer satisfaction does not have a positive and significant effect on repurchase intention.

H_1: Customer satisfaction has a positive and significant effect on repurchase intention.

The analysis shows a significance value of 0.000, a t-value of 5.298, and a positive standardized coefficient of 0.374. Since 0.000 ≤ 0.05, H_0 is rejected and H_1 is accepted, indicating that customer satisfaction has a positive and significant effect on repurchase intention.

2. Effect of Brand Image on Repurchase Intention

H_0: Brand image does not have a positive and significant effect on repurchase intention.
H_2: Brand image has a positive and significant effect on repurchase intention.

The results show a significance value of 0.097, a t-value of 1.671, and a positive standardized coefficient of 0.107. Because 0.097 > 0.05, H_2 is rejected and H_0 is accepted, indicating that brand image has a positive but insignificant effect on repurchase intention.

3. Effect of Social Media Marketing on Repurchase Intention

H_0: Social media marketing does not have a positive and significant effect on repurchase intention.
H_3: Social media marketing has a positive and significant effect on repurchase intention.

The analysis yields a significance value of 0.000, a t-value of 3.858, and a positive standardized coefficient of 0.273. Since 0.000 ≤ 0.05, H_0 is rejected and H_3 is accepted, indicating that social media marketing has a positive and significant effect on repurchase intention.

Coefficient of Determination (R^2)

Table 13. Results of the Coefficient of Determination Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,578	0,334	0,322	1,633

Source: Processed data, 2025

Table 13 shows that the adjusted R^2 value is 0.334, indicating that 33.4% of the variation in repurchase intention is explained by customer satisfaction, brand image, and social media marketing. The remaining 66.6% is influenced by other factors such as product quality, price perception, and location.

Discussion of Research Findings

The Effect of Customer Satisfaction on Repurchase Intention of Somethinc Beauty Products

Based on the results of the first hypothesis testing, customer satisfaction has a positive and significant effect on consumers' repurchase intention. This finding indicates that higher levels of customer satisfaction lead to a substantial increase in repurchase intention for Somethinc beauty products. Conversely, lower customer satisfaction results in a decrease in consumers' repurchase intention. Therefore, the first hypothesis is accepted.

This result is consistent with previous studies conducted by Prodromos et al. (2022), which found a significant relationship between customer satisfaction and repurchase intention in retail shopping centers in Greece. Similar findings were reported by Majeed et al. (2022), who demonstrated that customer satisfaction has a positive and

significant effect among hospitality industry users in Ghana. Rantung et al. (2023) also confirmed a positive and significant influence of customer satisfaction on repurchase intention among MSMEs in Manado. Likewise, Ginting et al. (2023) found that customer satisfaction positively affects repurchase intention among e-commerce consumers in Indonesia.

The Effect of Brand Image on Repurchase Intention of Somethinc Beauty Products

The results of the second hypothesis testing indicate that brand image has a positive but insignificant effect on consumers' repurchase intention. This implies that brand image does not exert a substantial impact on increasing repurchase intention for Somethinc beauty products, although a decline in brand image may still contribute to a decrease in repurchase intention. Consequently, the second hypothesis is rejected.

This finding aligns with the study by Ramadhan and Santosa (2017), which reported no significant effect of brand image on repurchase intention for Nike Running shoes in Semarang.

The Effect of Social Media Marketing on Repurchase Intention of Somethinc Beauty Products

The results of the third hypothesis testing reveal that social media marketing has a positive and significant effect on consumers' repurchase intention. This suggests that more effective social media marketing efforts significantly enhance repurchase intention for Somethinc beauty products. Conversely, weaker social media marketing activities lead to a decline in consumers' repurchase intention. Therefore, the third hypothesis is accepted.

This result is consistent with the study by Khoirunissa and Astini (2021), which found a positive and significant relationship between social media marketing and repurchase intention for Klamby Hijab fashion products in Indonesia. Similar findings were reported by Majeed et al. (2022), who identified a positive and significant effect of social media marketing among hospitality industry users in Ghana. Maskuroh et al. (2023) also demonstrated a positive and significant influence on repurchase intention among Indonesian e-commerce consumers. Furthermore, Jalil et al. (2023) found that social media marketing positively affects repurchase intention for halal cosmetic products in Malaysia.

CONCLUSION

Based on the results of this study, the following conclusions can be drawn:

1. Customer satisfaction has a positive and significant effect on consumers' repurchase intention toward Somethinc products. This finding indicates that improving customer satisfaction will increase consumers' likelihood of repurchasing Somethinc products.
2. Brand image has a positive but insignificant effect on consumers' repurchase intention toward Somethinc products. This result suggests that brand image does not significantly influence repurchase intention for Somethinc products.

3. Social media marketing has a positive and significant effect on consumers' repurchase intention toward Somethinc products. This finding indicates that enhancing social media marketing activities will increase customer loyalty toward Somethinc products.

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