JARES, Vol.11 No.2 September 2026
p-ISSN: 2502-826X / e-ISSN: 2503-1163
DOI: https://doi.org/10.35457/jares.v11i2.6077

The Repurchase Analogy as a Measure of Customer Satisfaction

Keyword :
Product, Customer Satisfaction, Repurchase

Page : 15-21

Denok Wahyudi Setyo Rahayu[1], Hendra Ardiansyah[2]
[1,2]Islamic University of Balitar
email corresponding author: denok.wahyudisr@gmail.com

Abstract *— The determine whether customer satisfaction can be used as a parameter for consumer repeat purchases.* ***Method:*** *Qualitative research using purposive sampling. The population was shoppers at Maybelline stores on Shopee Mall.* ***Results:*** *Repeat purchases serve as a parameter for customer satisfaction. Consumers purchase the same or different products at the same store. This satisfaction arises from the satisfaction and meeting expectations of the quality of service and product received, leading to repeat purchases. Repeat purchases are driven by the satisfaction felt by consumers. Therefore, customer satisfaction must be consistently maintained to foster repeat purchases in the minds of consumers.*

ARTICLE HISTORY
Received: August 24, 2026 **Revised:** August 24, 2026 **Published:** September 26, 2026

I. INTRODUCTION

The marketing strategy can be a way of making the products on offer appealing to consumers. A marketing strategy is a comprehensive roadmap designed to understand market needs, identify the target market accurately, and communicate a product's distinctive value effectively. By combining in-depth market analysis, competitive pricing, appropriate distribution channels, and persuasive promotional communication, a marketing strategy focuses not only on achieving short-term sales, but also on building a strong brand position, creating a competitive advantage, and driving sustainable business growth.

Marketing strategy as a method for achieving sustainable competitive advantage in the production of goods and services (Muslimin et al., 2022), it is essential to formulate a marketing strategy that not only attracts new consumers but also retains the loyalty of existing customers (Sutrisno, 2020). A marketing strategy must provide an accurate picture of how a company capitalizes on opportunities in its target market (Sijabat et al., 2024). The marketing strategy will have a positive impact on a product. Products that are more widely recognized by people are the focus of marketing strategy selection.

Using a brand name that's easy to pronounce and has positive connotations will adds value to the products. A brand is not merely a name, logo, or visual identity of a product, but rather a promise and a holistic perception embedded in consumers' minds. A strong brand can build appeal, create a point of differentiation in a competitive market, and foster trust and an emotional connection with its customers. When a product brand consistently conveys positive values, quality, and experiences, it not only becomes memorable but also drives purchasing interest and fosters long-term customer loyalty.

Brand names are chosen based on the type and benefits of the product. Manufacturers prefer brand names that have a positive meaning and convey positive connotations. Easy thing of pronunciation in accordance with the consumers' dialects must also be taken into account. A product brand can support consumers in their product selection by serving as an "indication of origin," allowing a good or service to be clearly identified and distinguished from others (Sari, 2025). A strong brand can create positive perceptions and build an emotional connection with consumers (Sebastian & Widaningsih, 2025). Therefore, manufacturers should be able to develop marketing strategies capable of converting brand awareness into purchase intent

p-ISSN: 2502-826X / e-ISSN: 2503-1163
DOI: https://doi.org/10.35457/jares.v11i2.6077

(Sukmalengkawati & Purwandi, 2025). The more well-known a brand is, the more it will foster consumer purchase intent.

In addition to the brand, service quality that meets consumer expectations is also a key factor in fostering repeat purchases among consumers. As a product provider, companies must pay close attention to service quality. High-quality service provided by a company will leave consumers satisfied with what they receive (Yunila et al., 2022). Every company has different service standards, but fundamentally, the goal is to ensure customer satisfaction. Service quality ultimately depends on the service providers themselves. Tjiptono & Chandra note that there are five dimensions of service quality: tangible evidence, reliability, responsiveness, assurance, and empathy; these dimensions significantly influence customer satisfaction (Kurniasari & Sugiyanto, 2020). Therefore, service providers should deliver the best possible service to their customers, as they must always prioritize the quality of the service provided as a means of fostering customer satisfaction.

The development of satisfaction can encourage repurchases among consumers. Product quality itself refers to the totality of a products or services characteristics in terms of its ability to satisfy stated or implied needs (Kotler, 2018). These attributes are grouped into dimensions of product quality, which include performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality (Kotler, 2018). Attributes serve as a measure of a product's ability to deliver quality. All these attributes can be incorporated into specific products tailored to target consumers.

Levels of customer satisfaction maybe different from person to person. Satisfied customers trend to be more likely to make repurchases (Pitaloka et al., 2022). The companies hope that this satisfaction will lead to a pattern of repurchases. If performance meets expectations, customers are satisfied; however, if performance exceeds expectations, customers are highly satisfied or delighted (Kotler & Keller, 2018). Tjiptono said satisfaction is the difference between expectations and performance (Sahabuddin, 2019). Satisfaction that has been established can benefit the company by fostering a good relationship between the company and its customers, leading them (consumers) to show a higher likelihood of making a purchase in the future (Bahar & Sjahruddin, 2017). Kotler, consumer satisfaction is a person's feeling of happiness or disappointment that arises from comparing their impressions of a product's capabilities or results with their expectations (Handoko, 2017).

Purchase intention refers to a consumer's plan to buy a specific product and the number of units of that product needed at a given time (Stansyah et al., 2023). Purchase intention itself is a psychological process consumers undergo when acting toward a specific object, leading to the decision-making process that determines a purchase (Schiffman & Wisenblit, 2019). A product's positioning influences consumers' interest in selecting which products to consume (Rahayu, 2019). Purchase interest appear from satisfaction levels fosters a willingness to repurchase the product. Consumers who are satisfied or even highly satisfied will repurchase the product.

Repurchases are actions taken by consumers when they are satisfied with a product they have purchased. Customers' interest in repurchasing is crucial for repurchasing behavior at the same store, as a retailer's success is marked by customers' repurchase behavior and the retailer's ability to withstand competition (Saidani et al., 2019), based on past purchasing experiences (Hasan, 2018). Consumer satisfaction reflects a high level of repurchase intent for a particular product. Repurchase intent refers to the extent to which consumers purchase a brand's products and services, or the likelihood that they will switch from one brand to another (Kotler & Keller, 2016).

The relationship between customer satisfaction and repurchase intention is evident from the results of previous studies. Customer satisfaction and repurchasing go hand in hand. Previous studies have found a positive relationship between customer satisfaction and product repurchase (Ahmad & Nurmansyah, 2024; Milleni et al., 2023; Wijaya & Tjahjaningsih, 2022). Based on this, it can be concluded that several previous studies indicate that customer satisfaction can influence consumers' repurchase behavior. This attitude toward repurchasing stems from the feeling that the product consumed meets or even exceeds consumer expectations. The objective of this study is to examine the relationship between repurchasing and the parameters of customer

p-ISSN: 2502-826X / e-ISSN: 2503-1163
DOI: https://doi.org/10.35457/jares.v11i2.6077

satisfaction. This is being investigated to clearly understand how customer satisfaction leads to product repurchasing.

II. RESEARCH METHOD

The study was conducted in July 2026. The population's consisted of shoppers at the Maybelline Shopeemall store. The study sample consisted of shoppers at the Maybelline Shopeemall store. The sampling technique used was purposive sampling, targeting subjects with specific characteristics: those who made repurchases, gave a 5-star rating and positive comments, and provided reasons for their repeat purchases in the Maybelline Shopeemall comment section. Data collection utilized the technique of observing comments on the Maybelline Shopeemall store.

Operationally, repeat purchases refer to the repeated behavior of buying Maybelline products on Shopeemall, as indicated by the number of products purchased within a specific time period (Stansyah et al., 2023). Furthermore, customer satisfaction refers to the fulfillment of consumer expectations, as indicated by the level of satisfaction experienced by consumers and the alignment of those expectations (Kotler & Keller, 2018).

Stages of Data Analysis (Miles & Huberman Model):

1. Data collection: gathering field data through interviews, notes, or recordings.
2. Data reduction: selecting, sorting, and focusing on important data relevant to the research objectives.
3. Data presentation: organizing information in the form of narrative text or descriptions to make it easy to read.
4. Drawing conclusions: interpreting the data and verifying its accuracy throughout the research process.

III. RESULTS AND DICUSSIONS

Maybelline is a leading cosmetic brand that is widely recognized. Brands create positive perceptions and can build emotional connections with consumers (Sebastian & Widaningsih, 2025), as is the case with the Maybelline brand. This brand is certainly well-known and is one of the cosmetic brands of choice for consumers and is widely purchased. Product sales are conducted both offline and online. Offline sales are conducted at Maybelline's official outlets and stores. Online sales are conducted through several e-commerce platforms. Many efforts are made to provide the best service for consumers so that they will be satisfied and hope for repeat purchases. The value of satisfaction must be formed as an effort and hope for repeat purchases by these consumers.

Figure 1 shows Maybelline's attractive Shopee Mall virtual display, showcasing the products for sale. The attractive packaging significantly enhances the store's visual appeal. A rating column allows for star ratings, reflecting customer satisfaction, and a comments column allows for customer reviews. Customers can rate the store from 1 to 5 stars. The higher the number of stars, the higher the level of satisfaction. Customers can also upload photos and videos to enhance their ratings. Comments can also be written based on their experiences. Consumers benefit from gaining a better understanding of the product they intend to purchase, while stores with good ratings can serve as a promotional tool for potential new customers.

Using an engaging virtual storefront is essential to boost consumer purchasing interest, and is also supported by customer satisfaction assessments. The more satisfied consumers are, the more likely they are to make repeat purchases and even attract new Maybelline customers. Perceived satisfaction will leave a positive impression on consumers.

JARES, Vol.11 No.2 September 2026
p-ISSN: 2502-826X / e-ISSN: 2503-1163
DOI: https://doi.org/10.35457/jares.v11i2.6077

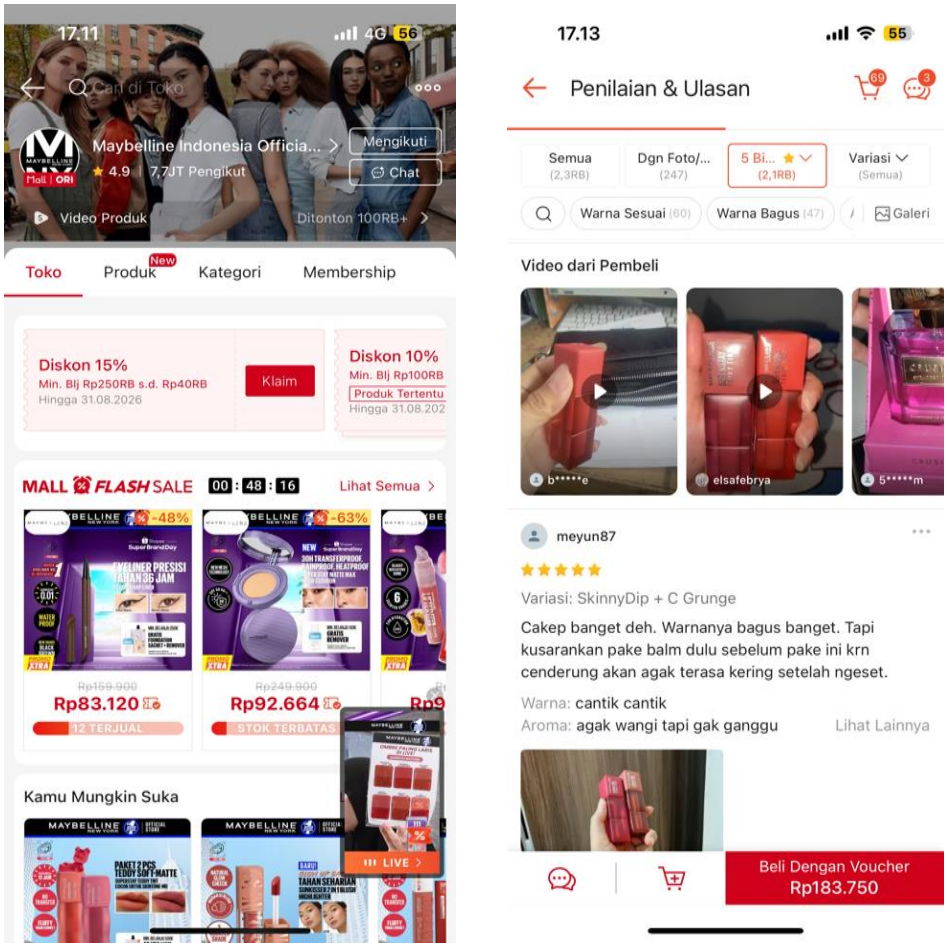


Figure 1. Maybelline Shopee Mall (source: personal document, 2026)

Table 1. Research Results

Variabel	Indicator	Results
Customer satisfaction	Satisfaction	1. Consumers tend to be satisfied with the service and quality of products purchased at Maybelline Shopee. 2. Safe packaging.
	Expectations	Conformity to expectations.
Repurchase	Quantity	Consumers buy products in certain quantity, some even buy products of other types.

source: Research Results, 2026.

Table 1, the customer satisfaction with satisfaction indicators, consumers tend to be satisfied with the service and product quality, as well as the security of the packaging from Maybelline Shopee Mall. Good service quality is an attraction in product sales. Tjiptono & Chandra stated that there are dimensions of service quality, namely physical evidence, reliability, responsiveness, assurance, and empathy, these dimensions significantly influence customer satisfaction ((Kurniasari & Sugiyanto, 2020). These dimensions can be used as a means to provide satisfactory shopping quality for consumers. Product quality also needs to be considered. Even in the form of online shopping, product quality must be maintained. The attributes of the product quality dimension, consisting of the dimensions of performance, features, reliability,

p-ISSN: 2502-826X / e-ISSN: 2503-1163
DOI: https://doi.org/10.35457/jares.v11i2.6077

conformance, durability, serviceability, aesthetics, and perceived quality (Kotler, 2018), are a means to measure it. Fulfillment of attributes is a crucial part in shaping customer satisfaction value.

Customer satisfaction is a crucial foundation for the sustainability and growth of any business. When a company listens to their needs, provides appropriate solutions, and delivers friendly and responsive service, customers not only feel valued but also have a pleasant experience. This sense of satisfaction stems not only from the quality of the product received, but also from the overall interaction process, which is consistent, clear, and reliable.

More than just a fleeting experience, consistently maintaining customer satisfaction fosters trust and strong loyalty. Satisfied customers are more likely to return to a product or service and even recommend it to others. Therefore, making customer satisfaction a top priority is a long-term investment that not only strengthens a brand's reputation but also drives sustainable business growth.

Customer satisfaction, which is formed after consuming, is a hope for Maybelline Shopee Mall. This is evident in consumer assessments on Maybelline Shopee Mall. Consumers who make purchases often give 5-star ratings and positive comments about the store. Consumers stated that the service received met expectations, including a fast response from the store admin, safe packaging of goods until received by consumers, and a match between the purchased and received items. The results of this study are consistent with Ahmad & Nurmansyah (2024), Milleni et al. (2023), Wijaya & Tjahjaningsih (2022), who stated that customer satisfaction can shape repeat purchasing attitudes for satisfied consumers.

Service quality is a crucial measure of customer satisfaction. The resulting satisfaction rating positively impacts Maybelline's Shopee Mall. Good service, such as quick responses from store administrators, makes customers feel comfortable, as they receive prompt responses to questions in the comments section or in the app's messaging app. Consumers will often ask a variety of questions about a product. These questions must be answered by the store to ensure they feel confident in purchasing the product.

Maybelline's product quality is excellent, with dimensions of performance, features, reliability, conformance, durability, serviceability, aesthetics, and perceived quality (Kotler, 2018), enabling it to deliver excellent products to consumers. Maybelline delivers on product quality as promised through its online store. Product quality is crucial for consumers. Maybelline's quality is said to be good, even excellent, leading many consumers to repurchase. Consumers trust the product.

Product packaging is also a concern for consumers. Because the product has a well-known reputation, it is Maybelline Shopee Mall's responsibility to securely package the product before shipping. This secure packaging ensures the product reaches consumers in good condition. Proper and secure packaging is used to ensure customer satisfaction and reduce complaints.

Furthermore, ensuring the delivery of ordered products is always a priority. The variety and type of product must be taken into account. For example, there are several types of lipstick, and within the same lipstick model, there are also several lipstick numbers. The numbers differentiate the colors. Maybelline's Shopee Mall must be able to filter products to avoid errors in packaging.

Furthermore, repeat purchases are indicated by the number of products purchased. Consumers purchase a specific number of products, and some even purchase other types of products. Repeat purchases are a key indicator of a business's success in building strong relationships with its customers. When consumers are satisfied with the product quality, perceived benefits, and transaction convenience, they will naturally choose to repurchase without hesitation. This decision to repurchase indicates that the product has successfully met or even exceeded expectations, thus creating real added value in the eyes of consumers.

More than just repeat transactions, repeat purchases are a manifestation of loyalty and trust that has been built over time. Customers who consistently make repeat purchases not only help stabilize a company's revenue but also have the potential to become brand advocates and recommend the product to others. Therefore, a marketing strategy that focuses on maintaining

p-ISSN: 2502-826X / e-ISSN: 2503-1163
DOI: https://doi.org/10.35457/jares.v11i2.6077

customer satisfaction and maintaining service quality is vital to driving high repeat purchase rates in the long term.

High purchase intention is the main foundation that drives repurchase actions, where psychological drive and positive consumer perceptions of a product develop into a commitment to more transaction. When purchase intention is initiated by satisfaction with previous experiences and strong belief in the product's superiority, consumers not only have the intention to repurchase, but also realize it consistently as a form of loyalty to the brand. Purchase intention is a psychological step consumers take in a purchase (Schiffman & Wisenblit, 2019). Repurchase as a form of purchase intention is driven by interest in a product. Appearance, price, and benefits can be drivers of this purchase intention. The sense of satisfaction that has been formed can also rekindle purchase intention in the form of repurchasing the same product or even trying other variants.

Repeat purchases occur due to a sense of satisfaction in the consumer's mind, as well as past purchasing experiences (Hasan, 2018). These purchases are usually for the same product, but some also try other products at the same store. Satisfied consumers of Maybelline Shopee Mall repurchase the same product because they feel it suits them. However, some also try other products. The number of purchases usually increases due to this established sense of satisfaction. This repeat purchase value is important for building a good reputation for the Maybelline brand.

IV. CONCLUSION

Maybelline Shoppe Mall is an online store that offers a wide variety of cosmetic products. Maybelline is a cosmetics brand that is widely recognized by consumers. A wide variety of cosmetic products are sold at this online store. The store’s attractive virtual layout is a key selling point, and the product packaging is also appealing. Consumers tend to be satisfied with these products because they meet their expectations thanks to the store admin’s quick responses, secure packaging ensuring safe delivery, and the fact that the items received match what was purchased. Maybelline Shoppe Mall must maintain or even enhance this key aspect of customer satisfaction. Consumer satisfaction can lead to repeat purchases. Consumers who make repeat purchases will either buy the same product or try different products at the same store. To continue attracting these repeat buyers, the store must maintain the level of satisfaction felt by consumers such as service quality, product quality, product safety during shipping, and meeting consumer expectations. Since this study focused solely on the variables of customer satisfaction and repeat purchases, future researchers seeking to expand and build upon these findings may include additional variables or research indicators to uncover new insights in subsequent studies, thereby yielding more comprehensive results.

V. REFERENCES

Ahmad, K., & Nurmansyah, A. A. H. (2024). Pengaruh Kualitas Produk terhadap Minat Beli Ulang yang Dimediasi oleh Kepuasan Pelanggan pada Produk Minuman Penambah Tenaga non Cair Extra Joss pada Mahasiswa program studi Manajemen. *Journal of Management and Bussines (JOMB), 6*(4), 1759–1767. https://doi.org/10.31539/jomb.v6i4.10714

Bahar, A., & Sjahruddin, H. (2017). *Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Dan Minat Beli Ulang*. *3*, 14–34. https://doi.org/10.31227/osf.io/tc2fe

Handoko, B. (2017). Pengaruh Promosi, Harga Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Titipan Kilat JNE Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, *18*(1), 61–72. https://doi.org/10.30596/jimb.v18i1.1098

Hasan, A. (2018). *Marketing dan Kasus-Kasus Pilihan*. CAPS (Center For Academic Publishing Service).

Kotler & Keller. (2016). *Manajemen Pemasaran.* (13th ed., Vol. 1). Erlangga.

Kotler, P. (2018). *Manajemen Pemasaran*. PT. Erlangga.

Kotler, P., & Keller, K. (2018). *Manajemen Pemasaran*. PT Indeks.

Kurniasari, F., & Sugiyanto, E. K. (2020). Dimensi Kualitas Pelayanan Sebagai Upaya Peningkatan Kepuasan Pelanggan (Studi Pada Pelanggan Hotel X Semarang). *Business*

Management Analysis Journal (BMAJ), *3*(2), 112–125. https://doi.org/10.24176/bmaj.v3i2.5372

Milleni, Z. T., BramaKumbara, V., & Pratiwi, N. (2023). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Keputusan Pembelian Ulang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening. *Jurnal Pustaka Aktiva (Pusat Akses Kajian Akuntansi, Manajemen, Investasi, Dan Valuta)*, *3*(2), 60–66. https://doi.org/10.55382/jurnalpustakaaktiva.v3i2.399

Muslimin, Zainuddin, Z., & Saputra, M. K. (2022). Strategi Pemasaran Untuk Meningkatkan Penjualan Pada Usaha UMKM Sederhana (Studi Kasus Desa Konda Kec. Konda). *Sultra Journal of Economic and Business*, *3*(2), 132–149. https://doi.org/10.54297/sjeb.Vol3.Iss2.338

Pitaloka, A. D., Hartoyo, & Ali, M. M. (2022). Faktor-faktor yang Memengaruhi Niat Beli Ulang Sayuran Melalui Platform E-Commerce di Jabodetabek. *Jurnal Aplikasi Bisnis Dan Manajemen*, *8*(1), 314. https://doi.org/10.17358/jabm.8.1.314

Rahayu, D. (2019). Penerapan Diskon Dalam Menarik Minat Beli Konsumen Di Matahari Departement Store Kediri Town Square. *AKUNTABILITAS: Jurnal Ilmiah Ilmu-Ilmu Ekonomi*, *11*(2), 42–51. https://doi.org/10.35457/akuntabilitas.v11i2.915

Sahabuddin, R. (2019). *Manajemen Pemasaran Jasa: Upaya Untuk Meningkatkan Kepuasan Nasabah Pada Industri Perbankan*. Pustaka Taman Ilmu.

Saidani, B., Lusiana, L. M., & Aditya, S. (2019). Analisis Pengaruh Kualitas Website Dankepercayaan Terhadap Kepuasan Pelanggandalam Membentuk Minat Pembelian Ulang Pada Pelanggan Shopee. *Jurnal Riset Manajemen Sains Indonesia* , *10*(2), 425–444. https://doi.org/10.21009/JRMSI.010.2.10

Sari, I. (2025). Urgensi Dan Fungsi Merek Dalam Dunia Bisnis Demi Terjaminnya Perlindungan Hak Atas Kekayaan Intelektual (HAKI). *JURNAL ILMIAH M-PROGRESS*, *15*(1), 23–36. https://doi.org/10.35968/m-pu.v15i1.1390

Schiffman, L. G. , & Wisenblit, J. L. (2019). *Consumer Behavior*. Global Edition: Pearson.

Sebastian, O. M. L., & Widaningsih, R. R. A. (2025). Pengaruh Strategi Pemasaran, Digital Pemasaran Dan Kesadaran Merek Terhadap Keputusan Pembelian Pada Century 21 Prosper Semarang. *Jurnal Bina Manajemen*, *14*(1), 37–58. https://doi.org/10.52859/jbm.v14i1.809

Sijabat, R., Caroline, F., Sitinjak, B. M., Saragih, L. S., & Putriku, A. E. (2024). Strategi Pemasaran Dengan Memanfaatkan Media Sosial Sebagai Alat Promosi Guna Meningkatan Pemasaran Secara Global. *Jurnal Ekonomi, Akuntansi, Dan Perpajakan*, *1*(3), 21–33. https://doi.org/10.61132/jeap.v1i3.179

Stansyah, M. R., Tegar, M., Seiya, S. A., & Choirunnisa, R. (2023). Analisis Pengaruh Minat Beli Konsumen Terhadap Pembelian Makanan Dan Minuman Melalui Aplikasi Go Food. *Jurnal Pendidikan Tata Niaga (JPTN)*, *11 (1)*, 43–49. https://doi.org/10.26740/jptn.v11n1.p43-49

Sukmalengkawati, A., & Purwandi. (2025). Pengaruh Brand Awareness Terhadap Minat Beli Konsumen. *Jurnal Ekonomi Bisnis Manajemen Dan Akuntansi (JEBISMA)*, *3*(2). https://doi.org/10.70197/jebisma.v3i2.192

Sutrisno, S. (2020). Analisis Pengaruh Pemasaran Media Sosial Instagram, Persepsi Biaya Pendidikan Dan Brand Recognition Terhadap Keputusan Pembelian Pada Stie Wiyatamandala. *Jurnal Bina Manajemen*, *9*(1), 72–91. https://doi.org/10.52859/jbm.v9i1.116

Wijaya, Y. R., & Tjahjaningsih, E. (2022). Analisis Faktor Kepuasan Pelanggan Serta Dampaknya Pada Niat Beli Ulang. *Jurnal Ilmiah Ekonomi Dan Bisnis*, *15*(3), 201–211.

Yunila, Pariama, M., & Apriani, N. (2022). Pengaruh Promosi, Kualitas Layanan, Dan Harga Terhadap Keputusan Pembelian Ulang Pada Mbakoy Coffee Unaaha. *Promosi Jurnal Program Studi Pendidikan Ekonomi*, *10*(2), 103–108. https://doi.org/10.24127/pro.v10i2.6717