The Influence of Viral Marketing and Product Quality on Repurchase Intention with Customer Satisfaction as a Mediating Variable: A Case Study of Skintific

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Abstract

This study aims to examine the impact of viral marketing and product quality on repurchase intention with customer satisfaction as a mediating variable, through a case study on Skintific products. The methodology used is a quantitative approach, the population in this study are all consumers who have purchased skintific products whose number is unknown, the sampling technique is non-probability sampling. The number of samples in this study is 180 respondents who have used Skintific products. The findings of this study indicate that viral marketing has a positive and significant impact on repurchase intention and also on customer satisfaction. In addition, product quality also has a significant impact on repurchase intention, as well as customer satisfaction. Customer satisfaction plays a significant mediator in the relationship between viral marketing and product quality on repurchase intention. The results of this study contribute a theoretical understanding of the interaction between these variables and provide practical contributions to skintific products for companies in designing effective marketing strategies.

Keywords: *Viral Marketing*, *Produk Quality*, *Repurchase Intention*, *Customer Satisfaction*, *Repurchase Intention*, *products* Skintific.

1. Introduction

In the ever-evolving digital era, internet-based marketing or viral marketing has become a primary strategy used by many companies to expand their reach and increase product sales. Viral marketing is a marketing strategy that utilizes social media as a medium to achieve specific marketing objectives through a chain-like communication process, similar to the mechanism of a virus that rapidly replicates itself. This working concept is what makes it known as viral marketing (Khatifa, 2024).

The presence of the internet has further facilitated communication between consumers and companies regarding the strengths and weaknesses of a product, which can be conveyed through various social media platforms that allow consumers to share their opinions. The internet also greatly assists companies in promoting products, enhancing and maintaining brand image, as well as sustaining consumer trust (Arifin et al., 2025).

Gambar 1.1 Nilai penjualan produk kecantikan (2024).
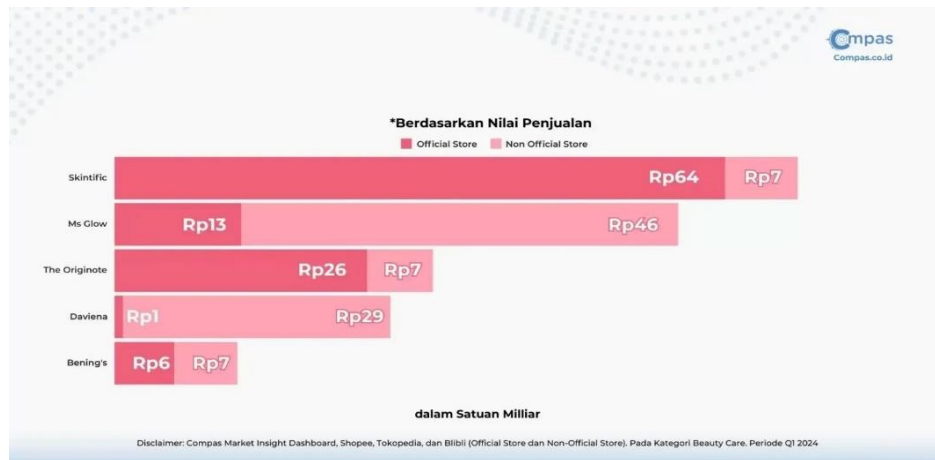
Source : Compas.co.id

In the continuously evolving digital era, internet-based marketing—particularly viral marketing—has become a key strategy adopted by many companies to broaden market reach and increase product sales. Viral marketing utilizes social media as a communication channel to achieve specific marketing goals through a chain-like dissemination process, similar to how a virus spreads and replicates rapidly. This mechanism is what characterizes it as "viral marketing" (Khatifa, 2024).

The internet significantly facilitates communication between consumers and companies, allowing discussions on product strengths and weaknesses across various social media platforms. This accessibility not only helps companies promote their products more effectively but also enhances brand image and sustains customer trust (Arifin et al., 2025).

A report from Compas Market Insight Dashboard shows that Skintific remained the top-selling beauty product in Indonesia in 2024, with sales exceeding IDR 70 billion in the first quarter alone (Compas.co.id). Of this, IDR 64 billion came from official stores and IDR 7 billion from non-official sellers. Brands ranking behind Skintific include MS Glow, The Originote, Daviena Skincare, and Benings. Skintific, a Canadian beauty brand launched in Indonesia in August 2021, stands for "Skin" and "Scientific." It is well known for offering effective skincare solutions that naturally treat skin issues while moisturizing, soothing, and maintaining the skin barrier (Rahmadyani, 2022).

Skintific has recognized the crucial role of digital consumer behavior in today's market. Understanding consumer behavior and preferences is essential for the company to engage its target audience effectively. By analyzing digital consumer behavior patterns and trends, Skintific gains valuable insights into consumer preferences, purchasing motivations, and decision-making processes. This knowledge allows Skintific to tailor its product development, messaging, and communication strategies to align more closely with digital consumers (Bukit et al., 2023).

Product quality refers to the condition of a product being of the highest standard and having utility value, such as durability, accuracy, and reliability in fulfilling consumer needs and wants (Purwadinata & Batilmurik, 2020). Skintific's strong product quality is evidenced by its receipt of seven major awards within a single year, including "Best Moisturizer" from the TikTok Live Awards 2022, Female Daily, Sociolla, and Beautyhaul. Its eye care product, 360 Crystal Massager Lifting Eye Cream, also won "Best Eye Care Product" at the Sociolla Awards. Furthermore, Skintific was recognized as the "Best New Brand 2022" by both Sociolla and TikTok Live Awards.

Skintific is also known for its viral products such as the 5x Ceramide Moisturizer, Biome Truffle Revitalizing Moisturizer, and Mugwort Anti-Acne Clay Cream. These products have propelled Skintific to the top of the beauty category on most Indonesian e-commerce platforms, including

Shopee and Tokopedia. Notably, in 2022, it achieved the highest sales on TikTok Shop (Fatya et al., 2024).

However, there is an interesting phenomenon: not all customers who have tried Skintific products consistently repurchase them. Some switch to other brands despite expressing satisfaction with Skintific products. This suggests that repurchase intention is not solely influenced by viral marketing or product quality, but also heavily depends on overall customer satisfaction. When consumers feel satisfied, they are more likely to form a positive relationship with the brand, which serves as a foundation for repeat purchases (Aprina & Hadi, 2024).

Skintific's success can also be attributed to its strategic use of celebrity endorsements on social media platforms. Within just one year of its launch in Indonesia, Skintific became the second-best-selling brand on e-commerce platforms, illustrating the effectiveness of its marketing in attracting interest and increasing repurchase intentions (Septiani et al., 2023).

Moreover, customer satisfaction plays a mediating role between product quality and viral marketing with repurchase intention. Jannah (2023) defines customer satisfaction as the degree to which a product or service fulfills consumer expectations. Factors such as product quality, perceived value, transaction convenience, and communication methods influence customer satisfaction, which in turn mediates the relationship between product quality and repurchase intention.

Contradictory findings exist in previous studies. Kristyani, while & Kristyana (2022) found that viral marketing did not significantly affect repurchase intention Linawati, Hapy et, al. (2023) reported the opposite. Although viral marketing is effective in increasing awareness and influencing purchase decisions, product quality and customer satisfaction remain critical supporting factors in driving repeat purchases (Qotimah, 2016; Astawa & Rahanatha, 2021).

According to Purnapardi & Indarwati (2022), companies must meet consumer expectations in terms of quality, as customers are often willing to repurchase high-quality products despite premium pricing. Similar findings were reported by Sari & Giantari (2020) and Dana & Pramudana (2021). In contrast, Bahar & Sjaharuddin (2017) argued that product quality does not significantly affect repurchase intention.

Although the relationship between viral marketing, product quality, and repurchase intention has been extensively studied, there remains a research gap regarding the mediating role of customer satisfaction. Most previous research has focused on direct relationships, without exploring how satisfaction serves as a connecting mechanism between viral marketing, product quality, and repurchase behavior.

2. Literature Review

Viral Marketing

Viral marketing is a marketing strategy that utilizes social media to achieve specific marketing objectives through communication that spreads in a chain-like manner with the aim of self-replication (Hamdani Harahap Faisal, 2023). The primary goal of viral marketing is to create a spread effect similar to that of a virus, where marketing messages reach a broader audience solely through consumer interactions with the content. According to Isnawati (2022), viral marketing plays a significant role in influencing purchasing decisions and enhancing repurchase intention, as viral content is capable of building strong brand awareness and attracting the attention of potential consumers in a more authentic and engaging way (Sari, 2019). Mulyaputri and Sanaji (2021) identify three key indicators of viral marketing: product knowledge, information dissemination, and product discussion.

Product Quality

The term strategy originates from the Greek word strategia, meaning the art of the general, derived from stratos (army) and ago (to lead). Historically, strategy referred to the planning and

allocation of resources—such as troops, weapons, and supplies—to achieve victory in warfare. In modern organizational contexts, strategy refers to a comprehensive framework for determining and implementing actions to achieve organizational goals efficiently.

Product quality refers to the capability of a product to perform its intended functions, encompassing processes and value-added enhancements that satisfy consumer needs and expectations (Krisna et al., 2021). Quality can be assessed through various dimensions, including durability, functionality, reliability, and design. High-quality products not only provide immediate satisfaction to consumers but also contribute to customer loyalty and increase repurchase intention. According to Andreas and Yunita (2016), product quality has a significant impact on customer satisfaction, which in turn positively influences repurchase intention, indicating that good quality encourages consumers to repurchase (Raudhatul Hikmah et al., 2024). Suwardi and Alawiyah Prawita Salsabila (2023) propose eight indicators of product quality:

1. Performance
2. Features (additional characteristics)
3. Reliability
4. Conformance to specifications
5. Durability
6. Serviceability
7. Aesthetics
8. Perceived quality

Customer Satisfaction

Customer satisfaction is defined as the level of pleasure or disappointment felt by consumers after comparing their expectations with the actual performance of a product or service. Satisfaction occurs when the product or service meets or exceeds customer expectations, which may be influenced by various factors such as product quality, pricing, service, and the overall experience. According to Syahwi and Pantawis (2021), customer satisfaction serves as a mediator linking product quality with repurchase intention, as satisfied customers are more likely to repurchase and recommend the product to others. The indicators of customer satisfaction used in this study are:

1. Feeling satisfied (with both the product and the service)
2. Intention to repurchase the product
3. Willingness to recommend the product to others
4. Fulfillment of customer expectations after purchase

Repurchase Intention

Repurchase intention refers to a consumer's desire or intention to buy a product or service again in the future, based on positive experiences from previous purchases (Candra et al., 2023). This intention is often influenced by product quality, customer satisfaction, and the emotional connection established between the consumer and the brand. Repurchase intention is a key indicator of customer loyalty, as consumers with a strong repurchase intention are more likely to become loyal customers and contribute to long-term sales potential. According to Jauwena (2023), repurchase intention comprises three dimensions:

1. Transactional intention
2. Referential intention
3. Preferential intention

3. Research methods

This study employs a quantitative research approach (Sugiyono, 2020). After the data is collected, the researcher analyzes it to obtain a general overview and to determine whether there is a relationship between the variables. The purpose of this study is to examine whether viral marketing and product quality influence repurchase intention, with customer satisfaction serving

as a mediating variable. The population in this study consists of all consumers who have purchased Skintific products, although the exact number is unknown. The goal is to identify how many consumers are satisfied with the quality of Skintific products and how many are willing to repurchase them.

The sampling technique used in this study is non-probability sampling, with a purposive sampling method, in which respondents are selected based on specific criteria predetermined by the researcher. The sample size is determined based on the approach proposed by Hair et al. (2010), which recommends a minimum sample size of 10 times the number of indicators. With 18 indicators, the minimum required sample is 180 respondents. The data source consists of primary data obtained through a questionnaire distributed to consumers who have purchased Skintific products (Sugiyono, 2020). The data is collected directly by the respondents based on the distributed questionnaire.

4. Results and Discussion

Responden Characteristics

Table 1.2 Respondent Characteristics by Gender.

Gender	Frequency	Presentation
Man	32	17,8%
Women	148	82,2%
Amount	180	100%

Source: Processed Primary Data

In this study, the respondents were consumers who have used Skintific products, with a total of 180 respondents who completed the questionnaire distributed by the researcher. Based on the respondent description by gender shown in the diagram above, it can be seen that the percentage of female respondents is higher than that of male respondents, with 17.3% male and 82.7% female. Therefore, it can be concluded that the majority of consumers who have used Skintific products are female

Table 1.3 Respondents by Age

Age	Frequency	Presentation
18-21 Year	106	58,9%
22-35 Year	74	41,1%
Amount	180	100%

Source: Processed Primary Data

Based on the diagram presented above, it can be concluded that 180 respondents (58.9%) are aged 18–25 years, while 180 respondents (41.1%) are aged 26–35 years. The majority of respondents in this study are within the 18–25 age range, as individuals in this age group are considered to be in their youth, a stage characterized by heightened emotional responses and interest in purchasing products.

Table 1.4 Respondents by Age

Status	Frequency	Presentation
Student	13	7%
Mahasiswa	122	68,3%
Worker	45	25%
Amount	180	100%

Source: Processed Primary Data

The respondent criteria based on status are divided into three categories. First, respondents with student status account for 7% or 13 respondents. Then, university students make up 122 respondents, representing 68.3%. Lastly, respondents with worker status total 45 respondents, or

25%. The majority of respondents in this study are university students. In this study, the outer model testing consists of validity and reliability tests. The inner model testing includes bootstrapping and hypothesis testing as formulated in the research. The researcher did not apply data analysis assumption tests.

Table 1.5 Convergent Validity Test

	Viral Marketing (X1)	Produk Quality (X2)	Repurchase Intention (Y)	Customer Satisfaction (Z)
X1_1	0,750			
X1_2	0,867			
X1_3	0,883			
X2_1		0,742		
X2_2		0,702		
X2_3		0,759		
X2_4		0,819		
X2_5		0,809		
X2_6		0,745		
X2_7		0,705		
X2_8		0,814		
Y_1			0,878	
Y_2			0,910	
Y_3			0,914	
Z_1				0,860
Z_2				0,871
Z_3				0,824
Z_4				0,836

Average Variance Extracted (AVE)

The square root of the Average Variance Extracted (AVE) value can be said to have good discriminant validity if the AVE of a construct is greater than its correlations with all other constructs. A measurement value greater than 0.50 is recommended. The following are the obtained AVE values: Based on the results above, the AVE values are all greater than 0.50, indicating good discriminant validity.

Table 1.6 Average Variance Extracted (AVE)

Variabel	Average Variance Extracted (AVE)
Viral Marketing	0,62
Produk Quality	0,56
Repurchase Intention	0,81
Customer Satisfaction	0,73

R² Test (Coefficient of Determination)

The R Square value is used to measure the degree of variation in the dependent variable explained by the independent variables. The R-square value is divided into three categories: values above 0.67 are considered strong, values between 0.33–0.67 are considered moderate, and values between 0.19–0.33 are considered weak (Sihombing & Arsani, 2022). The results of the coefficient of determination test in this study are shown in Table 1.8.

Table 1.8 R² Test Results

Variabel	R Square	R Square Adjusted
Repurchase Intention	0,762	0,758
Customer Satisfaction	0,681	0,679

The R Square value is used to measure the degree of variation in the dependent variable explained by the independent variables. The results above indicate that:

1. The R-Square value is 0.762, meaning that the independent variables, Viral Marketing (X1) and Product Quality (X2), have an influence of 76.2% on Repurchase Intention (Y). An R-Square value of 0.762 falls into the category of strong (substantial) as it meets the criterion of $R^2 \geq 0.67$.

2. The R-Square value is 0.681, meaning that the independent variables, Viral Marketing (X1) and Product Quality (X2), have an influence of 68.1% on Customer Satisfaction (Z). An R-Square value of 0.681 falls into the moderate category, as it lies within the range of $0.33 \leq R^2 < 0.67$.

Figure 1. Structural Model Analysis Results
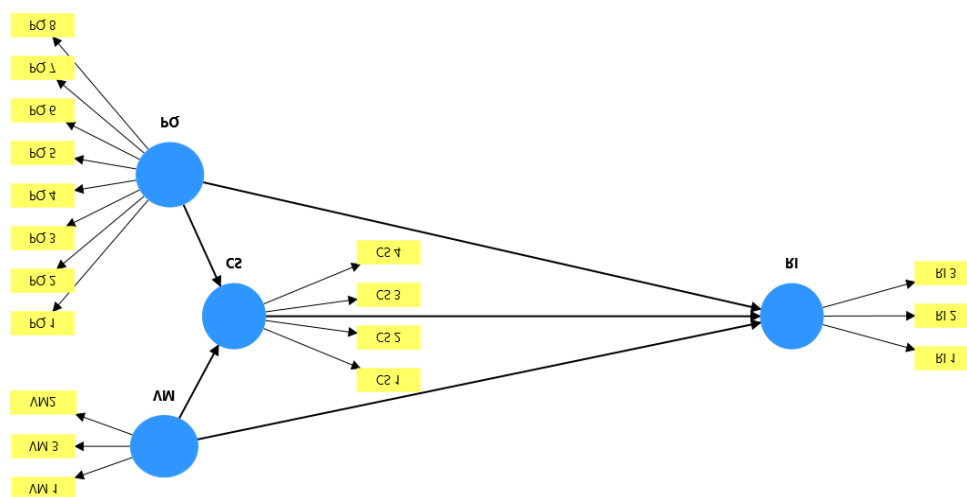
Source: Processed by the Researcher

Outer Model Analysis

The evaluation of the measurement model or outer model aims to determine the relationship between latent variables and their indicators. It is also defined to understand how each indicator relates to its corresponding latent variable (Azuar Juliandi, 2018).

Path Coefficient & Bootstrapping Test

Path coefficients are used to indicate the level of significance in hypothesis testing. Hypothesis testing is conducted to verify the validity of a proposed hypothesis. According to Abdillah and Hartono (2015), the level of significance to support a hypothesis can be seen from the t-statistics and the t-table. If the t-statistic is higher than the t-table value, the hypothesis is supported or accepted. The t-table value is calculated as follows: df = n - k, so 70 – 4 = 66, at $\alpha = 0.025$, the t-table value is 1.996. A hypothesis is considered accepted if t-statistics > 1.996 and P-values < 0.05. The results of the path coefficient calculation using bootstrapping are presented in the following table:

Table 1.9. Path Coefficient Results

Variable	T-*Statistics*	P-*Values*	Information
Viral Marketing (X1) -> *Repurchase Intention* (Y)	2.310	0.000	Accepted
Viral Marketing (X1) -> *Customer Satisfaction* (Z)	2.470	0.000	Accepted
Produk Quality (X2) -> *Repurchase Intention* (Y)	3.554	0.000	Accepted
Produk Quality (X2) -> Custmer Satisfaction (Z)	7.932	0.000	Accepted

Customer Satisfaction (Z) -> *Repurchase Intention* (Y)	6.124	0.000	Accepted
Viral Marketing (X1) -> *Customer Satisfaction* (Z) -> *Repurchase Intention* (Y)	5.400	0.000	Accepted
Produk Quality (X2) -> *Customer Satisfaction* (Z) -> *Repurchase Intention* (Y)	5.719	0.000	Accepted

The Influence of Viral Marketing on Repurchase Intention

Hypothesis Testing 1 (H1) The results of the research conducted by the author indicate that viral marketing significantly influences repurchase intention. The analysis demonstrates that the strategies employed by Skintific—ranging from creative content on TikTok and Instagram, support from beauty influencers, to active interaction in the comment sections—generate wide exposure and help build initial consumer trust. When consumers try the product and experience benefits that meet their expectations (such as improved skin hydration and a strengthened skin barrier), satisfaction is formed. This satisfaction then becomes a key driver of repurchase intention, as satisfied consumers are likely to make repeat purchases to maintain the results of their skincare routine and recommend the product to others, further amplifying the viral effect. The findings of this study are in line with the research by Hapy Linawati et al. (2023), which also states that viral marketing has a significant effect on repurchase intention.

The Influence of Viral Marketing on Customer Satisfaction

Hypothesis Testing 2 (H2) The results of this study show that viral marketing has a significant influence on customer satisfaction. The analysis conducted by the researcher reveals that the viral marketing strategies used by Skintific—such as engaging content including before-and-after videos and skincare tips on TikTok and Instagram, as well as honest reviews by beauty influencers and micro-influencers who received the products—effectively foster word-of-mouth that consumers find trustworthy. This approach successfully attracts consumers and encourages them to purchase the product. When the product quality and the results of its use meet consumer expectations, they feel satisfied with their purchase of Skintific products. These findings are consistent with previous research by I Gde Yudhi Hendrawan and I Wayan Suarjana, which also confirmed that viral marketing significantly influences customer satisfaction.

The Influence of Product Quality on Repurchase Intention

Hypothesis Testing 3 (H3) The results of the research demonstrate that product quality significantly affects repurchase intention. Based on the analysis conducted, it was found that, as seen in the case of Skintific, the use of safe and effective active ingredients suitable for various skin types contributes to customer satisfaction through the results delivered. Skincare consumers tend to prefer products that provide visible outcomes and have trustworthy claims. Therefore, high product quality strengthens Skintific's position as a trusted brand in the skincare industry. These findings are consistent with the study by Sari & Giantari (2020), which also states that product quality has a significant effect on repurchase intention.

The Influence of Product Quality on Customer Satisfaction

Hypothesis Testing 4 (H4) The results of this study indicate that product quality significantly influences customer satisfaction. The analysis conducted by the researcher shows that respondents felt satisfied because the product quality was considered sufficiently good and prevented disappointment in their purchase. Skintific places a strong emphasis on product quality, ensuring that its products function as intended and aim to prevent skin issues during usage. This commitment to quality contributes to a positive consumer experience. The findings of this study are consistent with the research conducted by Yunita Aprilia and Sonja Andarini (2022), which also found that product quality has a significant effect on customer satisfaction.

The Influence of Customer Satisfaction on Repurchase Intention

Hypothesis Testing 5 (H5) The results of this study show that customer satisfaction significantly influences repurchase intention. The analysis reveals that when consumers' expectations and desires are increasingly fulfilled, and their experience with Skintific products is positive, it leads to a sense of satisfaction that drives them to repurchase the product. This is supported by feedback from Skintific users who reported that the product results were satisfying and met their expectations. These findings are in line with the research conducted by Juan Sakti Gultom, T. Lyza Tahura Chairunnisa, et al. (2022), which also concluded that customer satisfaction has a significant effect on repurchase intention.

The Influence of Viral Marketing on Repurchase Intention through Customer Satisfaction

Hypothesis Testing 6 (H6) The results of this study confirm that viral marketing significantly influences repurchase intention through customer satisfaction. The test results show that viral marketing affects repurchase intention when mediated by customer satisfaction, with statistically significant values. Viral content on social media—such as influencer reviews, "before-and-after" videos, and trending hashtags—successfully generates curiosity and positive expectations, leading many consumers to make their initial purchase. However, the decision to repurchase largely depends on the actual experience after using the product. Consumers who find that the product lives up to its claims, is safe to use, and delivers the expected results tend to report higher satisfaction levels and, consequently, show a stronger intention to repurchase. These findings align with the research conducted by Hapy Linawati et al. (2023), which also found that viral marketing significantly affects repurchase intention through customer satisfaction.

The Influence of Product Quality on Repurchase Intention through Customer Satisfaction

Hypothesis Testing 7 (H7) The findings of this study indicate that product quality significantly influences repurchase intention through customer satisfaction. The analysis shows that many respondents chose to repurchase Skintific products because of the high product quality, which met their expectations. This satisfaction ultimately led them to consider Skintific as their go-to skincare brand. These results are consistent with the study by Levi Selvia, Syahmardi Yacob, et al. (2024), which also found that product quality has a significant effect on repurchase intention through customer satisfaction.

5. Conclusion.

Based on the results and discussion of this study regarding the influence of Viral Marketing and Product Quality on Repurchase Intention with Customer Satisfaction as a mediating variable—using Skintific as a case study and data collected from 180 respondents—the following conclusions can be drawn:

1. Viral Marketing has a significant influence on Repurchase Intention.
2. Viral Marketing significantly affects Customer Satisfaction.
3. Product Quality has a significant impact on Repurchase Intention.
4. Product Quality significantly affects Customer Satisfaction.
5. Customer Satisfaction significantly influences Repurchase Intention.
6. Viral Marketing has a significant indirect effect on Repurchase Intention through Customer Satisfaction.
7. Product Quality also has a significant indirect effect on Repurchase Intention through Customer Satisfaction.

The theoretical contribution of this study lies in enriching the existing literature on the influence of viral marketing and product quality on repurchase intention, particularly with customer satisfaction as a mediating variable in the context of Skintific products. The practical contribution provides valuable insights for Skintific, highlighting the importance of paying attention to customer satisfaction, especially in relation to viral marketing strategies and product quality, in

order to enhance repurchase intention. For future research, it is recommended to explore the effects of viral marketing on products beyond Skintific. Additionally, future studies should aim for a more balanced distribution of respondents by gender, as this study predominantly involved female participants, even though skincare products are used by both women and men.

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