

The Effect of Perceived Product Quality, Perceived Price, and Celebrity Credibility on the Intention to Repurchase Nivea Hand and Body Lotion in Bandung

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Abstract

This study aims to analyze the influence of perceived product quality, perceived price, and celebrity credibility on the intention to repurchase NIVEA Hand and Body Lotion in Bandung. This study employed a survey method involving respondents who had previously purchased and used NIVEA Hand and Body Lotion in Bandung. The sampling technique used purposive sampling with a sample size of 160 respondents. Data analysis was conducted using multiple linear regression analysis with the aid of SPSS version 25 software. The results indicate that perceptions of product quality, price, and celebrity credibility fall into the "good" category. Individually, perceptions of product quality, price, and celebrity credibility have a positive and significant effect on repurchase intention. Simultaneously, these three variables also have a positive and significant effect on the repurchase intention for NIVEA Hand and Body Lotion in Bandung. These findings indicate that improving product quality, setting appropriate prices, and using credible celebrities can increase consumers' willingness to repurchase. The results of this study are expected to serve as a basis for companies in developing effective marketing strategies to enhance consumer loyalty and brand competitiveness.

INTRODUCTION

As the skincare and beauty sector grows rapidly, brand success relies not just on drawing in new buyers, but on driving repeat purchases to maintain customer loyalty. Repurchase intent is a key indicator of consumer loyalty to a brand. According to Kotler & Keller (2016), when a product delivers a good experience, customers are far more inclined to buy it again. Meanwhile, Hutasoit & Saputro (2024) explain that repurchase intent is one of the factors that determine a company's success in maintaining market share and generating long-term profits.

Driven by heightened public focus on health and skincare, the Indonesian cosmetics and skincare market has expanded substantially in recent years, boosting the demand for personal care items such as hand and body lotions. This trend has led to increasingly fierce competition among brands. Various brands, both local and international, are competing to offer products with superior quality, competitive prices, and attractive promotional strategies to influence consumer decisions. One brand operating in this category is NIVEA, which is recognized as a global brand in the skincare industry.

Tabel 1
Top Barnd Awards

Brand	Top Brand Award		
	2023	2024	2025
Citra	29.70	28.90	26.90
Marina	15.90	15.20	18.60
Nivea	7.20	8.30	9.40
Vaseline	17.10	12.80	15.50

Source: (*Top Brand Awards*, 2025)

Despite its strong reputation, NIVEA continues to face challenges in maintaining consumer repurchase interest amid an increasingly dynamic market. This phenomenon indicates that consumers' decisions to repurchase are influenced not only by the quality of the products offered but also by their perceived price and the credibility of the celebrities used to endorse the products. Therefore, companies need to understand the factors that encourage consumers to continue choosing the same product for their next purchase.

This study applies Kotler and Keller's (2016) consumer behavior theory, which posits that buyers weigh a product's benefits against its costs. To drive repeat sales, a product must meet quality expectations, maintain reasonable pricing, and feature credible messaging. In today's market, partnering with celebrity endorsers has emerged as a key strategy for companies looking to establish brand trust and credibility.

Over the past five years, consumer repurchase intention has garnered significant scholarly attention across various industries. Existing studies confirm that product quality perceptions positively shape repeat purchase intent (Andini & Soliha, 2023), while price fairness perceptions similarly stimulate consumer desire to repurchase (Setianti & Dermawan, 2024). Additionally, a study by Hossain et al. (2025) explains that celebrity credibility comprising the aspects of expertise, trust, and appeal has a positive influence on consumer purchasing behavior.

Beyond general consumer behavior literature, researchers in the beauty marketing domain have frequently examined the constructs of perceived product quality, perceived price, and celebrity credibility. However, most previous studies have examined the influence of each variable separately or used different research subjects. Research that simultaneously examines these three variables in relation to NIVEA Hand and Body Lotion remains relatively limited, particularly in the context of consumers in Bandung.

Based on previous research, there are still gaps in the literature that require further investigation. Some studies have found that product quality is the dominant factor influencing repurchase intent, while others suggest that price or celebrity credibility has a greater influence on consumer decisions. Such conflicting results emphasize the need for additional research to fully elucidate the key drivers behind consumer repurchase intention in the skincare market.

Focusing on NIVEA Hand and Body Lotion in Bandung, this research establishes a framework linking perceived product quality, perceived price, and celebrity credibility to repurchase intention. Its distinct contribution stems from examining the joint impact of these three constructs within the understudied context of this specific skincare line. Ultimately, the findings aim to advance marketing theory while offering practical insights for firms seeking to enhance repeat purchase behavior.

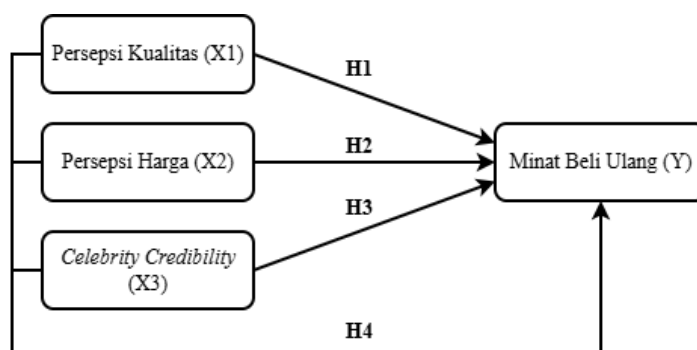


Figure 1 conceptual model

METHODS

To examine how perceived product quality, perceived price, and celebrity credibility affect repurchase intentions for NIVEA Hand and Body Lotion in Bandung, this research employs a survey approach. As defined by Sugiyono (2023), this methodology utilizes questionnaires as data collection instruments to evaluate variable interactions and test empirical hypotheses within a target population sample.

The target population comprises Bandung residents who have bought and used NIVEA Hand and Body Lotion. Utilizing a purposive non-probability sampling design to ensure alignment with specific research criteria, a sample of 160 qualifying respondents was selected, all of whom met the age requirement of 17 or older and had prior experience with the product.

In addition, this research follows a cross-sectional (or one-shot) design, as data collection occurred within a single time frame via a Google Forms questionnaire distributed to qualifying respondents. The measurement instrument was constructed around key indicators for perceived product quality, perceived price, celebrity credibility, and repurchase intention, each evaluated using a five-point Likert scale.

Operational Definitions of Variables

This study examines Repurchase Intention as the dependent variable, influenced by three independent variables: Perceived Product Quality, Perceived Price, and Celebrity Credibility, defined operationally as follows:

1. Dependent Variable

In this study, the dependent variable is repurchase intention. Repurchase intention refers to consumers' tendency to repurchase a product they have used before. According to Hutasoit & Saputro (2024), repurchase intention describes an individual's decision to continue purchasing a product based on previous usage experience. This variable is measured through indicators of the desire to repurchase, product preference, and the intention to recommend the product to others.

2. Independent Variable

a. Perceived Product Quality

Perceived product quality is a consumer's evaluation of a product's overall superiority relative to alternatives. As operationalized by Nofriandi et al. (2025), measuring this variable relies on five fundamental metrics: performance, reliability, durability, conformance, and perceived quality.

b. Perceived Price

Price perception denotes a consumer's evaluation of a product's price fairness relative to its delivered benefits. Based on the framework established by Armstrong et al. (2018), this variable is measured through price affordability, price-to-quality correspondence, price-to-benefit correspondence, and price competitiveness.

c. Celebrity Credibility

Celebrity credibility refers to the level of consumer trust in celebrities who are used to endorse a product. According to Abawajy et al. (2021), celebrity credibility consists of three main dimensions: expertise, trustworthiness, and attractiveness. These three dimensions are used as indicators to measure the variable of celebrity credibility in this study

Hypothesis Testing

Hypothesis testing was performed via multiple linear regression using SPSS (Version 25) to quantify how perceived product quality, perceived price, and celebrity credibility collectively influence repurchase intent for NIVEA Hand and Body Lotion in Bandung. Before model estimation, the measurement tools were tested for validity and reliability to ensure data accuracy and consistency. Diagnostic tests were then applied to satisfy classical linear regression assumptions (Ghozali, 2013), verifying residual normality, evaluating multicollinearity among predictors, and checking for heteroscedasticity to ensure unbiased parameters. Following assumption validation, individual variable effects were evaluated using partial t-test while the joint impact of all independent constructs on repurchase intention was determined using an F-test.

RESULTS AND DISCUSSION

Validity and Reliability Tests

Table 2
Variable Validity Test X1 Results
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	17.2333	19.289	.900	.959
X1.2	17.1000	17.541	.921	.958
X1.3	17.0000	20.345	.914	.958
X1.4	17.1333	19.844	.897	.959
X1.5	17.1333	19.706	.915	.956

Source: Data compiled in 2026

Demonstrating high measurement accuracy, all survey items for perceived product quality (X1) achieved validity. This is evidenced by each item's calculated *r* values surpassing the required *r* table benchmark of 0.3061, affirming that the instrument appropriately measures its intended variable.

Table 3
Variable Validity Test X2 Results

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	12.3667	10.447	.876	.919
X2.2	12.5000	9.914	.848	.926
X2.3	12.4000	9.766	.843	.928
X2.4	12.5333	9.844	.875	.917

Source: Data compiled in 2026

All survey items measuring price perception (X2) met the required validity criteria. Because every calculated r values surpassed the benchmark r table value of 0.3061, the instrument is proven capable of capturing this variable with statistical precision.

Table 4
Variable Validity Test X3 Results

	Item-Total Statistics			
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X3.1	8.3000	4.286	.877	.880
X3.2	8.3000	4.355	.892	.866
X3.3	8.3333	5.333	.810	.935

Source: Data compiled in 2026

All measurement items for celebrity credibility (X3) satisfied the validity criteria, as each calculated r values exceeded the r table benchmark of 0.3061. This verifies that the questionnaire functions as an accurate tool for evaluating brand endorser credibility.

Table 5
Variable Reliability Test X1 Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.966	5

Source: Data compiled in 2026

Reliability analysis for perceived product quality (X1) yielded a Cronbach's alpha coefficient of 0.966. Since this value exceeds the standard threshold of 0.6, the measurement scale demonstrates high internal consistency, confirming that all items are statistically reliable.

Table 6
Variable Reliability Test X2 Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.941	4

Source: Data compiled in 2026

The reliability analysis for perceived price (X2) produced a Cronbach's alpha coefficient of 0.941. Surpassing the accepted benchmark of 0.6, this result confirms strong internal consistency across all questionnaire items evaluating this variable.

Table 7
Variable Reliability Test X3 Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.929	3

Source: Data compiled in 2026

Regarding celebrity credibility (X3) demonstrates robust internal reliability, registering a Cronbach's alpha value of 0.929. Since this score is well above the conventional 0.6 threshold, the entire set of scale items is confirmed to be statistically reliable.

Descriptive Statistical Analysis

Descriptive statistical methods were employed to contextualize the dataset and capture general response patterns for the primary constructs: Perceived Product Quality, Perceived Price, Celebrity Credibility, and Repurchase Intention. By examining the minimum, maximum, mean, standard deviation, and frequency distributions of Bandung-based NIVEA consumers, this analysis provides foundational context for subsequent hypothesis testing (see table below):

Table 8
Descriptive Analysis of the Product Quality Perception Variable Results

	N	Descriptive Statistics			
		Min	Max	Mean	Std. Deviation
X1.1	160	1.00	5.00	3.99	1.000
X1.2	160	1.00	5.00	4.24	1.020
X1.3	160	1.00	5.00	4.24	.879
X1.4	160	1.00	5.00	4.23	.906
X1.5	160	1.00	5.00	4.09	.889
Valid N (listwise)	160				

Source: Data compiled in 2026

Based on the results of the descriptive analysis, the product quality perception variable received an average score of 4.16, which falls into the "good" category. However, indicator X1.1 (NIVEA Hand and Body Lotion produces consistent results with each use) received the lowest average score of 3.99, indicating that some respondents still notice differences in the product's results.

Table 9
Descriptive Analysis of the Price Perception Variable Results

	N	Descriptive Statistics			
		Min	Max	Mean	Std. Deviation
X2.1	160	1.00	5.00	4.06	.969
X2.2	160	1.00	5.00	4.10	.979
X2.3	160	1.00	5.00	4.15	.885
X2.4	160	1.00	5.00	4.12	.943
Valid N (listwise)	160				

Source: Data compiled in 2026

Based on the results of the descriptive analysis, the price perception variable received an average score of 4.11, indicating a “good” category. However, indicator X2.1 (NIVEA Hand and Body Lotion is cheaper than other lotion brands) received the lowest average score of 4.06, indicating that some respondents were not fully convinced that NIVEA products are cheaper than similar products available on the market.

Table 10
Descriptive Analysis of the Celebrity Credibility Variable Results

	N	Descriptive Statistics			
		Min	Max	Mean	Std. Deviation
X3.1	160	1.00	5.00	4.00	1.076
X3.2	160	1.00	5.00	4.15	.998
X3.3	160	1.00	5.00	4.08	.918
Valid N (listwise)	160				

Source: Data compiled in 2026

Based on the results of the descriptive analysis, the celebrity credibility variable received an average score of 4.08, indicating a “good” category. However, indicator X3.1 (NIVEA Hand and Body Lotion’s celebrity credibility is more effective at explaining the product compared to the celebrity credibility of other lotion brands) received the lowest average score of 4.00, indicating that some respondents do not yet fully believe that the celebrities used by NIVEA are better at explaining the product compared to the celebrities used by other lotion brands on the market.

Table 11
Descriptive Analysis of the Repurchase Intention Variable Results

	N	Descriptive Statistics			
		Min	Max	Mean	Std. Deviation
Y.1	160	1.00	5.00	4.01	1.022
Y.2	160	1.00	5.00	4.18	.975
Y.3	160	1.00	5.00	4.32	.921
Y.4	160	1.00	5.00	4.12	.857
Valid N (listwise)	160				

Source: Data compiled in 2026

Based on the results of the descriptive analysis, the repurchase intention variable obtained an average score of 4.15, indicating a high category. However, indicator Y.3 (making NIVEA Hand and Body Lotion the first choice) received the lowest average score of 4.01, indicating that some respondents still consider other lotion brands as alternatives, meaning that NIVEA has not yet fully become the first choice for all consumers.

Test of Classical Assumptions

Valid ordinary least squares (OLS) regression requires verifying several key classical assumptions. Accordingly, the model was subjected to diagnostic evaluations for normality, multicollinearity, and heteroscedasticity to confirm data suitability.

Normality Test

Table 12
Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		160
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.11379321
Most Extreme Differences	Absolute	.030
	Positive	.030
	Negative	-.028
Test Statistic		.030
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data compiled in 2026

Results from the Kolmogorov–Smirnov test (N = 160) indicate an Asymp. Sig. (2-tailed) value of 0.200. As this statistic is well above 0.05, the assumption of data normality is supported, allowing the study to proceed with parametric regression analysis.

Multicollinearity Test

Table 13
Multicollinearity Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
		B	Std. Error				Tolerance	VIF
1	(Constant)	1.036	.517		2.002	.047		
	PERSEPSI KUALITAS(X1)	.302	.063	.376	4.811	.000	.145	6.915
	PERSEPSI HARGA(X2)	.244	.070	.240	3.466	.001	.184	5.432
	CELEBRITY CREDIBILITY(X3)	.433	.079	.353	5.517	.000	.216	4.638

a. Dependent Variable: MINAT BELI ULANG(Y)

Source: Data compiled in 2026

Multicollinearity diagnostics revealed tolerance values of 0.145 for perceived product quality (X1), 0.184 for price perception (X2), and 0.216 for celebrity credibility (X3) all exceeding the critical threshold of 0.10. Correspondingly, the Variance Inflation Factor (VIF) values for X1 (6.915), X2 (5.432), and X3 (0.638) remained well below the maximum cut-off limit of 10.00. These metrics confirm the absence of multicollinearity among the independent variables in the regression model.

Heteroscedasticity Test

Table 14
Heteroscedasticity Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.198	.306		3.910	.000
	PERSEPSI KUALITAS(X1)	-.036	.037	-.200	-.963	.337
	PERSEPSI HARGA(X2)	.055	.042	.245	1.331	.185
	CELEBRITY CREDIBILITY(X3)	-.039	.046	-.142	-.835	.405

a. Dependent Variable: ABS_RES

Source: Data compiled in 2026

Results from the Glejser test (Table 14) indicate that all independent variables: product quality perceptio (X1), price perception (X2), and celebrity credibility (X3) yielded significance levels well above the 0.05 alpha cutoff ($p = 0.337$, $p = 0.185$, $p = 0.405$, respectively). These metrics verify that the error variance remains constant, demonstrating no presence of heteroscedasticity in the model.

Multiple Linear Regression Test

Table 15
Multiple Linear Regression Test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.036	.517		2.002	.047
	PERSEPSI KUALITAS(X1)	.302	.063	.376	4.811	.000
	PERSEPSI HARGA(X2)	.244	.070	.240	3.466	.001
	CELEBRITY CREDIBILITY(X3)	.433	.079	.353	5.517	.000

a. Dependent Variable: MINAT BELI ULANG(Y)

Source: Data compiled in 2026

Based on Table 15, the following multiple linear regression equation can be derived:

$$Y = 1,036 + 0,302X_1 + 0,244X_2 + 0,433X_3$$

The interpretation of the regression equation is as follows:

1. Based on the regression equation, the constant (a) is 1.036. This indicates that if the variables Product Quality Perception, Price Perception, and Celebrity Credibility are all equal to 0, then the value of Repurchase Intention is 1.036.
2. The regression coefficient for the Product Quality Perception variable (X1) is 0.302. Quantitatively, each single-unit improvement in Product Quality Perception yields a 0.302 unit rise in Repurchase Intention. This positive coefficient confirms a proportional relationship, proving that more favorable quality assessments systematically strengthen consumer repurchase intent.

3. The coefficient for the Price Perception variable (X2) is 0.244. Quantitatively, each single-unit gain in Price Perception yields a 0.244 unit rise in Repurchase Intention. This positive coefficient confirms an proportional relationship, suggesting that more favorable pricing perceptions systematically elevate consumer repurchase decisions.
4. The coefficient for the Celebrity Credibility variable (X3) is 0.433. Quantitatively, each single-unit gain in Celebrity Credibility yields a 0.433 unit rise in Repurchase Intention. This positive parameter confirms that deploying highly credible celebrities in product marketing directly drives stronger consumer repurchase tendencies.

T-Test

Table 16
Results of the t-test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1.036		2.002	.047
	TOTAL_X1	.302	.376	4.811	.000
	TOTAL_X2	.244	.240	3.466	.001
	TOTAL_X3	.433	.353	5.517	.000

a. Dependent Variable: TOTAL_Y

Source: Data compiled in 2026

Hypothesis testing via multiple regression partial t-test, confirmed positive and statistically significant effects on Repurchase Intention across all three independent variables. Specifically, H1 (Perceived Product Quality) was supported with $t\text{-calculated} = 4.811 > t\text{-table} = 1.65443$. Likewise, H2 (Price Perception) met the significance benchmark ($3.466 > 1.65443$). Lastly, H3 (Celebrity Credibility) rejected the null hypothesis with a calculated t-value of 5.517 well above the 1.65443 critical cutoff.

F-Test

Table 17
Results of the F-test
ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1232.255	3	410.752	324.861	.000 ^b
	Residual	197.245	156	1.264		
	Total	1429.500	159			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X3, TOTAL_X2, TOTAL_X1

Source: Data compiled in 2026

Based on the results of the simultaneous F-test, it was found that H4 successfully rejected H0, with a calculated F-value of $324.861 > 3.05$ (table F-value); therefore, it can be concluded that Perceived Product Quality, Perceived Price, and Celebrity Credibility have a simultaneous effect on repurchase intention.

Discussion

The Effect of Perceived Product Quality on Repurchase Intent

The results of the hypothesis testing show that Perceived Product Quality has a positive and significant effect on the intention to repurchase NIVEA Hand and Body Lotion in Bandung ($t = 4.811$; $p = 0.000$). These results indicate that the better consumers' perceptions of product quality are, the higher their interest in repurchasing the product. This finding suggests that product quality is a key factor consumers consider when evaluating their product usage experience. Products that meet consumer expectations will increase satisfaction and encourage the desire to repurchase. This outcome corroborates the work of Setianti and Dermawan (2024) alongside Andini and Soliha (2023), validating that perceptions of product quality significantly and positively influence consumer repurchase intent.

The Effect of Price Perception on Repurchase Intention

Hypothesis testing shows that Price Perception positively and significantly drives Repurchase Intention for NIVEA Hand and Body Lotion in Bandung ($t = 3.466$; $p = 0.001$). Demonstrating the value proposition in consumer decision-making, these findings indicate that repurchase likelihood rises alongside positive price evaluations. Pricing that reflects proportional quality and utility delivers enhanced value, fueling repeat purchase desire. Consequently, these findings corroborate prior studies by Firdaus & Putra (2025) and Anjellia & Siti Herawati (2024), confirming price perception as a significant positive driver of repurchase behavior.

The Effect of Celebrity Credibility on Repurchase Intent

Hypothesis testing validated that Price Perception significantly and positively influences consumer Repurchase Intention regarding NIVEA Hand and Body Lotion within the Bandung area ($t = 5.517$; $p = 0.000$). By projecting expertise, trustworthiness, and appeal, credible celebrity endorsers instill greater consumer confidence, thereby driving higher repurchase intent. This outcome provides empirical support for Source Credibility Theory, validating that persuasive, high-credibility sources effectively guide consumer behavior and reinforcing previous findings in the domain of endorser effectiveness.

The Effect of Perceived Product Quality, Perceived Price, and Celebrity Credibility on Repurchase Intention

The results of the simultaneous test indicate that Perceived Product Quality, Perceived Price, and Celebrity Credibility collectively have a significant effect on the intention to repurchase NIVEA Hand and Body Lotion in Bandung ($F = 324.861$; $p = 0.000$). Rather than stemming from a single determinant, repeat purchase behavior is driven by a holistic interplay of consumer perceptions regarding product quality, pricing, and the credibility of featured brand ambassadors. The more favorable consumers' perceptions of these three factors are, the higher their tendency to repurchase NIVEA Hand and Body Lotion.

CONCLUSION

This study analyzes the individual and collective impact of Perceived Product Quality, Perceived Price, and Celebrity Credibility on the intention to repurchase NIVEA Hand and Body Lotion in Bandung. The analysis confirms a positive, significant relationship across all variables,

indicating that enhancing product quality, price alignment, and endorser credibility directly boosts consumer repurchase intent.

This study shows that the levels of Perceived Product Quality, Perceived Price, Celebrity Credibility, and Repurchase Intention fall into the “good” category. However, there are still several indicators that received relatively lower scores compared to others, namely consistency in product usage under the Product Quality Perception variable, price affordability under the Price Perception variable, the suitability of celebrity endorsers in explaining skincare products under the Celebrity Credibility variable, and making NIVEA the top choice under the Repurchase Intention variable. These findings indicate that the company still has opportunities to improve consumer perceptions in these areas to strengthen repurchase intent.

Aligning with core consumer behavior theory, this study demonstrates that consumers' intent to repurchase is directly shaped by their evaluations of product attributes, pricing, and credible promotional sources. When consumers perceive that NIVEA products are of good quality, offer a price commensurate with the benefits received, and are endorsed by celebrities who possess expertise, appeal, and credibility, they will exhibit positive behavior in the form of a desire to repurchase the product. Additionally, the outcome corroborates existing research, validating perceived product quality, price perception, and celebrity credibility as vital factors that strengthen repurchase intent.

The generalizability of these findings is limited by the sample size (160 respondents), the non-probability purposive sampling approach, and the narrow focus on Bandung consumers of NIVEA Hand and Body Lotion. As a result, caution should be exercised when extrapolating these conclusions to other regional markets or different body care product lines.

Future research can build upon these findings by broadening the geographic area, expanding the respondent pool, and employing probability sampling to improve statistical generalizability. Future research is also expected to test this model on other body care brands or product categories, thereby providing a more comprehensive picture of the factors that influence repurchase intent.

These results hold direct practical significance for PT Beiersdorf Indonesia, empowering the manufacturer of NIVEA to formulate optimized marketing strategies that strengthen consumer repurchase intent. The company needs to maintain the product quality that consumers have rated highly by ensuring the consistency of the product's benefits with every use. Additionally, marketing communications and promotions should highlight the balance between price and benefits to boost the product's perceived value.

Furthermore, since Celebrity Credibility has been shown to have a positive impact on Repurchase Intent, companies are advised to select celebrity endorsers whose expertise, credibility, and image align with the characteristics of skincare products. To make NIVEA the top choice in the hand and body lotion category, the company should build consumer trust through relevant endorsers and boost loyalty with membership programs, interactive digital campaigns, and long-term marketing strategies.

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