International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

The Influence Of Discounts And Product Quality On Repeat Purchases Of Wardah Cosmetic Products On The Tiktok Shop Platform

Hida Anisah Widiatmah[1], May Dedu[2], Yono Maulana[3]

[12]Marketing Management, Faculty of Economics and Business, Swadaya Gunung Jati University, Cirebon, Indonesia.
[3]Swadaya Gunung Jati University Cirebon, Indonesia.

Abstract

This research is motivated by the increasing use of TikTok Shop as a medium for purchasing cosmetic products, especially Wardah, as well as the importance of discounts and product quality factors in encouraging consumer repeat purchases. This study aims to analyze the effect of discounts and product quality on repeat purchases of Wardah cosmetic products on the TikTok Shop platform. The study used a quantitative approach with a cross-sectional explanatory survey method. The study population was Generation Z aged 18–25 years in Cirebon City who had purchased Wardah products through TikTok Shop, with a sample of 100 respondents selected using a purposive sampling technique. The research instrument was a Likert scale questionnaire that had been tested for validity and reliability. Data analysis was carried out using descriptive statistics, classical assumption tests, multiple linear regression, t-tests, F-tests, and coefficients of determination using SPSS. The results of the study showed that discounts had a positive and significant effect on repeat purchases (t = 3.573; p = 0.001), product quality had a positive and significant effect on repeat purchases (t = 3.531; p = 0.001), and both variables simultaneously had a significant effect on repeat purchases (F = 15.381; p = 0.000) with an R^2 value of 24.1%. In conclusion, improving product quality and effective discount strategies can encourage repeat purchases of Wardah cosmetic products on TikTok Shop.

Keywords:Consumer Loyalty, Discount Strategy, Product Quality, Repurchase Intention, Social Commerce

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

INTRODUCTION

*TikTok Shop*has become one of the fastest-growing marketplaces amidst the increasing use of digital platforms for shopping, particularly for cosmetic products like Wardah. The increasing number of consumers making transactions through live shopping features and content creators promoting products directly is a sign of this phenomenon. In addition to platform popularity, specific factors such as discounts (X1) and product quality (X2) can influence consumers' decisions to make repeat purchases (Y).

*TikTok Shop*Wardah frequently offers attractive discounts on Wardah products. Discounts encourage customers to make their first purchase because they offer added value. The fact that not all consumers attracted by these discounts make repeat purchases suggests that discounts are only an initial attraction and are not strong enough to create loyal customers.

Product quality has been shown to be a more stable influence on consumer behavior. Even though discounts aren't always available, consumers who are satisfied with the quality of Wardah cosmetics in terms of safety, skin suitability, and perceived benefits are more likely to make repeat purchases. This phenomenon demonstrates that product quality is crucial for fostering long-term consumer trust and satisfaction, which ultimately leads to consumer loyalty.

Thus, the phenomenon shows that discounts (X1) act as an initial trigger that attracts consumers to try products on TikTok Shop, while product quality (X2) serves as the main factor that determines whether consumers continue to buy the product or make repeat purchases (Y). The combination of both is very important for Wardah to increase sales and retain consumers on a highly competitive digital platform. Factors that attract the attention of Indonesian customers to local cosmetic brands include quality, innovation, price, and attractive packaging.

A survey conducted by*Populix* shows a list of the most popular local cosmetic brands in 2022.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR



Figure 1.The most widely used local cosmetic brands in Indonesia in 2022.

The image above shows that Wardah is the local cosmetic brand most widely used by Indonesians in 2022 with a percentage of 48%, showing that Wardah remains the most popular cosmetic brand even though there are other competing local cosmetic brands. Wardah is a well-known brand that is able to produce high-quality products at affordable prices. Wardah offers superior care products that are guaranteed quality, halal, and comfortable. Wardah answers every woman's skin problems by prioritizing quality.Skin care. Facing competition, several cosmetic companies are releasing new products. Wardah needs a marketing strategy to introduce its new products to consumers. This is done to increase competitiveness, expand marketing reach, and gain a better reputation.

One of the factors influencing the decision to repurchase Wardah cosmetic products is product quality, which has been shown to have a positive and significant impact on repurchase decisions. Consumers who perceive high-quality products are more likely to trust and make repeat purchases on TikTok Shop (Hayyina Rahma, 2025).

Discounts and promotions, such as price cuts and free shipping, are important factors in encouraging repeat purchases. These promotions increase the attractiveness of prices and make consumers feel they're getting more value from their purchases.(Putri & Amelindha Vania, 2024)Positive reviews and recommendations from fellow consumers through the e-WOM feature on TikTok Shop significantly influence repurchase intention. The more positive e-WOM, the greater the confidence of potential buyers to repurchase Wardah products.(Lamtiar et al., 2025) Content marketing strategies and influencer support on TikTok are highly effective in increasing brand awareness and purchasing interest, especially among the younger generation. Content marketing increases brand awareness and indirectly encourages repeat purchases.(Hayyina Rahma, 2025)A

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

positive brand image increases consumer loyalty for repeat purchases. However, recent research shows that the halal label has no significant influence on repeat purchases of cosmetics, specifically on TikTok Shop, although it remains a valuable asset for some consumers.(Jurnal et al., 2025)Consumers' perceived value for products and the easy and enjoyable shopping experience on TikTok Shop also influence repeat purchase decisions. In addition to discounts, price also generally influences satisfaction and purchasing decisions, although it isn't always the dominant factor if the quality and experience are satisfactory.(Asti Nur Wilda Ariza et al., 2024).

The purpose of this quantitative study is to evaluate the influence of discounts and product quality on repeat purchases of Wardah products on TikTok. Furthermore, this study will provide recommendations for effective digital marketing strategies. Cosmetics businesses like Wardah urgently need to understand the factors that drive repeat purchases due to the rapid growth of e-commerce, particularly on social media platforms like TikTok. Discounts are generally used as short-term incentives, but product quality is crucial for building long-term loyalty. This research is expected to provide empirical insights into how to improve Wardah's digital marketing strategy, especially among young customers who actively visit TikTok.

The specific sample used for this study is Gen Z college students (aged 18-25) in Cirebon. This sample selection is based on the nature of Gen Z as a generation highly influenced by digital trends, such as online shopping through platforms like TikTok Shop, and Cirebon's geographic location, which is an urban market in West Java that offers opportunities for young customer growth. To ensure the representativeness and validity of the results, this study will collect data from approximately 100 respondents using a purposive sampling technique.

One of the Wardah products that is the focus of research is Wardah Glasting Liquid Lip, namelyliquid lip color with a glass-like (glossy) finish which is claimed to be highly pigmented, light, non-sticky and transferproof.popular among Gen Z due to its ease of application and natural finish. This product was chosen because it is frequently promoted on TikTok Shop through influencer content, making it suitable for testing discount variables (e.g., price cuts or bundling) and quality (such as texture, color, and durability) on repeat purchase behavior. Analysis using linear regression or SEM (Structural Equation Modeling) methods will help identify causal relationships between these variables, with data collected through online questionnaires distributed via Google Forms or other survey applications. The results of this study are expected to encourage Wardah to optimize its marketing strategy, such as increasing seasonal discount promotions while

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

ensuring consistent product quality to maintain the loyalty of Gen Z consumers in Cirebon..

Based on the formulation of the problem that has been determined, this study aims to determine how discounts influence the behavior of repeat purchases of Wardah cosmetic products on the TikTokShop platform, how product quality influences the behavior of repeat purchases of Wardah cosmetic products on the TikTokShop platform, and how discounts and product quality simultaneously influence the behavior of repeat purchases of Wardah cosmetic products on the TikTokShop platform.

In line with the formulation of the problem, the purpose of this study is to determine the effect of discounts (X1) on repeat purchases of Wardah cosmetic products (Y) on the TikTokShop platform, to determine the effect of product quality (X2) on repeat purchases of Wardah cosmetic products (Y) on the TikTokShop platform, and to determine the simultaneous effect of discounts (X1) and product quality (X2) together on repeat purchases of Wardah cosmetic products (Y) on the TikTokShop platform.

LITERATURE REVIEW

Discount

A discount is a term used to describe a temporary reduction in the price of a good or service offered by a seller in an effort to increase its appeal and sales volume. Discounts at online stores like TikTok give customers the impression they're getting more than the regular price by providing them with the impression of added value. This definition encompasses various forms of price reductions, such as coupons, percentage discounts, or flash sales, which directly impact customers' perceptions of affordability and necessity.

According to experts

According to Kahneman and Tversky's Prospect Theory (1979), further developed in the Journal of Consumer Research (Q1, Scopus-indexed), discounts operate through loss and gain framing, where consumers perceive discounts as "gains" that reduce the perceived loss from a purchase, thereby increasing the propensity to repurchase. Research by Grewal et al. (1998) in the Journal of Marketing (Q1) explains that discounts influence repurchase through a reference price mechanism, where consumers compare the discounted price with the original price, creating a higher perceived value and encouraging loyalty. Furthermore, Chandon et al. (2000) in the Journal of Marketing Research (Q1) suggest that short-term discounts can shape repeat purchase habits by

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

activating emotional responses such as excitement, especially on digital platforms like TikTok Shop, where visual content amplifies this promotional effect.

Discounts as an independent variable are conceptualized as temporary price reductions that trigger perceptions of value and urgency in consumers. The main underlying theory is Prospect Theory (Kahneman & Tversky, 1979; adapted in the context of digital promotions by(Ercan et al., 2025, in SAGE Open, Q1)This theory explains that consumers tend to be more sensitive to losses (e.g., missing out on a discount opportunity) than gains, so discounts create a loss aversion effect that encourages impulsive and repeat purchases on platforms like TikTok Shop.

In addition, Price Discount Effect Theory(Wei et al., 2025, in Journal of Travel Research, Q1)emphasizes that discounts increase perceived savings and reduce perceived risk, which ultimately influences repurchase intention through emotional mediation such as price discount affect (feeling of excitement from discounts). Reputable textbooks like Consumer Behavior: Building Marketing Strategy (Hawkins & Mothersbaugh, 2021, 14th edition) reinforce that discounts in e-commerce, particularly cosmetics, leverage FOMO (fear of missing out) to build repeat purchase habits.

According to experts

1. Kotler (2003) defines discounts as direct price reductions given during a certain period.
2. Sutisna (2012) explains that discounts aim to encourage large purchases.
3. Wanerin and Dwijayanti (2020) stated that discounts are a strategy to increase impulse buying.

The dimensions of the discount variables used in this study are as follows:
Discount Amount Dimension

This dimension relates to the extent of the discount offered on Wardah products in TikTok Shop. The greater the discount offered, the higher the perceived value perceived by consumers.

1. **Discount Information Clarity Dimension**

   This dimension refers to the clarity of the delivery of discount information, including discount terms and conditions that are easy for consumers to understand.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

2. **Discount Frequency Dimension**

This dimension relates to how often discounts are given on Wardah Glasting Liquid Lip products on TikTok Shop, which can influence consumers' interest in making repeat purchases.

3. **Dimensions of Discount Attractiveness**

This dimension measures the extent to which the discount offered is perceived as more attractive compared to discounts from other stores or brands.

4. **Dimensions of the Influence of Discounts on Repurchase Decisions**

This dimension illustrates the role of discounts in encouraging consumers to repurchase Wardah products on TikTok Shop.

Product Quality

Product quality is a crucial factor influencing consumer purchasing decisions. According to Zeithaml (1988), product quality can be defined as consumers' perceptions of a product's value. In the coffee industry, product quality encompasses various aspects, such as coffee flavor, ingredients used, presentation techniques, and attractive packaging. Sweeney and Soutar (2001) state that consumers tend to choose products with better quality, which align with their expectations and preferences. Product quality is also closely related to customer loyalty. According to Aaker (1991), high-quality products can build trust and increase customer satisfaction, which in turn can increase the likelihood of repeat purchases. In this regard, coffee shops like Point Coffee, which continue to innovate by offering quality products, such as a variety of coffee flavors and excellent service, will have a greater opportunity to influence consumer purchasing decisions.(Farhan Maulana et al., 2025).

According to experts

Parasuraman et al. (1988) in the SERVQUAL model, further developed in the Journal of Retailing (Q1, Scopus-indexed), explains product quality through dimensions such as reliability, responsiveness, assurance, empathy, and tangibles, which influence repeat purchases by building trust. Research by Anderson and Sullivan (1993) in Marketing Science (Q1) suggests that product quality is positively correlated with consumer satisfaction, which in turn drives repurchase intention through the mechanism of cognitive dissonance reduction. Furthermore, Zeithaml et al. (1996) in the Journal of Marketing (Q1) emphasize that in a digital context, product quality such as Wardah

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

cosmetics is perceived through online reviews and influencer content, which strengthens loyalty by reducing the risk of negative perceptions.

Product quality dimensions "Wardah Glasting Liquid Lip" used in this study are as follows:

1. Product Performance Dimensions

This dimension relates to the ability of Wardah products to perform their primary function. Product performance is measured by their effectiveness during use, including durability, usage results, and perceived benefits.

2. Dimension of Suitability to Consumer Needs

This dimension refers to the level of suitability of Wardah products to consumer needs and conditions, particularly skin type and characteristics. A suitable product will provide comfort and satisfaction in use.

3. Product Safety Dimensions

The safety dimension relates to consumer perceptions of the safety of the ingredients used in Wardah products. Safe products do not cause irritation, side effects, or skin health problems.

4. Product Aesthetic Dimension

This dimension assesses the visual and sensory aspects of a product, such as color, texture, aroma, and packaging. Product aesthetics play a crucial role in shaping perceptions of quality, particularly for cosmetic products.

5. Dimensions of Product Information Suitability

This dimension describes the consistency between the product received by consumers and the information or product description displayed on TikTok Shop. Consistency of information will increase consumer trust in the brand.

Repurchase

Repeat purchase is an important indicator of customer retention, where satisfied consumers tend to repurchase the same product. However, in this digital era, factors such as discounts and product quality have become key determinants of repeat purchase decisions, especially on the TikTok Shop platform, which integrates video content, promotions, and instant shopping. Repeat purchases and purchase decisions are highly interconnected in the context of consumer behavior. Anderson, E.W., & Sullivan, M.W. (1993). The antecedents and consequences of customer satisfaction for firms. Marketing Science, 12(2), 125-143.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

Consumer product purchasing decisions require a process in which purchasing decisions are influenced by desires and the environment (Dewi et al., 2020) (Utami & Jeanne, 2021). Purchasing decisions are one of the main components of consumer behavior that leads to the purchase of products or services (Ramli, 2020) (RahmawaF et al., 2022). For consumers, purchasing is not just a single action (for example, because of the product) but consists of several interrelated actions (Kotler and Armstrong, 2012) (Priansa, 2017). Consumers will choose one of the alternative options that they think suits what they want and make the decision to purchase the product (Utami & Jeanne, 2021). There are so many elements that drive consumers to make purchasing decisions (Curatman et al., 2023). Purchasing decisions, which are the core of consumer behavior, are influenced by various factors such as electronic word of mouth (E-WOM), lifestyle, and brand image. These elements play a crucial role in guiding consumers when making product purchasing choices (PraFwi et al., 2022).(Aulia et al., 2024).

According to experts

Oliver (1999) in his Customer Loyalty theory, discussed in the Journal of Marketing (Q1, Scopus-indexed), explains repeat purchases as the final stage of loyalty, where satisfaction from product quality and discounts form affective and conative commitment. Research by Anderson et al. (1994) in Marketing Science (Q1) shows that repurchase intention is influenced by perceived value, where the combination of discounts and quality creates higher value, encouraging repeat behavior. In addition, Verhoef (2003) in the Journal of Business Research (Q2) suggests that in e-commerce, repeat purchases are strengthened by digital experiences such as reviews and personalization, which integrate the effects of discounts and quality to build long-term relationships with Gen Z consumers.

The dimensions of repeat purchases in this study include:

1. **Dimensions of Repurchase Intention**

   This dimension relates to consumers' desire or plans to repurchase Wardah products in the future. Repurchase intention reflects consumers' positive evaluation of the product.
2. **Repeat Purchase Frequency Dimension**

   This dimension measures how frequently consumers repurchase Wardah products. A high purchase frequency indicates a sustained level of satisfaction.
3. **Recommended Dimensions**

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

This dimension reflects consumers' willingness to recommend Wardah products to others. Positive recommendations are an indicator of consumer trust and satisfaction.

4. **Dimensions of Brand Loyalty**

   The loyalty dimension reflects consumers' commitment to consistently choosing Wardah products over other cosmetic brands. Loyalty demonstrates a long-term relationship between consumers and the brand.

5. **Brand Preference Dimensions**

   This dimension measures consumers' tendency to prioritize Wardah as the main choice in the cosmetic product category, even though there are other brand alternatives on the market.

Framework

Product quality and discounts, as independent variables suspected of influencing the dependent variable, repeat purchases, can be used to construct a conceptual framework on the influence of discounts and product quality on repeat purchases of Wardah cosmetic products in TikTok Shop. Discounts as a price incentive can increase customer interest in repeat purchases because they provide greater economic value, while high-quality products will increase customer satisfaction. Customer loyalty to Wardah products in TikTok Shop can be influenced by these two factors, which work together and complement each other.

Framework of thinking in researchentitled "The Effect of Discounts and Product Quality on Repeat Purchases of Wardah Products on the TikTok Shop Platform" as follows:

Variables	Number of Indicators
Discount (X1)	5
Product Quality (X2)	5
Repurchase (Y)	5
TOTAL	**15 indicators**

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

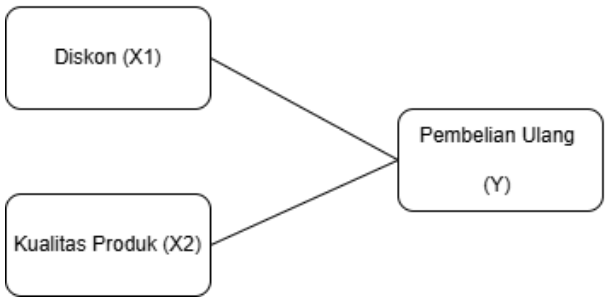


Figure 1: Framework of Thought

Research Hypothesis

The quantitative hypothesis in the form of a statistical hypothesis for the research "The Effect of Discounts and Product Quality on Repeat Purchases of Wardah Cosmetic Products on the TikTok Shop Platform" can be written completely and structured as follows:

H1: Discounts have a positive and significant influence on repeat purchases of Wardah cosmetic products on the TikTok Shop platform.

H2: Product quality has a positive and significant influence on repeat purchases of Wardah cosmetic products on the TikTok Shop platform.

H3: Discounts and product quality simultaneously have a positive and significant effect on repeat purchases of Wardah cosmetic products on the TikTok Shop platform.

RESEARCH METHODS

This study employed a quantitative explanatory design with a cross-sectional causal survey approach. This design was chosen to test the causal relationship between the independent variables, namely discounts and product quality, on the dependent variable, namely repeat purchases of Wardah Glasting Liquid Lip products, on the TikTokShop platform. Data collection was conducted simultaneously over a period of time to measure the influence of variables through statistical models, such as multiple linear regression. This approach aligns with the research objective of explaining and predicting phenomena based on numerical data from respondents, while allowing for generalization of the results to similar populations. If necessary, experimental simulation elements can be added to the questionnaire to strengthen causal validity, but remain based on the primary survey data to maintain efficiency and feasibility.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

A cross-sectional causal survey approach aims to test the causal relationship between independent variables (discounts and product quality) and the dependent variable (repurchase) by collecting survey data at a single point in time. The visualization below uses a simple text diagram to illustrate the design flow, including key components such as variables, methods, and time. This diagram shows how surveys are used to measure and analyze causal relationships without direct experimental intervention.

Below is a visual representation in diagram form that illustrates the research design. Arrows indicate causal flow, boxes represent components, and the timeline indicates the cross-sectional approach.

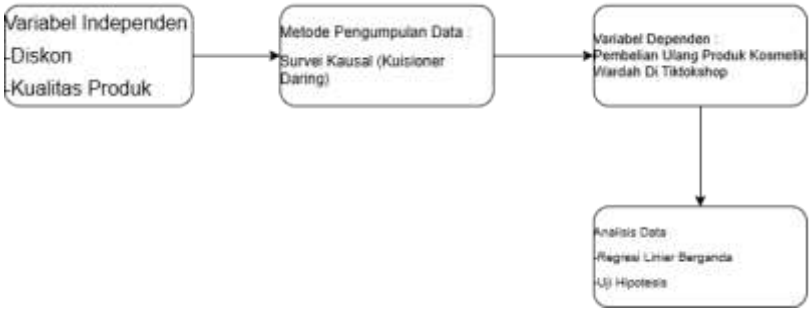


Figure 2. Cross-sectional Research Diagram

The population in this study is Generation Z consumers aged 18–25 years who live in Cirebon City, have purchased Wardah Glasting Liquid Lip products through TikTok Shop, and have made at least two purchases. The population determination is based on the characteristics of TikTok users in Indonesia who are dominated by the Generation Z age group and the high use of digital platforms in cosmetic product shopping activities (DataReportal's, n.d.). In addition, data from the Central Statistics Agency of Cirebon City shows that the young productive age group has a large enough proportion so it is relevant as an object of digital consumer behavior research (BPS Statistics of Cirebon City, 2024).

The sampling technique used purposive sampling, which is a sampling technique based on certain criteria that are in accordance with the research objectives (Sugiyono, 2022). Respondent criteria include: (1) aged 18–25 years, (2) domiciled in Cirebon City, (3) having purchased Wardah Glasting Liquid Lip products through TikTok Shop, and (4) having made repeat purchases at least twice. Determination of the number of samples

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

refers to the recommendations of Hair et al. (2014) which states that an adequate sample size for quantitative research ranges from 5 to 10 times the number of research indicators. Because this study uses 15 indicators, the minimum sample size is 75 respondents and the maximum is 150 respondents. Based on these considerations, this study used 100 respondents who were deemed to have met the requirements for multiple linear regression analysis using SPSS (Hair et al., 2014).

The main instrument of this research is a closed questionnaire which is compiled based on the indicators of each research variable, namely discount (X_1), product quality (X_2), and repeat purchases (Y). Questionnaires were used because they can efficiently collect data from large numbers of respondents and facilitate the data quantification process for statistical analysis (Sugiyono, 2022; Sudaryono, 2023). Data collection was conducted online via Google Forms, given the characteristics of respondents who are active internet and social media users.

Each statement item was measured using a five-level Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The discount variable was measured using indicators of discount size, clarity of discount information, frequency of discounts, attractiveness of discounts, and the influence of discounts on repurchase decisions. The product quality variable was measured using indicators of product performance, suitability to consumer needs, product safety, product aesthetics, and suitability of product information. Meanwhile, the repurchase variable was measured using indicators of repurchase intention, frequency of repurchase, recommendations to others, brand loyalty, and brand preference. In addition to primary data obtained through questionnaires, this study also utilized secondary data in the form of scientific literature, previous research journals, population statistics reports, and social media usage data to support the analysis (Hayyina Rahma, 2025; Budiasih et al., 2024; Chatzoglou et al., 2022).

Data analysis was conducted using the Statistical Package for the Social Sciences (SPSS) software. According to Ghozali (2021), the use of SPSS in quantitative research facilitates systematic data processing, allowing objective interpretation of the results. The analysis phase begins with descriptive statistics to describe the characteristics of respondents and the distribution of data for each research variable through the mean, standard deviation, minimum, and maximum values.

Next, the instrument quality was tested through validity and reliability tests. The validity test used the Pearson Product Moment correlation to determine the ability of each item to measure the construct under study. An item was declared valid if the calculated r value was greater than the table r value at a 5% significance level. Reliability testing was

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

performed using Cronbach's Alpha with a minimum value of 0.70 as an indicator of the instrument's internal consistency (Ghozali, 2021; Sugiyono, 2022). Before conducting the regression analysis, the data was first tested using classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure the model met the Best Linear Unbiased Estimator (BLUE) criteria.

Hypothesis testing was conducted using multiple linear regression analysis to determine the effect of discounts and product quality on repeat purchases. The regression model used was:

$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$

where Y is repurchase,$_1$is discount, $X_2$is the quality of the product,$\alpha$is a constant,β_1And$\beta_2$is the regression coefficient, and e is the error. Next, a t-test is conducted to test the partial effect of each independent variable on the dependent variable, an F-test to test the simultaneous effect, and the coefficient of determination (R^2) to determine the contribution of discount and product quality variables in explaining variations in repeat purchases of Wardah cosmetic products on the TikTok Shop platform (Hair et al., 2014; Ghozali, 2021).

The research procedure was carried out through several systematic stages. The first stage was problem identification and the development of a conceptual framework based on a literature review on consumer behavior, discounts, product quality, and repeat purchases on e-commerce and social commerce platforms (Aulia et al., 2024; Hayyina Rahma, 2025; Budiasih et al., 2024). The second stage was the development of research instruments based on predetermined variable indicators and a pilot test to ensure their validity and reliability. The third stage was the distribution of questionnaires to respondents who met the research sample criteria through online media.

The next stage was data collection, coding, and processing using SPSS. The collected data were analyzed using descriptive statistics, instrument testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing. The final stage was interpretation of the analysis results, discussion of the research findings with reference to theory and previous research, and preparation of conclusions and recommendations that can serve as input for Wardah in optimizing its digital marketing strategy and maintaining consumer loyalty on the TikTok Shop platform (Chatzoglou et al., 2022; Hayyina Rahma, 2025; Ike Nur Fadlilah, 2025).

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

RESULTS AND DISCUSSION

Descriptive Analysis

Variable Data Distribution

Characteristics Based on Age

Table 1. Respondents by Age

Usia

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 Tahun	14	14.0	14.0	14.0
	21-23 Tahun	71	71.0	71.0	85.0
	24-25 Tahun	7	7.0	7.0	92.0
	26-30 Tahun	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

Source: Data processed by SPSS (2026)

Based on the respondent age distribution table, it can be seen that the number of Wardah cosmetic product consumers in TikTok Shop aged 18-20 years is 14 people with a percentage of 14%, aged 21-23 years is 71 people with a percentage of 71%, aged 24-25 years is 7 people with a percentage of 7%, and aged 26-30 years is 8 people with a percentage of 8%. From this number, it can be seen that the respondents who took part in this study were mostly aged 21-23 years with a total of 71 people out of a total of 100 respondents.

Characteristics Based on Cirebon Domicile

Table 2. Respondents Based on Domicile in Cirebon

Domisili Cirebon

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tidak	2	2.0	2.0	2.0
	Ya	98	98.0	98.0	100.0
	Total	100	100.0	100.0	

Source: Data processed by SPSS (2026)

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on the distribution table of respondents' domiciles, it can be seen that the number of respondents who reside in Cirebon is 98 people with a percentage of 98%, while those who do not reside in Cirebon are 2 people with a percentage of 2%. From this number, it can be seen that the respondents who participated in this study mostly live in Cirebon with a number of 98 people out of a total of 100 respondents.

Descriptive Statistics of Variables

Table 3. Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Diskon	100	14	25	21.39	1.880
Kualitas Produk	100	16	25	21.66	1.532
Pembelian Ulang	100	13	25	21.01	2.096
Valid N (listwise)	100				

Source: Data processed by SPSS (2026)

Based on the descriptive statistics, the average score for the Product Quality variable (21.66) was the highest compared to Discounts (21.39) and Repeat Purchases (21.01). The lowest standard deviation score for Product Quality (1.532) indicates that respondents' perceptions tended to be more uniform and consistent regarding Wardah product quality. Meanwhile, the Repeat Purchase variable had the highest standard deviation (2.096), indicating that consumer repeat purchase behavior was more diverse and widespread.

Research Instrument Testing
Validity Test

Table 4. Validity Test

Variables	Statement	RCount	RTable	Information
Discount (X1)	D1	0.463	0.194	Valid
	D2	0.232	0.194	Valid

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

	D3	0.398	0.194	Valid
	D4	0.512	0.194	Valid
	D5	0.406	0.194	Valid
Product Quality (X2)	KP.1	0.357	0.194	Valid
	KP.2	0.362	0.194	Valid
	KP.3	0.045	0.194	Valid
	KP.4	0.424	0.194	Valid
	KP.5	0.349	0.194	Valid
Repurchase (Y)	PU.1	0.582	0.194	Valid
	PU.2	0.550	0.194	Valid
	PU.3	0.390	0.194	Valid
	PU.4	0.446	0.194	Valid
	PU.5	0.450	0.194	Valid

Source: Data processed by SPSS (2026)

Based on the table above, it is known that all statements from the variables Discount (X1), Product Quality (X2), and Repeat Purchase (Y) are valid. This can be seen in the calculated r of each statement item is greater (>) than rTable (0.194) with a significance level for all statement items at the 0.05 or 5% level. Thus, all indicators in the questionnaire can be used to measure the three research variables accurately.

Reliability Test

Table 5. Reliability Test

No	Variables	Cronbach's Alpha	N of Items	Information
1	Discount(X1)	0.676	5	Reliable
2	Product Quality (X2)	0.608	5	Reliable
3	Repurchase (Y)	0.698	5	Reliable

Source: Data processed by SPSS (2026)

Based on the results of the reliability test using Cronbach's Alpha, all variables in this study were proven reliable. The Discount variable (X1) obtained a value of 0.676, the Product Quality variable (X2) of 0.608, and the Repeat Purchase variable (Y) of 0.698. Because all three values are greater than the minimum limit of 0.60, it can be concluded

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

that all statements in the research instrument have good internal consistency and can be relied upon to measure the intended variables.

Classical Assumption Test

Normality Test

Table 6. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Predicted Value
N		100
Normal Parameters[a,b]	Mean	21.0100000
	Std. Deviation	1.02855827
Most Extreme Differences	Absolute	.099
	Positive	.060
	Negative	-.099
Test Statistic		.099
Asymp. Sig. (2-tailed)		.057[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Source: Data processed by SPSS (2026)

Based on the results of the One-Sample Kolmogorov-Smirnov normality test, the significance value (Asymp. Sig. 2-tailed) for the Unstandardized Predicted Value is 0.057. Since this significance value is greater than 0.05, it can be concluded that the residual data is normally distributed.

Multicollinearity Test

Table 7. Multicollinearity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.936	3.112		1.265	.209		
	Diskon	.358	.100	.321	3.573	.001	.968	1.033
	Kualitas Produk	.434	.123	.318	3.531	.001	.968	1.033

a. Dependent Variable: Pembelian Ulang

Source: Data processed by SPSS (2026)

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Based on the results of the multicollinearity test, the Tolerance value for both independent variables (Discount and Product Quality) is 0.968, and the VIF (Variance Inflation Factor) value is 1.033. Since both VIF values are below the critical limit of 10 and the Tolerance value is close to 1, it can be concluded that there are no significant symptoms of multicollinearity between the two independent variables in this research model.

Heteroscedasticity Test

Table 8. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	4.673	4.482		1.265	.209
	Diskon	.265	.293	.321	3.292	.552
	Kualitas Produk	.434	.353	.318	3.308	.636

a. Dependent Variable: ABS_RES

Source: Data processed by SPSS (2026)

Based on the results of the Glejser test to detect heteroscedasticity, the significance value (Sig.) of the two independent variables, discount (0.552) and Product Quality (0.636), is greater than 0.05. It can be concluded that there are no symptoms of heteroscedasticity in the regression model of this study.

Autocorrelation Test

Table 9. Autocorrelation Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.491[a]	.241	.225	1.845	1.950

a. Predictors: (Constant), Kualitas Produk, Diskon

b. Dependent Variable: Pembelian Ulang

Source: Data processed by SPSS (2026)

Based on the results of the autocorrelation test using the Durbin-Watson statistic, a value of 1.950 was obtained. This value is between the critical limits of du (1.659) and 4-du (2.341) for a significance level of 5% with a sample size of 100 and two independent variables. This indicates that there are no symptoms of autocorrelation in this research's regression model.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Coefficient of Determination

Table 10. Determination Coefficient Test

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.491[a]	.241	.225	1.845	1.950

a. Predictors: (Constant), Kualitas Produk, Diskon

b. Dependent Variable: Pembelian Ulang

Source: Data processed by SPSS (2026)

Based on the results of the determination coefficient (R Square) test on the Summary Model, the R Square value obtained was 0.241 (or 24.1%). This indicates that the Discount and Product Quality variables together are able to explain variations in Repeat Purchases by 24.1%, while the remaining 75.9% is influenced by other factors outside this research model.

Multiple Linear Regression

Table 11. Multiple Linear Regression

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.936	3.112		1.265	.209		
	Diskon	.358	.100	.321	3.573	.001	.968	1.033
	Kualitas Produk	.434	.123	.318	3.531	.001	.968	1.033

a. Dependent Variable: Pembelian Ulang

Source: Data processed by SPSS (2026)

Based on the results of the Regression Equation Test above, it shows that

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e_{it}$$

$$Y = 3{,}936 + 0{,}358 X_1 + 0{,}434 X_2 + e_{it}$$

This equation indicates that:

1. **The constant is 3.936**means that if the Discount and Product Quality variables are considered zero, then the Repeat Purchase value is 3,936.
2. **Discount Coefficient (= 0.358)** $\boldsymbol{\beta_1}$shows that every one unit increase in the Discount score will increase the Repeat Purchase score by 0.358 units, assuming other variables are constant.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

3. **Product Quality Coefficient (= 0.434)** β_2 shows that every one unit increase in the Product Quality score will increase the Repeat Purchase score by 0.434 units, assuming other variables are constant.

Hypothesis Testing
Partial Test (T-Test)

Table 12. Partial Test (T-Test)

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	3.936	3.112		1.265	.209		
	Diskon	.358	.100	.321	3.573	.001	.968	1.033
	Kualitas Produk	.434	.123	.318	3.531	.001	.968	1.033

a. Dependent Variable: Pembelian Ulang

Source: Data processed by SPSS (2026)

Based on the results of the partial test (t-test) in the Coefficients table, it can be seen that the calculated t-value for the Discount variable (X1) is 3.573 and for Product Quality (X2) is 3.531.

t table = TINV(0.05;nk)
= 0.05;100-3
= 1.984

The Effect of Discount (X1) on Repeat Purchases (Y)

Because the calculated t value (3.573) > t table (1.984) and the Sig. value (0.001) < 0.05, then H0 is rejected and Ha is accepted. This means that discounts have a significant partial effect on repeat purchases of Wardah cosmetics at TikTok Shop.

The Effect of Product Quality (X2) on Repeat Purchases (Y)

Since the calculated t value (3.531) > t table (1.984) and the Sig. value (0.001) < 0.05, then H0 is rejected and Ha is accepted. This means that Product Quality also has a significant partial effect on Repeat Purchase of Wardah cosmetics in TikTok Shop.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

International Journal of Economics, Business and Innovation Research
https://e-journal.citakonsultindo.or.id/index.php/IJEBIR
E-ISSN : 2964-0865
IJEBIR

Simultaneous Test (F Test)

Table 13. Simultaneous Test (F Test)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.735	2	52.368	15.381	.000[b]
	Residual	330.255	97	3.405		
	Total	434.990	99			

a. Dependent Variable: Pembelian Ulang

b. Predictors: (Constant), Kualitas Produk, Diskon

Source: Data processed by SPSS (2026)

Based on the results of the F test in the ANOVA table, a significance value (Sig.) of 0.000 was obtained, which is far below the critical limit of 0.05. This indicates that H_0rejectedand it can be concluded thatDiscount variable (X_1) and Product Quality (X_2) together (simultaneously) have a significant effect on Repeat Purchases (Y)Wardah cosmetics on TikTok Shop.

DISCUSSION

The Influence of Discounts on Repurchase Behavior of Wardah Cosmetic Products on the TikTok Shop Platform

Based on the t-test results, the Discount variable (X1) has a standardized beta coefficient of 0.321 with a t-count value of 3.573 and a significance probability (p-value) of 0.001. Because this probability value is smaller than the significance level of 0.05 and the t-count value (3.573) > from the t-table (1.984), it can be concluded that Discounts have a positive and significant effect on Repurchase of Wardah cosmetic products in TikTok Shop. This shows that the higher the consumer's perception of the benefits or value of the discount offered, the stronger their tendency to make repeat purchases.

This finding is consistent with the Prospect Theory framework (Kahneman & Tversky, 1979). This theory explains that discounts operate through a framing mechanism as a gain or advantage. In the context of purchases at TikTok Shop, consumers perceive discounts as reducing monetary losses (loss reduction) while increasing the value of benefits (perceived gain), thus encouraging repeat decisions. The gain from this discount overcomes the pain of paying and triggers approach motivation behavior, which ultimately facilitates repeat transactions.

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

The results of this study align with several previous studies. Sari et al. (2022) found that sales promotions, including discounts, contributed to a 28% increase in repurchase intention. Similarly, Chen & Lee (2023) confirmed that discounts are a significant factor in shaping repurchase intention in an e-commerce context. The specific relevance to cosmetic products is supported by Nguyen & Tran (2024), who stated that discounts have a positive effect on purchase intention for beauty products on digital platforms. However, this study fills a gap that has not been specifically addressed on social commerce platforms like TikTok Shop, where discounts are often framed within viral and interactive video content.

The Influence of Product Quality on Repurchase Behavior of Wardah Cosmetic Products on the TikTok Shop Platform

The results of the regression analysis show that the Product Quality variable (X2) has a standardized beta coefficient of 0.318 with a t-value of 3.531 and a significance probability of 0.001. With a probability below 0.05 and t-value > t-table, it can be concluded that Product Quality has a positive and significant effect on Repeat Purchases. This finding indicates that consumer perceptions of the reliability, durability, and performance of Wardah cosmetics are the main determinants that drive loyalty and repeat transactions at TikTok Shop.

These results align with the servqual theory (Parasuraman et al., 1988) developed in retail and marketing research. This model explains that product quality, primarily through the dimensions of reliability (the product's reliability as expected) and tangibles (physical evidence such as packaging and application results), is the main foundation for building trust and customer satisfaction. In the context of cosmetics on TikTok Shop, where consumers often rely on visual reviews and testimonials, the dimensions of assurance (assurance of safety and halal certification) and empathy (the brand's understanding of Indonesian skin needs) also strengthen perceptions of quality, which then crystallizes into a commitment to repurchase.

These findings are supported by several previous studies. Putri & Rahman (2024) found product quality to be the dominant factor influencing purchasing decisions in the context of a cosmetics marketplace. Kim et al. (2022) also concluded that product quality strongly influences repurchase intention. Astuti et al. (2023) and Oliverio (2025) emphasized that product quality plays a key role in driving repurchase intention, even in strategies integrated with discounts. However, this study makes a specific contribution by

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

examining the product quality construct on the TikTok Shop platform, where social interactions and user content dynamically influence quality perceptions.

The Simultaneous Effect of Discounts and Product Quality on Repeat Purchase Behavior of Wardah Cosmetic Products on the TikTok Shop Platform

Based on the F test, the F-count value was obtained at 15.381 with a significance level of 0.000. This significance value, which is far below 0.05, indicates that the Discount and Product Quality variables simultaneously have a significant effect on Repeat Purchases. The coefficient of determination (R^2) of 0.241 indicates that these two independent variables are able to explain 24.1% of the variation in Repeat Purchases.

These simultaneous findings can be understood through the integration of Prospect Theory and the Servqual framework, which together form a cognitive-affective pathway to loyalty according to Customer Loyalty Theory (Oliver, 1999). Oliver's theory explains that repeat purchases are the culmination of the loyalty process, which begins with cognitive satisfaction (from product quality) and is reinforced by situational incentives (discounts). In the context of TikTok Shop, discounts act as an initial trigger that attracts attention and reduces risk perception, while product quality serves as a sustaining factor that ensures post-purchase satisfaction and forms a conative commitment to repeat purchases.

The results of this study align with a synthesis of several previous studies. Chen & Lee (2023) found that discounts and quality together explain 45% of the variance in repurchase intention in e-commerce. Wijaya (2024) also reported that the combination of digital marketing (including discounts) and product quality increases repurchase intention by 35% on digital platforms. Astuti et al. (2023) confirmed the combined significance of both. This study strengthens these findings with a more specific context, such as the TikTok Shop platform as a social commerce platform and Wardah cosmetic products as objects with high-involvement and trust-based characteristics. Therefore, this study not only supports general findings in the literature but also enriches our understanding of repurchase dynamics in the rapidly evolving social platform ecosystem.

CONCLUSION

This study shows that discounts and product quality have a positive and significant effect on repeat purchases of Wardah cosmetic products on the TikTok Shop platform, both partially and simultaneously. The results of the regression analysis indicate that the more attractive the discount offered and the better the product quality perceived by

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

consumers, the higher the consumer's tendency to make repeat purchases. Product quality is proven to be a more dominant factor in shaping consumer loyalty because it is directly related to satisfaction, trust, and product usage experience. Simultaneously, both variables are able to explain 24.1% of the variation in repeat purchases, which indicates that promotional strategies through discounts need to be balanced with consistent product quality to be able to retain customers on competitive digital platforms such as TikTok Shop.

However, this study has limitations because it only involved 100 Generation Z respondents in Cirebon City and used two independent variables, so the results cannot be generalized widely to all Wardah cosmetics consumers in Indonesia. Furthermore, the relatively moderate coefficient of determination indicates that there are still other factors that influence repeat purchases, such as brand image, consumer trust, shopping experience, electronic word of mouth (E-WOM), and platform service quality. Therefore, further research is recommended to expand the coverage area, increase the number of respondents, and include other relevant variables to obtain a more comprehensive model. The practical implications of this study are that Wardah needs to maintain consistent product quality while optimizing discount programs that are attractive and easy for consumers to understand. On the other hand, TikTok Shop needs to improve the quality of promotional features, customer reviews, and the digital shopping experience to encourage increased repeat purchases and sustainable consumer loyalty.

BIBLIOGRAPHY

BPS (Statistik, B. P. S. K. C. (2024). *Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin di Kota Cirebon (jiwa) , 2024 Population by Age Groups and Sex in CirebonMunicipality (people), 2024*. https://cirebonkota.bps.go.id/id/statistics-table/1/OTI1OSMx/jumlah-penduduk-menurut-kelompok-umur-dan-jenis-kelamin-di-kota-cirebon--jiwa----2024.html

DataReportal's. (n.d.). *Social media statistics for Indonesia in 2024*. https://datareportal.com/reports/digital-2024-indonesia

Hair, J.F., Black, W.C., Babin, B.J. and Anderson, R. E. (2014). Multivariate data analysis. *Open Journal of Social Sciences*, *Vol.6*, *No.* https://www.scirp.org/reference/referencespapers?referenceid=2190475

(Aulia et al., 2024)Adhe, O., Mirandi, S., & Rimiyati, H. (2023). PENGARUH DISKON, KUALITAS PRODUK, DAN CITRA MEREK TERHADAP MINAT PEMBELIAN ULANG DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

INTERVENING PADA MATAHARI DEPARTMENT STORE YOGYAKARTA. In *Journal of Business and Halal Industry* (Issue 1). https://economics.pubmedia.id/index.php/jbhi

Aulia, H., Gia Tiara Praliana, M., & Maulana, Y. (2024). The Effect of E-WOM, Lifestyle on Purchasing Decisions with Brand Image as a MediaAng Variable (Case Study on Compass Official Shopee Shoes). In *Asian Journal of Engineering, Social and Health* (Vol. 3, Issue 4).

Budiasih, A. N., Nujum, S., & Mapparenta, M. (2024). The Effect of Trust Information Quality and Discount on Cosmetic Purchasing Decisions through Online Media. *Journal La Bisecoman*, *5*(2), 185–194. https://doi.org/10.37899/journallabisecoman.v5i2.1149

Chatzoglou, P., Chatzoudes, D., Savvidou, A., Fotiadis, T., & Delias, P. (2022). Factors affecting repurchase intentions in retail shopping: An empirical study. *Heliyon*, *8*(9).

Farhan Maulana, M., Maulana, Y., & Romdonny, J. (2025). THE INFLUENCE OF DIGITAL MARKETING, PRODUCT QUALITY, AND CONSUMER BEHAVIOR ON PURCHASE DECISIONS AT POINT COFFEE CIREBON. In *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)* (Vol. 8, Issue 3).

Hayyina, R., Zumrotul, F., & Ritomiea, R. (2025). Pengaruh Content Marketing, Brand Awareness, dan Kualitas Produk terhadap Keputusan Pembelian Kosmetik Wardah di Kota Surabaya. *Jambura Economic Education Journal*, *7*(1), 405–419.

Hayyina Rahma, Z. F. (2025). Pengaruh Content Marketing, Brand Awareness, dan Kualitas Produkterhadap Keputusan Pembelian Kosmetik Wardah di Kota Surabaya. *JAMBURA ECONOMIC EDUCATION JOURNAL*, *Volume 7*, 405–419. https://ejurnal.ung.ac.id/index.php/jej/index,

Ike Nur Fadlilah. (2025). Pengaruh Kualitas Produk, Promosi Diskon, Dan Kemudahan Pembelian Terhadap Minat Pembelian Ulang Produk Kecantikan Ms Glow Di Kota Surabaya. Jurnal Ilmiah Ekonomi dan Manajemen. *Jurnal Ilmiah Ekonomi Dan Manajemen*, *Vol.3*, *No. 3*, 325–340. https://ejurnal.kampusakademik.co.id/index.php/jiem/article/view/4125/3696

Insania Alfi Mesita, & Agus Wahyudi. (2024). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Skincare Skintific. *Jurnal Ekonomi, Akuntansi, Dan Perpajakan*, *1*(3), 141–151. https://doi.org/10.61132/jeap.v1i3.246

Copyright at authors some right reserved this work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.