The Influence of Marketing Mix on Repurchase Intention for Azarine Sunscreen Product in Denpasar City

by Arini Maharani Zahra

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Abstract The beauty industry in Indonesia has experienced rapid development in recent years with significant growth in the cosmetics sector. One of the important products in skin care is sunscreen, which protects the skin from harmful ultraviolet rays. Azarine, a local Indonesian brand, has succeeded in establishing its position in the market. This research aims to analyze the influence of the marketing mix on repurchase intention for Azarine sunscreen products in Denpasar City. This research uses quantitative methods with a survey approach to users of Azarine sunscreen products in Denpasar City. Data was collected through questionnaires distributed to 140 respondents. Data analysis was carried out using the multiple linear regression method to test the influence of product quality, price suitability, distribution channels and promotional effectiveness on repurchase intention. The results of the research show that product quality on repurchase intention obtained a significance value of 0.000, which shows that product quality has a positive and significant effect on repurchase intention. Price suitability for repurchase intention obtained a significance value of 0.000, which means price suitability has a positive and significant effect on repurchase intention. The distribution channel on repurchase intention obtained a significance value of 0.009, which means that the distribution channel has a positive and significant effect on repurchase intention. The effectiveness of promotions on repurchase intention obtained a significance value of 0.000, which means that promotion effectiveness has a positive and significant effect on repurchase intention. The research results show that the variables of product quality, price suitability, distribution channels, and promotional effectiveness have a positive and significant influence on the intention to repurchase Azarine sunscreen products. It is hoped that these findings can contribute to Azarine's management in formulating more effective marketing strategies to increase customer loyalty. This research also provides empirical contributions to academic literature in the field of marketing.

Keywords: Marketing Mix, Product Quality, Price Suitability, Distribution Channels, Promotional Effectiveness, Intention to Repurchase.

1. INTRODUCTION

The beauty industry in Indonesia has experienced rapid development in recent years with significant growth in the cosmetics sector. One of the important products in skin care is sunscreen, which protects the skin from harmful ultraviolet rays. Azarine, a local Indonesian brand, has succeeded in establishing its position in the market.

Azarine is a local Indonesian brand that focuses on skin and body care, founded in 2002. Initially, Azarine presented Indonesian Spa herbal recipes for the retail market and beauty salons. Azarine products use selected natural active ingredients, with the Wahana Kosmetika Indonesia research laboratory which was founded in 2016. All Azarine products are registered with BPOM and produced at PT. Wahana Cosmetika Indonesia has been GMP certified (CPKB) since 2017.
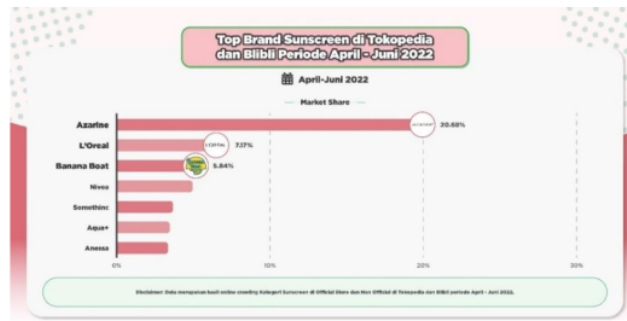
**Figure 1. Top brand sunscreen on Tokopedia and Blibli**

Source: Compass, 2022

Azarine sunscreen occupies the top ranking in sales on Tokopedia and Blibli with a market share of 20.68%. This product has won various awards such as the Female Daily Awards Best Face Sun Protection, Tokopedia Beauty Awards Best Sun Care, MSBB Awards Favorite Sunscreen, and ranked first on Shopee and Tokopedia. To increase revenue, Azarine adopted a marketing mix policy that includes product, price, place and promotion.

Hydramax C Sunscreen Serum, Azarine's flagship product, offers advantages such as halal certificates from MUI and BPOM, Cruelty-Free certificates, dermatological tests, and Vegan Product status. This product uses natural ingredients such as royal jelly, resveratrol, Ascorbic Acid, and Ectoin. According to Purnapardi and Indarwati (2022), product quality has a significant effect on consumers' repurchase intention.

Azarine sets the price of Hydramax C Sunscreen Serum at Rp. 65,000. Giffar's (2016) research shows that price influences consumers' repurchase intention. Azarine products are available in drugstores such as Guardian and Watson, as well as e-commerce such as Shopee, Lazada, and Tokopedia, including through the official website azarinecosmetic.com. Habil's research (2022) shows a positive correlation between place and repurchase intention.

Azarine promotes its products through advertising, social media and sales promotions, including collaboration with Lee Min Ho as brand ambassador. The tagline "Your New Skincare Essential" emphasizes the importance of products in daily skin care. Endorsers play an important role in influencing consumer perceptions and behavior.
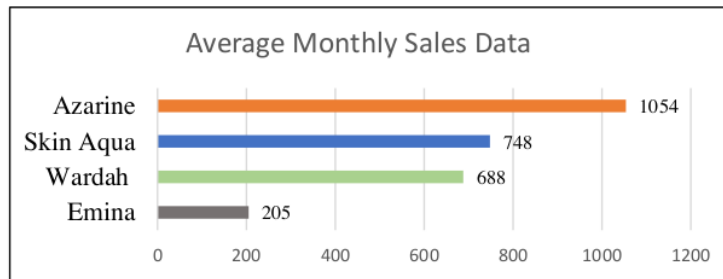
Source: datapinter, 2023

Figure 2. Average Monthly Sales DataSunscreen at Murni Cosmetics

Sales data at Murni Cosmetics shows that Azarine is the best-selling sunscreen with sales of 1054 units, followed by Skin Aqua, Wardah, and Emina. This research will explore the factors that influence consumer repurchase intention towards Azarine sunscreen products, including product quality, price, accessibility and promotion.

A preliminary study in October 2023 in Denpasar involved 10 respondents who used Azarine sunscreen. As a result, 70% of respondents will continue to use Azarine sunscreen. The main factors that motivate reuse are product quality, ease of obtaining the product, attractive promotions, and competitive prices. However, 30% of respondents chose to switch to another brand due to product incompatibility and higher prices.

Tight competitive conditions require Azarine to adopt a marketing mix that includes product, price, distribution and promotion to attract customers to buy again. Customer satisfaction influences repurchase intention, as stated by Phuong et al. (2018), Syapsan (2019), and Rasyid et al. (2017). Jasin & Firmansyah (2023) state that the marketing mix influences customer satisfaction which drives repurchase intention. Repurchase intention reflects the consumer's desire to buy the same product again based on. The SOR (Stimulus-Organism-Response) theory shows that consumer behavior is influenced by stimuli such as product quality, price, distribution and promotion. Understanding the interactions between stimuli, organisms, and responses helps companies develop strategies to increase customer satisfaction and drive intention to repurchase

Research by Mahendrayanti and Wardana (2021) shows that product quality has a positive and significant effect on repurchase intention. Research byPurnapardi & Indarwati (2022) also found that product quality has a positive and significant effect on repurchase intention

H1: Product quality has a positive and significant effect on repurchase intention.

The results of previous research by Giffar (2016) show that price has a significant positive correlation with repurchase intention on the Traveloka platform. Other research conducted by Safitri, et al. (2022) shows that there is a positive correlation between price variables and repurchase intention

H2: Price suitability has a positive and significant effect on repurchase intention.

Habil (2022) who analyzed the influence of the 7P and 4C marketing mix on repurchase intention of Koltivare Hydroponic Farm vegetable products, showed that there was a direct positive correlation of distribution channel variables on repurchase intention. Susilo et al. (2022) also stated that distribution channels have a positive and significant effect on repurchase intention

H3: Distribution channels have a positive and significant effect on repurchase intention.

Findings made by Lee et al. (2016), stated that promotions have a significant effect on repurchase intention of online shop consumers in China. This statement is supported by research conducted by Yohanda et al. (2019) This research aims to analyze the influence of promotions, perceived ease of use, and price on repurchase intention. The research results show that promotions have a significant effect on repurchase intention

H4: Promotion effectiveness has a positive and significant effect on repurchase intention

2. RESEARCH METHODS

This research is in the form of a survey with the scope of the research focusing on repurchase intention for Azarine products. This research was conducted in Denpasar City, targeting consumers who had used Azarine sunscreen products. The population in this study were all people living in Denpasar City who had used Azarine products. The object of this research is the behavior of Azarine product users, especially regarding repurchase intention which are influenced by product quality, price suitability, distribution channels and promotional effectiveness. This study used 14 indicators so the number of samples used was 70 to 140. This study used 140 samples. The type of data in this research uses data types according to their nature, namely qualitative data and quantitative data. The data sources used in this research are primary and secondary data sources. In this research, data collection was

carried out using questionnaires to respondents. This research instrument uses a Validity Test and Reliability Test. The data analysis techniques used in this research are descriptive statistical analysis and inferential statistical analysis.

3. RESULTS AND DISCUSSION

Inferential analysis or inferential statistics or also called probability statistics, is a statistical technique used to analyze sample data and the results are applied to the population (Sugiyono, 2020:202). This technique is used to draw population conclusions from data obtained that has been processed. Inferential statistical analysis in research is used to test the effect of product quality (X1), price suitability (X2), distribution channels (X3), and promotional effectiveness (X4) on repurchase intention (Y)

Classical Assumption Test

A regression model is said to be a good model if the model is free from classical statistical assumptions. A regression model will theoretically produce appropriate estimator parameter values if it meets the requirements of the classic regression assumption test, namely, normality test, multicollinearity test and heteroscedasticity test.

1) **Normality Test**

Normality testing was carried out using histograms, normal probability plots and one-sample Kolmogorov-Smirnov statistical analysis. The one-sample Kolmogorov-Smirnov test can be shown in Table 1 as follows:

Table 1.

Normality Test Results

	Unstandardized Residuals
N	140
Asymp. Sig. (2-tailed)	.084 c,d

Source: processed primary data, 2024

The results of the normality test using the One-Sample Kolmogorov-Smirnov Test shown in table 1 show that the magnitude of Asymp.Sig. (2-tailed) kolmogorov-smirnov is 0.084. This value is greater than the aplha value of 0.05. This indicates that the data used in this study is normally distributed, so it can be concluded that the model meets the assumptions of normality.

2) Multicollinearity Test

The multicollinearity test was carried out to see whether there was a perfect correlation between the independent variables used in this study. The success of the regression model in research is considered good if there is no strong relationship between the independent and dependent variables, and if symptoms of multicollinearity do not occur, this can be seen in the VIF (Variance Inflation Factor) values and Tolerance values with VIF values < 10.00 and Tolerance > 0.10. There are also tolerance values and VIF values shown in Table 2 as follows:

Table 2.

Multicollinearity Test

Model		Unstandardized Coefficients		Standardized Coefficients	Collinearity Statistics	
		B	Std. Error	Beta	Tolerance	VIF
1	(Constant)	-1,549	,771			
	Product quality	,114	,027	,272	,365	2,739
	Price Suitability	,338	.071	,254	,528	1,895
	Distribution channels	,195	,074	,184	,310	3,227
	Promotion effectiveness	,169	,034	,316	,370	2,699

Source: processed primary data, 2024

The data in Table 2 shows that the tolerance value of the independent variable isproduct quality, price suitability, distribution channels, and promotional effectiveness > 0.10 and a VIF value $\leq$ 10, it can be concluded that there are no symptoms of multicollinearity between the independent variables in the regression model.

3) Heteroscedasticity Test

The heteroscedasticity test aims to test whether the regression model has unequal variances from the residuals of one observation to another. If the independent variable does not have a significant effect on the absolute residual value or the significant value is above 0.05, it will show that the model created does not contain symptoms of heteroscedasticity.

The results of statistical calculations using the Glajser method are shown in Table 3 as follows:

Table 3.

Heteroscedasticity Test

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,739	,443		1,667	,098
	Product quality	.013	,015	.113	,857	,393
	Price Suitability	-.087	.041	-.234	-2,137	,234
	Distribution channels	,174	,042	,586	4.103	,150
	Promotion effectiveness	-.072	,020	-.484	-3,704	.211

Source: processed primary data, 2024

Table 3 shows that the significance value for the product variable is 0.393, price is 0.234, place is 0.150, and promotion is 0.211. This value is greater than 0.05, which means there is no influence between the independent variables on the absolute residual. Therefore, the model created does not contain symptoms of heteroscedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis aims to reveal the relationship between the dependent variable and one or more independent variables.

Table 4.

Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-1,549	,771		-2,008	,047
	Product quality	.114	,027	,272	4,240	,000
	Price Suitability	,338	.071	,254	4,754	,000
	Distribution channels	,195	,074	,184	2,645	,009
	Promotion effectiveness	,169	,034	,316	4,953	,000

Source: processed primary data, 2024

The regression coefficients are in table 4. Then a multiple linear regression equation model can be prepared as follows.

$$Y = 0.272X_1 + 0.254X_2 + 0.184X_3 + 0.316X_4 + e....$$

The regression coefficients for product quality (0.272), price (0.254), distribution channels (0.184), and promotional effectiveness (0.316) are all significant ($p < 0.05$), which means that an increase in each of these variables will increase repurchase intention.

Regression Model Accuracy Test

1) F Test Results

The F test is used to measure how far the influence of the independent variable (product quality, price suitability, distribution channels, and promotional effectiveness) together in explaining the dependent variable (repurchase intention).

Table 5.

F Test Results

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	912.182	4	228,045	132.135	,000b
	Residual	232,990	135	1,726		
	Total	1145.171	139			

Source: processed primary data, 2024

The results of the F test show that the significance value of 0.000 is smaller than the value of $\alpha = 0.05$, so the regression model in this study is suitable for use as an analytical tool to test the influence of the independent variable on the dependent variable.

2) Coefficient of Determination Test Results (R^2)

The determinant coefficient (R2) aims to determine how much the independent variables (product quality, price suitability, distribution channels and promotional effectiveness) explain the dependent variable (repuchase intention).

Table 6.

Coefficient of Determination Test Results (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.892a	,797	,791	1.31372

Source: processed primary data, 2024

The data in table 6 shows that the coefficient of determination (R2) obtained is 0.797. This means that 79.7 percent of the variation in the repurchase intention variable (Y) can be explained by the variables product quality (X1), price (X2), distribution channels (X3) and promotional effectiveness (X4) while the remaining 20.3 percent is explained by the variable others that are not included in this research model.

3) Hypothesis Test Results (T Test)

The test criteria to explain the interpretation of the influence between each variable are as follows:

If sig ≤ 0.05 then Ho is rejected and Ha is accepted.

If sig ≥ 0.05 then Ho is accepted and Ha is rejected.

a. The influence of product quality on repurchase intention

H0: Product quality has no effect on repurchase intention

H1: Product quality has a positive and significant effect on repurchase intention

Table 3 shows the significant value of the t test of 0.000. The results of the analysis of product quality on repurchase intention obtained a Sig value. t is 0.000 with a β1 coefficient value of 0.272. These results mean that product quality has a positive and significant effect on repurchase intention.

b. The influence of price suitability on repurchase intention

H0: Price suitability has no effect on repurchase intention

H1: Price suitability has a positive and significant effect on repurchase intention

Table 3 shows the significant value of the t test of 0.000. The results of price analysis on repurchase intention obtained a Sig value. t is 0.000 with a β2 coefficient value of 0.254. These results mean that price has a positive and significant effect on repurchase intention

c. The influence of distribution channels on repurchase intention

H0: Distribution channels have no effect on repurchase intention

H1: Distribution channels have a positive and significant effect on repurchase intention

Table 3 shows the significant value of the t test of 0.009. The results of the distribution channel analysis of repurchase intention obtained a Sig value. t is 0.009 with a β3 coefficient value of 0.184. These results mean that distribution channels have a positive and significant effect on repurchase intention

d. The influence of promotional effectiveness on repurchase intention

H0: Promotion effectiveness has no effect on repurchase intention

H1: Promotion effectiveness has a positive and significant effect on repurchase intention

Table 3 shows the significant value of the t test of 0.000. The results of the analysis of promotional effectiveness on repurchase intention obtained a Sig. t is 0.000 with

a β4 coefficient value of 0.316. These results mean that promotional effectiveness has a positive and significant effect on repurchase intention

The Influence of Product Quality on Repurchase Intention

The hypothesis results show that product quality has a positive and significant effect on repurchase intention. So the first hypothesis in this research is declared accepted. These findings show the importance of improving product quality and building product excellence to maintain the loyalty of Azarine sunscreen users. The attractive packaging design reflects a premium and high quality image, while the airtight packaging provides important product safety for consumers.

The Influence of Price Suitability on Repurchase Intention

The hypothesis results show that price suitability has a positive and significant effect on repurchase intention. So the second hypothesis in this research is declared accepted. These results indicate that the company's pricing policy has a significant impact on consumers' repurchase intention. The positive relationship between price and repurchase intention allows companies to use price as a strategy to influence consumer behavior and build loyalty. Setting the right price, in accordance with consumers' perception of the value of Azarine Sunscreen products, can increase satisfaction and encourage continued repeat purchases.

The Influence of Distribution Channels on Repurchase Intention

The hypothesis results show that distribution channels have a positive and significant effect on repurchase intention. So the third hypothesis in this research is declared accepted. These findings indicate that place has a positive and significant effect on intention to repurchase Azarine Sunscreen products. Efficient distribution and strategic placement of products in various channels, such as skin care stores, supermarkets and e-commerce platforms, make it easier for consumers to make repeat purchases. By understanding the importance of place, companies can design more effective distribution strategies to increase customer retention and business continuity for Azarine Sunscreen.

The Influence of Promotional Effectiveness on Repurchase Intention

The hypothesis results show that promotional effectiveness has a positive and significant effect on repurchase intention. So the fourth hypothesis in this research is declared accepted. Promotional efforts such as advertising in the media, discount programs, and promotional campaigns have a significant impact on consumers' tendency to consider repurchasing Azarine sunscreen products. Effective promotions can increase brand awareness, consumer interest, and strengthen relationships with customers. By understanding the

importance of the right promotional strategy, companies can increase customer loyalty and maintain the continuity of the Azarine Sunscreen product business.

Implications of Research Results

The theoretical implications of these findings can enrich knowledge about how the marketing mix (product quality, price, distribution channels, and promotional effectiveness) collectively influences consumer purchase intentions or repeat purchase intentions. A better understanding of the interactions between these marketing mixes can assist practitioners in designing more effective marketing strategies to ensure the success of their businesses. Practical implications of this research recommend that developing product formulas that are more resistant to sweat can increase consumer satisfaction, considering that this aspect was rated low in this research. In addition, it is important to continue to maintain and improve attractive and airtight packaging designs, as these are highly valued by consumers and reflect a premium product image.

4. CONCLUSIONS AND SUGGESTIONS

The results of the research show that the product has a positive and significant effect on repurchase intention for Azarine Sunscreen products in Denpasar City, meaning that as the quality of the product increases, the repurchase intention of consumers of Azarine Sunscreen products also increases. Price has a positive and significant effect on repurchase intention for Azarine Sunscreen products in Denpasar City, meaning that the better the price offered, the repurchase intention of consumers of Azarine Sunscreen products will also increase. Distribution Channels has a positive and significant effect on repurchase intention for Azarine Sunscreen products in Denpasar City, meaning that the better the place chosen, the repurchase intention of consumers of Azarine Sunscreen products will also increase. Promotion has a positive and significant effect on repurchase intention for Azarine Sunscreen products, meaning that the more effective the promotion is, the repurchase intention of consumers of Azarine Sunscreen products will also increase.

Suggestions that can be given to the Azarine company include: First, improve the quality of sunscreen products by focusing on sweat-resistant formulations for better UV protection outdoors. Second, ensure pricing is in line with the value provided to consumers, offering competitive prices to increase repurchase intention and competitiveness in the market. Third, expand the distribution network so that sunscreen products are easily accessible to

consumers. Fourth, actively interact with consumers through various platforms to understand their needs and desires, build strong relationships to increase loyalty and repurchase intention. Finally, future researchers are advised to use more diverse samples, expand research objects, and add other variables for future research.

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