

## The Effect of Customer Satisfaction on Trust and Repurchase Interest in Cushion Somethinc Products at Panda Lovely Pasuruan Branch

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### ABSTRACT

In modern times, many people have begun to know cosmetics and are more concerned with appearance, not only from the fashion worn but also from the makeup and skincare used on the face. Somethinc is one of the local brands that has many variants for care and makeup. This study aims to determine the influence between the variables studied. These variables include customer satisfaction, trust and repurchase interest. This type of research is quantitative research with an explanatory approach where it is used to test a relationship between variables or find out whether a variable is influenced or not by other variables. The data collection technique used is a questionnaire that is distributed offline to *users of somethinc* products who make purchases at the panda lovely pasuruan branch. The sample used in this study was 100 respondents using the purposive sampling method where the selected sample was required to be in accordance with criteria needed with the suitability of the research objectives. In data management, this study was carried out using the *Partial Least Square* (PLS) analysis method. Based on the results of this study, it can be seen that customer satisfaction has a positive and significant effect on trust, customer satisfaction has a positive and significant effect on repurchase interest and trust has a positive and significant effect on repurchase interest.

**Keywords:** Customer Satisfaction, Trust, Repurchase Interest

## INTRODUCTION

The development of information technology today is very rapid, this situation can affect people's lives, and the way consumers perceive appearance has also changed. In the age *modern* Many have started to get to know cosmetics and are more concerned with appearance, not only from *Fashion* worn but also from makeup *Make-up* and *skincare* which is used on the face. Rapid progress in the cosmetics industry, including in Indonesia, has changed one's way of life, Various beauty products have become an essential necessity, especially for women, because they range from fashion styles to skin care. This phenomenon has encouraged the birth of a variety of beauty care products. The increasing number of cosmetic brands offered in the market, both domestically and internationally, reflects the increasingly fierce competition in this sector, which is influenced by the development of economy, socio-cultural, societal culture, and technology. (Anggriani et al., 2022)

Quoted from *kompas.com* shows that there are 10 ( Arielza U, 2024) *Brand local Go International*. Product *somehinc* became one of the local brands that entered the category and became the first place. *Somehinc* It is the object of this research because the brand has succeeded in becoming one of the local brands that is included in the most popular local brand category. The brand is known to have been in this industry for a short period of time. *Somehinc* successfully entered the prestigious list of when the brand is only about one year old.



Figure 1

The Best-Selling Facial Care Brand in E-commerce in Indonesia

Judging from the picture, which is quoted from showing that ( Kompas.Id , 2020) *Somehinc* managed to occupy the 1st position with a total sales figure of IDR 53.2 billion during the second quarter of 2022. In addition to *e-commerce*, *Somehinc* also sells its products through *an office store*. Through *the office store*, *somehinc products divide* their pros and cons *makeup, skincare and other products*.

Customer satisfaction is of course a concern for the company. Customer satisfaction is seen as an absolute thing that companies must fulfill because customer satisfaction can be a benchmark for whether customers will return to the mainstream later or even move to another brand. According to (Mowen & Minor, 2001) customer satisfaction is the overall attitude shown by consumers towards goods and services after they acquire and use them. Customer satisfaction is one of the most important things. Customer satisfaction itself is the result of perception and expectations for a product that meets customer expectations. Interest be ( Zullaihah ELT al., 2021) ( Kurriwati , 2015) One of the company's goals to maximize sales value will increase if customers are satisfied with the products/services offered. According to ( Salsabila ELT al., 2022)(Fadilah N, 2022) indicators of customer satisfaction are: 1) Feeling satisfied, 2) Expectations are fulfilled, 3) Always buying products.

Interest in the government consumer return to a product, both goods and services, is closely related to consumer satisfaction and trust in the products provided by the seller. Therefore, companies in their efforts to market their products must instill in consumers a sense of satisfaction and high trust in the brands being marketed. According to Repurchase interest, it can arise because consumers are satisfied with the products they consume or use, so with the emergence of this interest, it is hoped that consumers will really decide to buy the product in the future. Mother

(Putu Dila Ardellia & Keltut Rahyuda , 2022) (Putu Dila Ardellia & Keltut Rahyuda, 2022) stated that there are 4 indicators to measure repurchase interest, namely: 1) transactional interest, 2) referral interest, 3) preferential interest, 4) exploratory interest.

Becoming a trusted party is not easy, although trust will build a good relationship between consumers and the company. One of the factors that is influenced by customer satisfaction is the emergence of trust in a product brand ( Rolsdayanti & Anonymous , 2023) . Customers who are satisfied when shopping at the company can make a repeat purchase at the company. Every company has the goal of developing customer trust through customer satisfaction so that the company is able to retain its customers for a long period of time. According to Rahmawati 2013, trust is the main foundation of a business. A business transaction between two or more parties will occur if each of them trusts each other. Trust is the main foundation of a business. A business transaction between two or more parties will occur if each of them trusts each other. According to (Culture I, 2019) the indicators of customer trust, namely: 1) Honesty, 2) Care, 3) Quality reliability. ( Syafriza & Widoldol , 2018)

### Mindset

In this study, there are 1 independent variable (free), namely customer satisfaction, and 2 dependent variables, namely trust and repurchase interest. From the theory above regarding the influence of customer satisfaction on trust and repurchase interest, it can be seen in the picture of the following frame of mind:

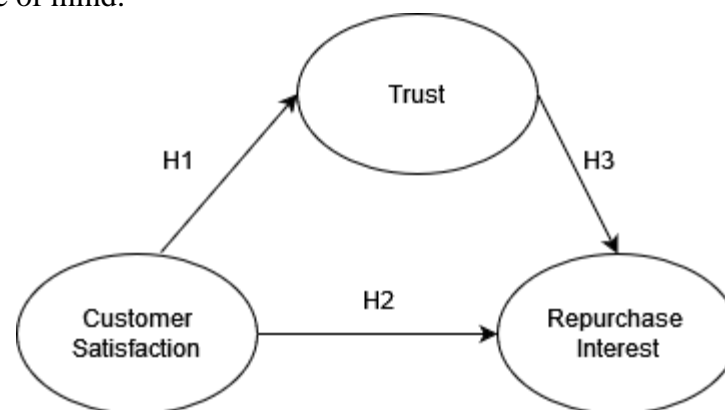


Figure 2  
Brainframe Model

### Hypothesis

A hypothesis is a temporary response to the formulation of a research problem, where the formulation of the problem is expressed in the form of a question. The hypothesis is said to be provisional because the answer given is based only on theory. Based on the theoretical framework that has been explained, the following research hypotheses can be formulated: (Gischa Pramelswari , 2021)

H1 : It is suspected that customer satisfaction (X1) has a significant effect on trust (Y2).

H2 : It is suspected that customer satisfaction (X1) has a significant effect on repurchase interest (Y2).

H3 : It is suspected that trust (Y1) has a significant effect on repurchase interest (Y2).

### METHOD

In this study, a quantitative research method with an explanatory approach was used (*Explanatory Research*) which is used to test a relationship between variables or to find out

whether a variable is caused or influenced by other variables ( Mulyadi , 2011) . Explanatory research is research with the aim of examining cause and effect between variables that explain certain phenomena.

### Sample

The sample in this study is product users *something* who have made purchases in *Office Store Panda Lovely Pasuruan* branch. The sampling technique carried out is by using the *Non Probability Sampling* with the *purposive sampling*. . The sample collection technique is carried out using the *Purposive Sampling* Where the selected sample is required to be in accordance with the criteria needed with the suitability of the research objectives. The following are the required criteria that are in accordance with the research objectives:

- a. Customers of *something* products who are 17 years old and above
- b. Customers of *something products* who have made a purchase at least 1 (one) time
- c. Customers of *something products* who make purchases at the lovely panda store

According to Green (1991, p.96) in, to find out the number of samples for regression research, it is possible to use the formula  $50+8n$ , where  $n$  is the number of variables. In this study there are 3 variables, therefore the following calculations can be obtained: ( Sasolngkol F&Dr Subagiol , 2013)

$$\begin{aligned} \text{Number of samples} &= 50 + 8(n) \\ &= 50 + 8 (3) \\ &= 74, \text{ rounded to } 100 \text{ people} \end{aligned}$$

So, the number of samples that will be used in this study is as many as 100 respondents.

### Data Collection

The data collection technique used is by questionnaire method, the questionnaire will be distributed to product consumers *something* and by users and consumers of the product *something* which is carried out in a *offline*.

### Data Analysis Techniques

There are two ways to carry out data analysis techniques, namely descriptive analysis techniques that use SPSS by conducting variable instrument tests. And the second statistical analysis technique uses PLS which uses the WarPLS application by conducting an outer model analysis and *Inner* type. Where *outer* The model is carried out to assess the validity or reliability of the model. *Outer* Models with reflective indicators are evaluated through the convergent and discriminant validity of latent construct-forming indicators and *composite reliability* and *Cronbach Alpha* for the indicator block. Analysis *Inner* The model is also known as the structural analysis model, which aims to predict the relationships between latent variables. Evaluation *Inner* The model can be seen from several indicators including hypothesis testing and the coefficient of determination (*Q-Square* and *R-Square*).

### Variable Operations

According to customer satisfaction, it is the level at which the performance of the product is considered to be in accordance with the expectations of the buyer. The indicators of customer satisfaction are 1) feeling satisfied, 2) expectations are fulfilled, 3) always buying products. (Fadilah N, 2022)

Submission of Trust is an awareness and feeling that consumers have to trust a product and use it by service providers as a tool to establish a long-term relationship with consumers. Indicators of trust are 1) honesty, 2) caring, 3) quality credibility. (Culture I, 2019)

According to Repurchase Interest, it is the consumer's intention to buy back because they feel that the product used is in accordance with what is needed and the product chosen has given a satisfaction value, an emotional bond between the customer and the product. (Putu Dila Ardelia & Ketut Rahyuda , 2022a)

**RESULT****Outer Model Analysis**

## 1. Convergent Validity

Table 1  
Outer Loading Value

No.	Variable Indicators	<i>Outer Loading</i>	<i>P-Value</i>	Information
Customer Satisfaction				
1	Feeling Satisfied	0,813	<0.001	Maintained
		0,886	<0.001	Maintained
2	Fulfillment of Expectations	0,836	<0.001	Maintained
		0,793	<0.001	Maintained
3	Always Buy Products	0,796	<0.001	Maintained
Belief				
1	Honesty	0,865	<0.001	Maintained
2	Concern	0,82	<0.001	Maintained
3	Quality Credibility	0,817	<0.001	Maintained
Repurchase Interest				
1	<i>Transactional Interest</i>	0,679	<0.001	Accepted
		0,781	<0.001	Maintained
2	<i>Referral Interest</i>	0,827	<0.001	Maintained
		0,763	<0.001	Maintained
3	<i>Preferential Interest</i>	0,654	<0.001	Accepted
4	<i>Exploratory Interest</i>	0,827	<0.001	Maintained

Based on the results of table 1, it is known that the *outer loading value* in each of the research variable indicators has an *outer loading value* of  $>0.7$ . However, it can be seen that there are still several indicators that have an outer loading value between 0.5 – 0.6 that are considered sufficient to meet the requirements of *convergent validity*. From the data above, it shows that there are no variable indicators whose *outer loading value* is below 0.5, so that all indicators are declared feasible or valid to be used in research and can be used for further analysis.

## 2. Average Variance Extracted (AVE)

Table 2  
AVE Scores

It	Variable	AVE
1	Customer Satisfaction	0,681
2	Belief	0,696
3	Repurchase Interest	0,575

Based on the table above 4.13, the results of *the average variance extracted* show that the AVE value of all variables is  $>0.5$ , which means that the latent variables of customer satisfaction, trust and repurchase interest have absorbed the variance of each indicator  $>50\%$ .

### 3. Discriminant Validity

Table 1  
Cross Loading Values

	Customer Satisfaction	Belief	Repurchase Interest
KP1	0,813	0,614	0,562
KP2	0,886	0,648	0,603
KP3	0,836	0,542	0,587
KP4	0,793	0,753	0,669
KP5	0,796	0,711	0,742
K1	0,618	0,865	0,749
K2	0,589	0,82	0,71
K3	0,771	0,817	0,683
MBU1	0,543	0,518	0,679
MBU2	0,756	0,708	0,781
MBU3	0,568	0,708	0,827
MBU4	0,531	0,641	0,763
MBU5	0,483	0,585	0,654
MBU6	0,588	0,716	0,827

Based on the results obtained, it can be stated that the indicators used in this study have good *discriminant validity* in arranging their respective variables and the loading value between each indicator variable and its latent variable is higher, compared to other latent variables. The expected *cross loading* value is also greater than 0.7.

### Reliability Test

Table 2  
Reliability Test Results

	Customer Satisfaction	Belief	Repurchase Interest
Cronbach's Alpha	0,883	0,781	0,850
Composite Reliability	0,914	0,873	0,890

Thus it is known that the value of *Cronbach's Alpha* and *comporite reliability* From each variable  $>0.7$ , it can be concluded that each variable has met the requirements of the value of *Cronbach's Alpha* and *comporite reliability*, so it can be concluded that all variables have a high level of reliability.

## Inner Model Analysis

### 1. Hypothesis Testing

Table 3  
Results of Hypothesis Test Based on P-Value and Path Coefficients

No.	Inter-relationship Variable		P-Value	Path Coefficients	Information
1	KP	K	<0.001	0,826	Significant Positive
2	KP	MBU	<0.001	0,379	Significant Positive
3	K	MBU	<0.001	0,550	Significant Positive

From the table above, it can be seen that of the three hypotheses proposed in this study, all of them are acceptable because each of the influences shown has a *P-Values* < 0.05. So it can be stated that the independent variable to the dependent has a significant influence.

**Hypothesis 1** Customer satisfaction has a significant effect on trust.

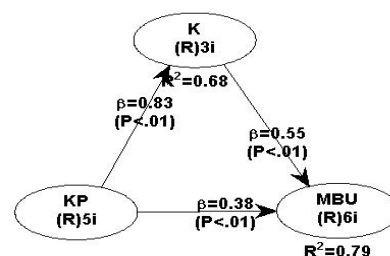
It shows that the coefficient of customer satisfaction path to trust has a *P-Value* value of <0.001, then it can be interpreted that the purchase decision variable has a significant effect on trust, and the *path coefficient value* of 0.826 which shows a positive influence. So the direction of the relationship between customer satisfaction and trust is significantly positive. This shows that hypothesis 1 is accepted.

**Hypothesis 2** : Customer satisfaction has a significant impact on repurchase interest.

It shows that the coefficient of the passer's satisfaction path to repurchase interest has a *P-Value* value of <0.001, then it can be interpreted that the customer satisfaction variable has a significant effect on the repurchase interest and *the path coefficient value* of 0.379 which shows a positive influence. So the direction of the relationship between customer satisfaction and repurchase interest is significantly positive. This shows that hypothesis 2 is accepted.

**Hypothesis 3** : Trust has a significant effect on repurchase interest.

Based on table 4.16 showing that the coefficient of the belief path to repurchase interest has a *P-Value* of <0.001, it can be interpreted that the confidence variable has a significant effect on the repurchase interest, and the *path coefficient value* of 0.550 which shows a positive influence. So the direction of the relationship between trust and repurchase interest is significantly positive. This shows that hypothesis 3 is accepted.



Picture 1  
Hypothesis Path Testing

## 2. Coefficient of Determination (R-Square)

Table 4  
R-Square and Q-Square values

	KP	K	MBU
R-Square		0,682	0,789
Q-Square		0,683	0,790

It is known that the R-Square value in the latent variable of trust is 0.682 which means that it is in the strong category, and the customer satisfaction variable is able to explain the variant of the variable that is not free of trust of 68.2%. Meanwhile, it is known that the value of R-Square in the latent variable of repurchase interest is 0.789 (Strong), which means that the variables of customer satisfaction and trust are able to explain the variant of the variable that is not free of repurchase interest of 78.9%. Meanwhile, the Q-Square value in the table can be concluded that this research model has predictive relevance or has a good observation value because the Q-Square value is  $>0$ .

## 3. Fit Model Fit Test (Fit Model)

Table 5  
Model Fit And Quality Indices

Model Fit and Quality Indices	Value	Fit Criteria	Result
Average Path Coefficient (APC)	0,585 P<0,001	P-Value <0.05	Acceptable
Average R-Square (ARS)	0,735 P<0,001	P-Value <0.05	Acceptable
Average Variance Factors (AVIF)	3,074	Acceptable if <5 Ideally <3,3	Ideal
Goodness of fit (GOF)	0,692	>0,1 (small) >0.25 (medium) >0,36 (large)	Large

Based on the APC indicator, it is known that the APC value is 0.585 with a value of *P-Value* <0.001 which means <0.05, then from the APC indicator the model fit test is met or accepted. Based on the ARS indicator, it is known that the ARS value is 0.735 with a value of *P-Value* <0.001 which means <0.05, then from the ARS indicator the model's occlusion test has been fulfilled or accepted. Based on the AVIF indicator, it is known that the AVIF value is 3.074 which means <3.3, then from the AVIF indicator the ideal model compatibility test. Based on the Gof indicator is 0.692 which means >0.36, then the model fit is included in the group *large* (strong).

## DISCUSSION

Customer satisfaction is a customer's response or assessment of the product, whether goods or services that have been purchased, by comparing product performance with customer expectations. Based on the analysis using WarpPLS, it is known that customer satisfaction has a

significant effect on trust with the value of *Path Coefficient* 0.826 and *P-Value* <0.001. Therefore, there is evidence to support the hypothesis that customer satisfaction has a significant effect on the trust of using the product *Cushion Somethinc*. Judging by the value of *Path Coefficient* which has a positive value, this shows that customer satisfaction has a positive and significant influence on trust. The higher the level of customer satisfaction, the higher the consumer trust.

Customer satisfaction plays an important role in influencing the decision of repurchase interest. Repurchase interest can arise because consumers are satisfied with the products they consume or use, so that with the creation of this interest, it is hoped that consumers will really decide to buy the next product. Based on WarpPLS analysis, it is known that customer satisfaction has a significant effect on repurchase interest with a *Path Coefficient* value of 0.379 and *P-Value* <0.001. Therefore, there is evidence to support the hypothesis that customer satisfaction has a significant effect on product repurchase interest *cushion somethinc*. Judging by the value of *Path Coefficient* This shows that customer satisfaction has a positive and significant influence on repurchase interest. The higher a person's satisfaction, the higher the interest in repurchasing in the consumer.

Trust is an experience experienced by consumers after feeling satisfaction with a product/service. Trust greatly influences the interest in repurchasing the product. If one party trusts the other party, it will be possible to form a positive behavior and good intentions, therefore when consumers have confidence in a certain product or service, then consumers will have the intention to buy back the product or service (Rasyid & Sugiyono, 2014) Based on the analysis conducted in WarpPLS, it is known that trust has a significant effect on the interest in repurchasing with value (Putu Dila Ardellia & Keltut Rahyuda, 2022). *Path Coefficient* 0.550 and *P-Value* <0.001. Therefore, there is evidence to support the hypothesis that trust has a significant effect on repurchase interest. Judging by the value of *Path Coefficient* which has a positive value, this shows that trust has a positive and significant influence on repurchase interest. The higher the level of trust, the higher the decision of repurchase interest in the consumer.

## CONCLUSION

The Coefficient of the Customer Satisfaction to Trust path has a *P-Value* of <0.001 and a *Path Coefficient* of 0.826, so it can be concluded that Customer Satisfaction has a positive and significant effect on Trust. The path coefficient of Customer Satisfaction to Repeat Interest has a *P-Value* of <0.001 and a *Path Coefficient* of 0.379, so it can be concluded that Customer Satisfaction has a positive and significant effect on Repeat Interest. The coefficient of the Trust path to Buy-Back Interest has a *P-Value* of <0.001 and a *Path Coefficient* of 0.550, so it can be concluded that Trust has a positive and significant effect on Buy-Back Interest.

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