

## The Effect of Price, Promotion, and Service Quality on Repurchase Intention at Delvin Thea in Pemangkat District

Indah Cahyani<sup>1\*</sup>, Ananda Archie<sup>2</sup>

<sup>1,2,3</sup> Faculty of Economics and Business, Universitas Muhammadiyah Pontianak

\*Corresponding Author: [indah.cahyani1594@gmail.com](mailto:indah.cahyani1594@gmail.com)

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### ABSTRACT

This study aims to analyze the effects of Price, Promotion, and Service Quality on Repurchase Intention among consumers of Delvin Thea Beauty Clinic in Pemangkat District. The study employed a quantitative approach with an associative research design. The sample was selected using purposive sampling and consisted of 150 respondents who met the research criteria. Primary data were obtained through Likert-scale questionnaires and interviews, while secondary data were obtained from the business profile, revenue data, and data from the Investment Office. Data were analyzed using multiple linear regression, the correlation coefficient, the coefficient of determination, the F test, and the t test with the assistance of SPSS. Partially, Price, Promotion, and Service Quality had positive and significant effects on Repurchase Intention. Simultaneously, the three variables had a significant effect on Repurchase Intention. The correlation coefficient indicated a strong relationship, while an  $R^2$  value of 0.609 showed that 60.9% of the variation in Repurchase Intention was explained by the three independent variables. These results indicate that stronger consumer repurchase intention is associated with price management, promotional effectiveness, and the service quality provided by Delvin Thea Beauty Clinic.

### INTRODUCTION

The beauty service industry has continued to grow alongside increasing consumer attention to personal care and appearance. In this context, consumers' decisions to reuse a service depend not only on their needs but also on their evaluation of previous service experiences. Price is an important consideration because it represents the sacrifice consumers make to obtain a product or service (Abubakar, 2018), as well as the value that must be paid in an exchange process (Satriadi et al., 2021). Promotion plays a role in generating consumer interest in a company's offerings (Alma, 2020), while service quality reflects a service provider's ability to meet customer needs and expectations (Indrasari, 2019). When consumers evaluate price, promotion, and service positively, their tendency to reuse the service may

become stronger, as reflected in repurchase intention based on previous purchasing experiences (Dewi & Giantari, 2023).

The development of beauty services is also evident in Pemangkat District, Sambas Regency, where several beauty clinics offer relatively diverse services. Data from the Sambas Regency Investment and One-Stop Integrated Services Office recorded eight registered beauty clinic businesses in Pemangkat District in 2026 (Dinas Penanaman Modal dan Pelayanan Terpadu Satu Pintu Kabupaten Sambas, 2026). Delvin Thea Beauty Clinic is one of the businesses operating in the area, providing facial and body treatments across various price levels. Pricing can be structured through list prices, discounts, allowances, payment periods, and credit terms (Kotler & Armstrong, 2012). Price components may also be classified into price list, discount, allowance, payment period, and credit term (Deri et al., 2021). From a marketing perspective, promotion can be implemented through advertising, personal selling, sales promotion, public relations, and direct marketing (Firmansyah, 2019).

Delvin Thea's operations demonstrate variations in prices, promotional programs, and service practices that are implemented simultaneously in its business activities. Clinic data show that treatment prices range from Rp20,000 to Rp4,000,000, from cauter treatment to the Korean Glasskin Premium Skin Booster (Klinik Kecantikan Delvin Thea, 2026). The clinic also offers discounts during certain periods, a Mix Treatment 5 in 1 package, a membership card program, promotions through Instagram, Facebook, and WhatsApp, as well as direct communication with customers. Promotion essentially involves communicating information about products or services through media used by a company to bring its offerings closer to consumers (Abubakar, 2018). In terms of service, service quality encompasses the ability of a service to support the fulfillment of customer needs, both directly and indirectly (Kotler & Armstrong, 2022, as cited in Indrasari, 2019). Service elements can be observed through reliability, responsiveness, assurance, empathy, and tangibles received by customers throughout the service process (Tjiptono, 2011, as cited in Indrasari, 2019).

The empirical issue is reflected in changes in Delvin Thea Beauty Clinic's revenue during the 2023–2025 period. Revenue was recorded at Rp295,515,000 in 2023, decreased to Rp269,932,000 in 2024, representing an 8.65% decline, and then increased to Rp304,900,000 in 2025, or 12.95% compared with the previous year (Klinik Kecantikan Delvin Thea, 2026). These changes indicate that the clinic's revenue did not remain stable during the three-year observation period. At the same time, repurchase intention reflects consumers' desire to maintain a purchasing relationship based on their previous experiences (Muchtar & Purwaningrum, 2023). Repurchase intention can be reflected in transactional, referential, preferential, and exploratory intentions (Hasan, 2013). Research on barbershop services has shown that price and service quality have positive and significant effects on repurchase intention (Tasya & Dwiyanto, 2022). This empirical evidence positions repurchase behavior as a relevant issue to examine in service businesses facing changes in revenue performance and competition for customers.

Studies on repurchase intention have demonstrated relationships with various marketing factors; however, the combinations of variables used in previous research are not entirely identical. Rendi and Archie (2025) reported that price and service quality have positive and significant effects on repurchase intention at Ara Coffee in Pontianak City. Tasya and Dwiyanto (2022) similarly found that price and service quality have positive and significant effects on repurchase intention for Prestige Barbershop services in Sabang City. Alam and Sarpan (2022)

examined product quality, customer satisfaction, and sales promotion as variables associated with repurchase intention for Mazaya Decorative and Skincare. These differences in variable configurations indicate that the available evidence has been obtained from different business objects, geographical settings, and combinations of predictors. Based on the previous studies reviewed in this research, no study has simultaneously positioned Price, Promotion, and Service Quality as independent variables of Repurchase Intention at Delvin Thea Beauty Clinic in Pemangkat District.

This study places Price, Promotion, and Service Quality in a single model to explain customers' Repurchase Intention at Delvin Thea Beauty Clinic. Price is limited to list price, discounts, and allowances as components of pricing policy (Kotler & Armstrong, 2012). Promotion includes advertising, personal selling, sales promotions, public relations, and direct marketing as forms of marketing communication directed toward consumers (Firmansyah, 2019). Service Quality is measured through reliability, responsiveness, assurance, empathy, and tangibles, which reflect customers' experiences while receiving services (Tjiptono, 2011, as cited in Indrasari, 2019). Repurchase Intention includes transactional, referential, preferential, and exploratory intentions as forms of behavioral tendency after consumers have had experience with a product or service (Hasan, 2013). The position of this study lies in simultaneously examining these three marketing variables in the context of beauty clinic services in Pemangkat District.

Based on the empirical issues and differences in the scope of previous studies, this study aims to analyze the effects of Price, Promotion, and Service Quality on Repurchase Intention at Delvin Thea Beauty Clinic, both partially and simultaneously. The analysis is intended to provide empirical evidence regarding the relationships between these three variables and Repurchase Intention among customers of Delvin Thea Beauty Clinic in Pemangkat District.

## RESEARCH METHODS

This study employed a quantitative approach with an associative research design to analyze the effects of Price (X1), Promotion (X2), and Service Quality (X3) on Repurchase Intention (Y) among consumers of Delvin Thea Beauty Clinic. Associative research is used to examine relationships between two or more variables (Siregar, 2017). Price was measured using List Price, Discounts, and Allowances (Kotler & Armstrong, 2012). Promotion was measured using Advertising, Personal Selling, Sales Promotions, Public Relations, and Direct Marketing (Firmansyah, 2019). Service Quality was measured using Reliability, Responsiveness, Assurance, Empathy, and Tangibles (Tjiptono, 2011, as cited in Indrasari, 2019). Repurchase Intention was measured through transactional, referential, preferential, and exploratory intentions (Hasan, 2013). Primary data were obtained through interviews and questionnaires, while secondary data were obtained from the business profile, Delvin Thea Beauty Clinic revenue data for the 2023–2025 period, and data from the Investment Office. The sample consisted of 150 respondents selected using purposive sampling, with the criteria that respondents were at least 17 years old and had undergone treatment at least twice based on their own decisions. The sample size referred to the recommended range for an appropriate research sample, namely 30–500 respondents (Sugiyono, 2019). Respondents' answers were measured using a five-point Likert scale, ranging from Strongly Disagree with a score of 1 to Strongly Agree with a score of 5 (Sugiyono, 2019).

The research instruments were tested for validity and reliability. Validity was assessed using Pearson Product-Moment correlation, with an item considered valid when the r-count value was greater than or equal to the r-table value at the specified significance level (Siregar, 2017). The calculation was based on the relationship between each item score and the respondents' total score (Siregar, 2017). Reliability was tested using Cronbach's Alpha, with an instrument considered reliable when the Alpha value was  $> 0.60$  (Sujarweni, 2019). Classical assumption tests included normality, linearity, multicollinearity, and heteroscedasticity. Normality was tested using the One-Sample Kolmogorov-Smirnov test with a significance criterion of  $> 0.05$  (Sujarweni, 2019). Linearity was tested using the Test for Linearity, with a relationship considered linear when the Deviation from Linearity value was  $> 0.05$ . Multicollinearity was assessed using Tolerance and the Variance Inflation Factor (VIF), with the criteria of Tolerance  $> 0.10$  and VIF  $< 10$  (Ghozali, 2016).

Data were analyzed using multiple linear regression to measure the effects of Price, Promotion, and Service Quality on Repurchase Intention. The strength of the relationship among variables was analyzed using the correlation coefficient (R), while the contribution of the independent variables to the variation in Repurchase Intention was analyzed using the coefficient of determination ( $R^2$ ) (Siregar, 2017). Hypothesis testing employed the F test to examine the simultaneous effect of the three independent variables and the t test to examine the partial effect of each independent variable (Ghozali, 2016). Hypothesis decisions were made at a 5% significance level, with  $H_a$  accepted when the significance value was  $\leq 0.05$  or the calculated statistic was greater than the corresponding table value (Sujarweni, 2019). All data processing was conducted using SPSS software.

## RESULTS AND DISCUSSION

### *Research Instrument Testing*

#### *a. Validity Test*

The validity test was conducted to assess the ability of each questionnaire item to accurately measure the research variables. The test was performed by comparing the r-count value of each item with the r-table value. With a sample of 150 respondents, the degrees of freedom (df) were  $150 - 2 = 148$ . At a significance level of 0.05, the r-table value was 0.160. The validity test results for all research items are presented in Table 1.

**Table 1. Validity Test Results**

| Variable       | Indicator | r-count | r-table | Description |
|----------------|-----------|---------|---------|-------------|
| Price (X1)     | X1.1      | 0.720   | 0.160   | Valid       |
|                | X1.2      | 0.643   |         |             |
|                | X1.3      | 0.440   |         |             |
|                | X1.4      | 0.582   |         |             |
|                | X1.5      | 0.607   |         |             |
|                | X1.6      | 0.682   |         |             |
|                | X1.7      | 0.564   |         |             |
|                | X1.8      | 0.585   |         |             |
|                | X1.9      | 0.518   |         |             |
| Promotion (X2) | X2.1      | 0.568   | 0.160   | Valid       |
|                | X2.2      | 0.589   |         |             |
|                | X2.3      | 0.539   |         |             |

|                          |       |       |       |       |
|--------------------------|-------|-------|-------|-------|
| Service Quality (X3)     | X2.4  | 0.513 | 0.160 | Valid |
|                          | X2.5  | 0.531 |       |       |
|                          | X2.6  | 0.468 |       |       |
|                          | X2.7  | 0.585 |       |       |
|                          | X2.8  | 0.517 |       |       |
|                          | X2.9  | 0.531 |       |       |
|                          | X2.10 | 0.525 |       |       |
|                          | X2.11 | 0.588 |       |       |
|                          | X2.12 | 0.566 |       |       |
|                          | X2.13 | 0.539 |       |       |
|                          | X2.14 | 0.559 |       |       |
|                          | X2.15 | 0.589 |       |       |
|                          | X3.1  | 0.649 |       |       |
|                          | X3.2  | 0.539 |       |       |
|                          | X3.3  | 0.497 |       |       |
| Repurchase Intention (Y) | X3.4  | 0.572 |       |       |
|                          | X3.5  | 0.616 |       |       |
|                          | X3.6  | 0.520 |       |       |
|                          | X3.7  | 0.487 |       |       |
|                          | X3.8  | 0.518 |       |       |
|                          | X3.9  | 0.435 |       |       |
|                          | X3.10 | 0.402 |       |       |
|                          | X3.11 | 0.609 |       |       |
|                          | X3.12 | 0.485 |       |       |
|                          | X3.13 | 0.478 |       |       |
|                          | X3.14 | 0.559 |       |       |
|                          | X3.15 | 0.619 |       |       |
|                          | Y1.1  | 0.473 |       |       |
|                          | Y1.2  | 0.448 |       |       |
|                          | Y1.3  | 0.565 |       |       |
|                          | Y1.4  | 0.511 |       |       |
|                          | Y1.5  | 0.572 |       |       |
|                          | Y1.6  | 0.569 |       |       |
|                          | Y1.7  | 0.593 |       |       |
|                          | Y1.8  | 0.600 |       |       |
|                          | Y1.9  | 0.614 |       |       |
|                          | Y1.10 | 0.624 |       |       |
|                          | Y1.11 | 0.602 |       |       |
|                          | Y1.12 | 0.490 |       |       |

Source: Processed Data, 2026

Based on the validity test results in Table 1, all items for Price (X1), Promotion (X2), Service Quality (X3), and Repurchase Intention (Y) had r-count values > the r-table value (0.160). Therefore, all statement items were declared valid and suitable for use in the subsequent analysis.

### b. Reliability Test

The reliability test was used to assess the consistency and dependability of the research instruments. The test employed Cronbach's Alpha, with an instrument considered reliable when the Cronbach's Alpha value was  $> 0.60$ . The reliability test results for all research variables are presented in Table 2.

**Table 2. Reliability Test Results**

| Variable                 | Cronbach's Alpha | N of Items | Description |
|--------------------------|------------------|------------|-------------|
| Price (X1)               | 0.773            | 9          | Reliable    |
| Promotion (X2)           | 0.832            | 15         |             |
| Service Quality (X3)     | 0.821            | 15         |             |
| Repurchase Intention (Y) | 0.797            | 12         |             |

Source: Processed Data, 2026

Based on the reliability test results in Table 2, all research variables, namely Price (X1), Promotion (X2), Service Quality (X3), and Repurchase Intention (Y), had Cronbach's Alpha values  $> 0.60$ . Therefore, all instruments were declared reliable and suitable for use as data collection instruments.

### Classical Assumption Test

#### a. Normality Test

The normality test was conducted to assess whether the research data were normally distributed. The Kolmogorov-Smirnov method was used, with data considered normally distributed when the Asymp. Sig. value was  $> 0.05$ . The SPSS normality test results are presented in Table 3.

**Table 3. Normality Test Results**

| Test                 | Value             |
|----------------------|-------------------|
| N (Sample)           | 150               |
| Test Statistic       | .072              |
| Asymp.Sig.(2-tailed) | .057 <sup>c</sup> |

Source: Processed Data, 2026

Based on the test results in Table 3, the Asymp. Sig. (2-tailed) value was  $0.057 > 0.05$ . Therefore, the research data were normally distributed and satisfied the normality assumption.

#### b. Linearity Test

The linearity test was conducted to determine whether the independent and dependent variables had a linear relationship. The Test for Linearity was used, with the relationship considered linear when the Sig. Deviation from Linearity value was  $> 0.05$ . The SPSS linearity test results are presented in Table 4.

**Table 4. Linearity Test Results**

| Variable                               | Linearity | Deviation from Linearity | Description |
|----------------------------------------|-----------|--------------------------|-------------|
| Repurchase Intention * Price           | .000      | .147                     | Linear      |
| Repurchase Intention * Promotion       | .000      | .292                     |             |
| Repurchase Intention * Service Quality | .000      | .173                     |             |

Source: Processed Data, 2026

The linearity test results in Table 4 show that the Sig. Deviation from Linearity values for the relationships of Price (X1), Promotion (X2), and Service Quality (X3) with Repurchase Intention (Y) were 0.147, 0.292, and 0.173, respectively, all of which were greater than 0.05. Therefore, each independent variable had a linear relationship with Repurchase Intention (Y).

### c. Multicollinearity Test

The multicollinearity test was conducted to ensure that there was no high correlation among the independent variables in the regression model. Multicollinearity may reduce the accuracy of regression coefficient estimates. The SPSS multicollinearity test results are presented in Table 5.

**Table 5. Multicollinearity Test Results**

| Model                                       |                 | Collinearity Statistics |       |
|---------------------------------------------|-----------------|-------------------------|-------|
|                                             |                 | Tolerance               | VIF   |
|                                             | Price           | .695                    | 1.438 |
|                                             | Promotion       | .643                    | 1.556 |
|                                             | Service Quality | .721                    | 1.386 |
| a. Dependent Variable: Repurchase Intention |                 |                         |       |

Source: Processed Data, 2026

Based on the multicollinearity test results in Table 5, the findings can be explained as follows:

- 1) Price (X1) had a Tolerance value of  $0.695 > 0.10$  and a VIF value of  $1.438 < 10.00$ , indicating no evidence of multicollinearity.
- 2) Promotion (X2) had a Tolerance value of  $0.643 > 0.10$  and a VIF value of  $1.556 < 10.00$ , indicating no evidence of multicollinearity.
- 3) Service Quality (X3) had a Tolerance value of  $0.721 > 0.10$  and a VIF value of  $1.386 < 10.00$ , indicating no evidence of multicollinearity.

## Hypothesis Testing

### a. Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effects of several independent variables on the dependent variable, both partially and simultaneously. This analysis was also used to construct a model of the relationships among the research variables. The results of the multiple linear regression analysis using SPSS are presented in Table 6.

**Table 6. Multiple Linear Regression Analysis Results**

| Coefficients <sup>a</sup>                       |                 |                             |            |                           |       |
|-------------------------------------------------|-----------------|-----------------------------|------------|---------------------------|-------|
| Model                                           |                 | Unstandardized Coefficients |            | Standardized Coefficients | Sig.  |
|                                                 |                 | B                           | Std. Error | Beta                      |       |
| 1                                               | (Constant)      | 1.168                       | .222       |                           | 5.267 |
|                                                 | Price           | .177                        | .042       | .264                      | 4.251 |
|                                                 | Promotion       | .343                        | .049       | .449                      | 6.956 |
|                                                 | Service Quality | .210                        | .053       | .239                      | 3.920 |
| a. Dependent Variable: Repurchase Intention (Y) |                 |                             |            |                           |       |

Source: Processed Data, 2026

Based on the multiple linear regression analysis results in Table 6, the following multiple linear regression equation was obtained:

$$Y = 1.168 + 0.177X_1 + 0.343X_2 + 0.210X_3$$

The equation can be interpreted as follows:

- 1) Constant (a) = 1.168. If Price (X1), Promotion (X2), and Service Quality (X3) are held constant at zero, Repurchase Intention (Y) has a value of 1.168.
- 2) The coefficient of Price is 0.177 (positive), indicating that a one-unit increase in Price will increase Repurchase Intention by 0.177 units.
- 3) The coefficient of Promotion is 0.343 (positive), indicating that a one-unit increase in Promotion will increase Repurchase Intention by 0.343 units.
- 4) The coefficient of Service Quality is 0.210 (positive), indicating that a one-unit increase in Service Quality will increase Repurchase Intention by 0.210 units.

#### **b. Correlation Coefficient Analysis (R)**

Correlation coefficient analysis was used to measure the strength and direction of the relationships among the research variables. The Product-Moment correlation method was employed. The results of the correlation coefficient analysis are presented in Table 7.

**Table 7. Correlation Coefficient Analysis Results (R)**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .780 <sup>a</sup> | .609     | .601              | .11916                     |

Predictors: (Constant), Service Quality, Price, Promotion.

Source: Processed Data, 2026

Based on the correlation analysis results in Table 7, the correlation coefficient (R) was 0.780. This value indicates that the relationship between Price (X1), Promotion (X2), and Service Quality (X3) and Repurchase Intention (Y) was strong because the correlation coefficient fell within the range of 0.60–0.799. Therefore, the three independent variables had a strong relationship with Repurchase Intention in this study.

#### **c. Coefficient of Determination (R<sup>2</sup>)**

Based on the coefficient of determination (R<sup>2</sup>) analysis presented in Table 7, the R-Square value was 0.609. This indicates that Price (X1), Promotion (X2), and Service Quality (X3) jointly explained 60.9% of the variation in Repurchase Intention (Y). Meanwhile, the remaining 39.1% of the variation in Repurchase Intention was influenced or explained by other factors outside the variables included in this research model.

#### **d. Simultaneous Test (F Test)**

The simultaneous test (F test) was conducted to determine whether all independent variables jointly had a significant effect on the dependent variable. The SPSS simultaneous test results are presented in Table 8.

**Table 8. Simultaneous Test Results (F Test)**

| Model      | Sum of Squares | Mean Square | F      | Significance      |
|------------|----------------|-------------|--------|-------------------|
| Regression | 3.229          | 1.076       | 75.801 | .000 <sup>b</sup> |
| Residual   | 2.073          | .014        |        |                   |

Dependent Variable: Repurchase Intention (Y)

Predictors: (Constant), Service Quality, Price, Promotion.

Source: Processed Data, 2026

Based on the simultaneous test (F test) results in Table 8, the F-count value was 75.801 > the F-table value of 2.67, with a significance value of 0.000 < 0.05. These results indicate that

Price (X1), Promotion (X2), and Service Quality (X3) simultaneously had a significant effect on Repurchase Intention (Y).

#### **e. Partial Test (t Test)**

The partial test (t test) was conducted to determine the individual effect of each independent variable on the dependent variable in accordance with the research hypotheses. The SPSS partial test results are presented in Table 9.

**Table 9. Partial Test Results (t Test)**

| <b>Coefficients<sup>a</sup></b> |                 |                             |            |                           |       |      |
|---------------------------------|-----------------|-----------------------------|------------|---------------------------|-------|------|
| Model                           |                 | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. |
|                                 |                 | B                           | Std. Error | Beta                      |       |      |
| 1                               | (Constant)      | 1.168                       | .222       |                           | 5.267 | .000 |
|                                 | Price           | .177                        | .042       | .264                      | 4.251 | .000 |
|                                 | Promotion       | .343                        | .049       | .449                      | 6.956 | .000 |
|                                 | Service Quality | .210                        | .053       | .239                      | 3.920 | .000 |

a. Dependent Variable: Repurchase Intention (Y)

Source: Processed Data, 2026

Based on the t-test results in Table 9, with a t-table value of 1.976, the partial test results can be described as follows:

- 1) Price (X1) had a t-count value of  $4.251 > 1.976$  with a significance value of  $0.000 < 0.05$ . Therefore, Price partially had a significant effect on Repurchase Intention (Y).
- 2) Promotion (X2) had a t-count value of  $6.956 > 1.976$  with a significance value of  $0.000 < 0.05$ . Therefore, Promotion partially had a significant effect on Repurchase Intention (Y).
- 3) Service Quality (X3) had a t-count value of  $3.920 > 1.976$  with a significance value of  $0.000 < 0.05$ . Therefore, Service Quality partially had a significant effect on Repurchase Intention (Y).

## **DISCUSSION**

### ***The Effect of Price on Repurchase Intention***

The results show that Price has a positive and significant effect on Repurchase Intention at Delvin Thea in Pemangkat District. This finding is indicated by a regression coefficient of 0.177, a t-count value of 4.251, which is greater than the t-table value of 1.976, and a significance value of 0.000. The positive coefficient indicates that the more favorably consumers evaluate the prices offered by Delvin Thea, the stronger their intention to repurchase. In this context, price relates to the extent to which consumers perceive the price of a product as appropriate relative to its benefits, quality, and their purchasing power. When consumers perceive that the sacrifice they make is commensurate with the product they receive, their decision to purchase again becomes stronger. This finding is consistent with Listyowati and Irmawati (2024), who found that price has a positive and significant effect on repurchase intention. The result confirms that managing prices in accordance with product value is an important factor that Delvin Thea should maintain to support continued consumer purchases.

### ***The Effect of Promotion on Repurchase Intention***

The results show that Promotion has a positive and significant effect on Repurchase Intention at Delvin Thea in Pemangkat District. This is reflected in a regression coefficient of

0.343, a t-count value of 6.956, which is greater than the t-table value of 1.976, and a significance value of 0.000. The positive coefficient indicates that improvements in the quality and intensity of promotional activities are accompanied by stronger consumer intention to repurchase. Promotion helps maintain consumer attention toward products, communicate information about available offers, and strengthen consumers' interest in making another transaction. For consumers who already have purchasing experience, promotional activities can serve both as a reminder and as a stimulus for subsequent purchases. The standardized beta value of 0.449 also indicates that Promotion made the largest relative contribution compared with Price and Service Quality in this research model. This finding is consistent with Hapsari and Tri Astuti (2022), who showed that sales promotion has a positive and significant effect on repurchase intention. The result demonstrates that promotional strategy is an important component in maintaining consumer interest in continuing to purchase from Delvin Thea.

### ***The Effect of Service Quality on Repurchase Intention***

The results show that Service Quality has a positive and significant effect on Repurchase Intention at Delvin Thea in Pemangkat District. The test produced a regression coefficient of 0.210, a t-count value of 3.920, which is greater than the t-table value of 1.976, and a significance value of 0.000. The positive coefficient indicates that improved service quality can strengthen consumers' tendency to repurchase. The service received by consumers during the purchasing process forms part of the experience through which they evaluate Delvin Thea as a whole. Service that meets consumer needs, provides appropriate responses, and creates comfort during transactions can strengthen consumers' desire to make another purchase in the future. This finding is consistent with Zaharatunnisa and Surjani (2023), who demonstrated that service quality has a positive and significant effect on repurchase intention. The finding indicates that efforts to maintain repurchase intention depend not only on products and prices but also on consumers' service experiences.

### ***The Effects of Price, Promotion, and Service Quality on Repurchase Intention***

The results show that Price, Promotion, and Service Quality simultaneously have a significant effect on Repurchase Intention at Delvin Thea in Pemangkat District. The F test produced an F-count value of 75.801, which is greater than the F-table value of 2.67, with a significance value of 0.000. The R-Square value of 0.609 indicates that the three variables jointly explain 60.9% of the variation in Repurchase Intention, while the remaining 39.1% is explained by other factors outside the research model. This finding illustrates that consumers' intention to repurchase at Delvin Thea is formed through a combination of their evaluations of price, promotional activities, and the quality of service they receive. A price perceived as appropriate provides an economic basis for consideration, promotion maintains consumer interest in available offers, and service quality supports a positive purchasing experience. This finding is consistent with Mufida et al. (2021), who found that service quality, price, promotion, and product variety jointly affect repurchase intention. The finding suggests that strengthening repurchase intention will be more effective when these three aspects are managed in an integrated manner rather than focusing on only one factor separately.

## **CONCLUSION AND RECOMMENDATIONS**

Based on the research findings, the majority of respondents were women aged 18–25 years, had completed senior high school education, worked as private-sector employees, earned a monthly income of Rp2,750,000–Rp4,499,999, and had a usage frequency of 3–4 times. All research instruments were declared valid and reliable, as indicated by r-count values greater than 0.160 and *Cronbach's Alpha* values above 0.60. The multiple linear regression analysis produced the equation  $Y = 1.168 + 0.177X_1 + 0.343X_2 + 0.210X_3$ , with a correlation coefficient (*R*) of 0.780, indicating a strong relationship between Price, Promotion, and Service Quality and Repurchase Intention. The *R-Square* value of 0.609 indicates that these three variables contributed 60.9% to Repurchase Intention, while the remaining 39.1% was explained by other variables not included in this study. The hypothesis testing results also showed that Price, Promotion, and Service Quality had significant effects on Repurchase Intention, both simultaneously and partially. Based on these findings, Delvin Thea Beauty Clinic is advised to maintain and further develop its treatment bundling packages by offering greater variety according to customers' needs and providing more competitive prices, expand digital promotional activities through interactive social media, maintain its loyalty programs and periodic value packages, and consistently uphold staff friendliness and service quality both in direct interactions and through WhatsApp and social media. The clinic is also encouraged to actively collect customer feedback through satisfaction surveys or suggestion boxes. Future studies are recommended to broaden the research objects and geographical coverage, incorporate additional variables such as customer satisfaction, trust, location, and brand image, and apply different research methods or analytical techniques with larger samples to improve the scope and generalizability of the findings.

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