



The influence of brand positioning brand image and price perception on repurchase intention toward finally found you skincare products in Batam city

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ABSTRACT

This study examined the influence of brand positioning, brand image, and price perception on consumers' repurchase intention toward Finally Found You skincare products in Batam City. The research applied a quantitative approach using a survey method with purposive sampling techniques involving 100 respondents who had previously used the product. Data were collected through questionnaires and analyzed using multiple linear regression with SPSS 29. The findings demonstrated that brand positioning, brand image, and price perception each had a positive and statistically significant effect on repurchase intention, both partially and simultaneously. Brand positioning strengthened consumer recognition and confidence toward the product, while brand image enhanced trust and emotional attachment to the brand. Price perception also contributed significantly, indicating that consumers perceived the products as competitively priced and aligned with the quality and benefits received. Simultaneous testing confirmed that the three independent variables collectively explained a substantial proportion of the variation in repurchase intention. The study highlights the importance of strategic brand management and pricing policies in strengthening customer loyalty and sustaining competitiveness within the Indonesian skincare industry.

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1. INTRODUCTION

Batam City is located in the Riau Islands Province and covers approximately 715 km² of land area and 1,575 km² including surrounding waters, consisting of 12 districts and 64 urban villages, with a population of 1,365,266 in the first semester of 2025 and a density of 1,300 inhabitants/km² (Angraeni et al., 2024). As an autonomous city positioned along the maritime border with Singapore and Malaysia, Batam occupies a highly strategic economic location approximately 20 kilometers from Singapore, one of the busiest global port hubs (Muslim & Thandzir, 2022). Its tropical climate is characterized by temperatures ranging from 24°C to 34°C and humidity levels reaching 96%, while its industrial and commercial activities expose residents continuously to sunlight, pollution, and dust. Such environmental conditions directly affect skin physiology by increasing sebum production, sweat secretion, dehydration risk, and pore exposure (Hidajat et al., 2023). Consequently, skincare products have become essential consumer goods because they

function to maintain skin hydration, strengthen the skin barrier, and prevent inflammation and acne caused by environmental contaminants. Consumers increasingly rely on skincare products to protect against free radicals and maintain healthy, nourished, and bright skin despite intense daily activities (P. E. Sari et al., 2023). The interaction between Batam's climate conditions and skincare needs has intensified the growth of Indonesia's beauty and skincare industry, particularly within free trade regions such as Batam City (Nawiyah et al., 2023).

Within this competitive environment, the local skincare brand Finally Found You (FFY) emerged with the "Skin-Soulmate" concept. FFY differentiates itself through a hybrid formulation combining natural and active ingredients. Its flagship Soy Brightening series utilizes soybean, rice, and Kakadu plum extracts alongside active compounds such as Niacinamide and Hyaluronic Acid to target skin brightening and hydration (Aspadih et al., 2023). The brand primarily targets consumers with sensitive skin who still expect effective brightening outcomes. Nevertheless, FFY faces significant challenges in maintaining product performance consistency across different skin types within the Batam market (F. A. Sari & Sofia, 2025). Although promoted through narratives emphasizing safe natural ingredients, several consumer evaluations reveal inconsistent product outcomes ranging from slow effectiveness to skin incompatibility reactions (Khurin'in et al., 2025). This inconsistency creates a perceptual gap between FFY's premium formulation claims and consumers' actual experiences, potentially reducing repurchase intention toward Finally Found You products. Consumer reviews further indicate discrepancies between FFY's natural ingredient positioning and perceived product effectiveness. Although ingredients such as soybean and Kakadu plum are prominently highlighted, similar narratives are widely adopted by competing skincare brands, reducing FFY's distinctiveness. Without clear differentiation through superior extraction technology or ingredient concentration, consumers struggle to identify FFY's unique advantages. Brand positioning theory emphasizes that positioning must be authentic and supported by actual product performance. Therefore, when FFY's claims regarding brightening and skin-softening effects fail to materialize, the positioning strategy risks damaging consumer trust and weakening customer loyalty. Such conditions directly influence repurchase intention, which in the cosmetics industry reflects consumers' post-purchase evaluation and satisfaction after initial product usage. Satisfied consumers generally integrate products into their long-term skincare routines, whereas dissatisfied consumers quickly shift to competing brands (S et al., 2025). Consequently, maintaining determinants of repurchase intention becomes critical for sustaining FFY's competitiveness within Batam's skincare market.

Repurchase intention represents a crucial indicator of brand sustainability because it reflects whether consumer expectations are fulfilled after product consumption. In the cosmetics industry, customer acquisition costs are substantially higher than customer retention costs (Prasetyo & Wibowo, 2023). Therefore, dependence on first-time trial purchases alone is insufficient to ensure long-term profitability. The declining repurchase intention toward FFY products appears to stem from cumulative inconsistencies between product reality and consumer expectations regarding price, brand image, and positioning (Suziana et al., 2024). According to (Putra & Kadarusman, 2024), purchasing capability functions as an important mediating factor linking product quality, brand image, and subsequent purchasing behavior. Consumers may perceive products negatively if holistic benefits fail to meet expectations despite acceptable technical quality. Similarly, (Veronica & Keni, 2023) emphasized that congruence between initial expectations and actual product performance strongly determines repeat purchasing behavior, especially among selective millennial consumers. Consequently, FFY's challenges involve not only technical product quality but also broader issues concerning brand experience consistency and marketing management (Suziana et al., 2024).

One major determinant influencing declining repurchase intention is price perception. Theoretically, price perception relates to consumers' evaluation of fairness between monetary sacrifice and received value. FFY products are generally marketed within the range of IDR 100,000 to IDR 200,000, while integrated promotional packages may reach approximately IDR 400,000 (Suginam et al., 2022). Problems emerge when Batam consumers compare these prices with packaging volume and product effectiveness relative to competitors. Slow visible results from brightening products often lead consumers to perceive FFY products as overpriced (Pratiwi &

Rezeki, 2025). Furthermore, aggressive marketplace discount strategies and bundled promotions such as “Buy 1 Get 2” generate unintended negative consequences by lowering consumers’ internal reference prices and signaling inferior product quality (Dewi Septyasari & Ari Susanti, 2026). Failure to establish a fair price equilibrium ultimately discourages repeat purchasing behavior. When consumers perceive that product benefits do not justify the price paid, satisfaction and trust may decline, increasing switching intentions and weakening long-term consumer loyalty.

In addition to pricing issues, repurchase intention is strongly associated with brand image as a source of product credibility. Within Batam’s Free Trade Zone environment, brand image functions as both a quality signal and a heuristic mechanism through which consumers assess product safety. If FFY fails to establish an image comparable to established competitors such as Wardah, which is strongly associated with halal certification and product safety, consumers may perceive FFY as carrying higher purchase risk (Hafizni et al., 2025). FFY’s brand image challenges are multidimensional, particularly regarding sensory attributes. Consumer reviews frequently criticize the product fragrance as unfriendly or unpleasant. In cosmetic consumer psychology, undesirable fragrance characteristics are often associated with harsh chemical ingredients, thereby weakening perceptions of premium quality and reducing brand attractiveness (Maryanti et al., 2025).

The fragility of FFY’s brand image and price perception fundamentally originates from weaknesses in brand positioning. Brand positioning seeks to establish a unique and convincing place within consumers’ minds (Prasetya et al., 2025). FFY adopts the slogan “Take Care of Your Skin Like a Soulmate” to create emotional attachment with consumers. However, within a highly cluttered skincare market, this “Soulmate” positioning is perceived as abstract and ambiguous (Jati & Widarta, 2025). Consumer evaluations indicate that FFY’s natural ingredient positioning lacks clear differentiation from competing brands despite emphasizing soybean and Kakadu plum formulations. Positioning strategies require authentic performance support. Therefore, when claims regarding skin brightening and softness are not consistently realized, positioning becomes counterproductive and damages brand trust (A. Rahmawati & Budiono, 2025). Compared with competitors such as Wardah, which emphasizes functional dermatological solutions and halal innovation through clearly targeted product lines, FFY’s emotional positioning appears less convincing and insufficiently supported by functional narratives (Ruchiat Nugraha & Fatma Sjoraida, 2025).

The inability of FFY’s positioning strategy to establish meaningful differentiation among consumers constitutes a major factor contributing to declining repurchase intention (Pratisthita et al., 2022). This phenomenon reflects interconnected structural challenges within Batam’s skincare industry, where substantial market growth opportunities coexist with intense competition, product inconsistency, and economic pressures threatening customer loyalty. Significant discrepancies between FFY’s intended positioning and actual consumer perceptions regarding quality, price, and brand image create strong empirical urgency for further investigation. Despite extensive studies examining brand positioning, brand image, and price perception in the cosmetics industry, empirical findings remain inconsistent regarding their relative influence on repurchase intention, particularly for emerging local skincare brands operating in highly competitive markets. Furthermore, limited evidence specifically investigates these variables simultaneously within the context of Batam City consumers and the Finally Found You brand. This empirical gap highlights the need for further investigation to clarify how these factors shape repurchase intention in the local skincare sector. Accordingly, this study examines “The Influence of Brand Positioning, Brand Image, and Price Perception on Consumers’ Repurchase Intention toward Finally Found You Products in Batam City.” This study identifies several major problems surrounding FFY products in Batam City. First, FFY’s “Skin-Soulmate” positioning has not been sufficiently strong or clear within consumers’ minds, thereby reducing confidence in repurchasing the products. Second, the brand image has not been fully established positively because consumers still question product fragrance, effectiveness, and consistency with advertised claims, resulting in lower trust and repurchase intention. Third, consumers perceive FFY’s pricing as inconsistent with product benefits, packaging volume, and expected effectiveness, leading to perceptions of excessive pricing. Finally, consumers’ repurchase intention remains relatively low because FFY continues to

be compared with competing brands possessing stronger images, clearer positioning, and more convincing value perceptions. The study specifically focuses on three independent variables, namely Brand Positioning, Brand Image, and Price Perception, and one dependent variable, namely Repurchase Intention. The research object is limited to consumers who have previously purchased Finally Found You skincare products in Batu Aji, Batam City. Based on these limitations, the study investigates whether Brand Positioning, Brand Image, and Price Perception partially and simultaneously influence consumers' repurchase intention toward FFY products in Batam City.

The primary objective of this study is to analyze the partial and simultaneous effects of Brand Positioning, Brand Image, and Price Perception on consumers' repurchase intention toward Finally Found You products in Batam City. Theoretically, the study is expected to enrich academic understanding regarding local skincare marketing by examining how these variables collectively influence consumer repurchase behavior. Practically, the findings are expected to encourage local skincare brands to prioritize sustainable product development, including environmentally friendly ingredients and responsible packaging practices. The research also aims to provide consumers with broader insights for objectively evaluating skincare products before making repurchase decisions and to contribute to academic literature concerning marketing management, particularly studies related to local cosmetic industries and consumer repurchase intention behavior.

2. RESEARCH METHOD

This study employed a quantitative research design using a survey approach grounded in positivist philosophy to empirically examine the influence of Brand Positioning, Brand Image, and Price Perception on consumers' Repurchase Intention toward Finally Found You products in Batam City. The quantitative approach was selected because it enables objective measurement of causal relationships among variables through systematic statistical analysis. The research process was organized sequentially, beginning with problem identification to recognize empirical phenomena related to declining repurchase intention among FFY consumers. Preliminary observations indicated that consumers' repurchase decisions were influenced by how the brand positioned itself in consumers' minds, the image attached to the brand, and perceptions regarding product pricing.

The subsequent stage involved problem formulation to establish clear research direction and maintain conceptual focus. The research questions were constructed based on relationships between the independent variables, namely Brand Positioning, Brand Image, and Price Perception, and the dependent variable, Repurchase Intention. These relationships formed the basis for developing hypotheses to be empirically tested. Theoretical review functioned as the conceptual foundation for understanding inter-variable relationships through references derived from scientific books, journals, and previous studies. This stage also assisted in determining appropriate measurement indicators to ensure the validity of constructs related to Brand Positioning, Brand Image, Price Perception, and Repurchase Intention.

The research instrument was developed in the form of a structured questionnaire containing statements derived from each variable indicator. Measurement utilized a five-point Likert scale to facilitate respondents in expressing levels of agreement toward each statement. Instrument construction referred to theoretical frameworks and prior empirical studies to ensure data accuracy and reliability. Primary data were collected through online and direct questionnaire distribution to consumers who had purchased and used Finally Found You products at least twice. The use of dual distribution channels aimed to increase respondent reach and improve data representativeness. Secondary data were obtained from academic literature, journals, and scientific articles relevant to repurchase intention behavior within the beauty product industry.

Collected data were analyzed using multiple linear regression to determine the influence of Brand Positioning, Brand Image, and Price Perception on Repurchase Intention. Multiple regression analysis was selected because it enables simultaneous examination of several independent variables on one dependent variable. Prior to regression analysis, the data were tested using validity, reliability, and classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure data feasibility and instrument consistency. The findings were subsequently interpreted within the discussion section to connect statistical results with practical managerial implications relevant to Finally Found You's marketing strategy in Batam City.

Conclusions and recommendations were then formulated to address the research questions and provide strategic input for both the company and future researchers. Overall, the research design was expected to provide a systematic and measurable framework for analyzing the effects of Brand Positioning, Brand Image, and Price Perception on consumers' Repurchase Intention while contributing to the broader development of marketing science.

The dependent variable in this study was Repurchase Intention (Y), defined as consumers' behavioral tendency to repurchase products based on positive prior experiences and perceived quality (Nurina & Nurlinda, 2025). According to (Simarmata & Husein, 2024), Repurchase Intention was measured through transactional interest, referential interest, preferential interest, and exploratory interest, representing consumers' willingness to repurchase, recommend, prioritize, and seek further information regarding the product. The independent variables consisted of Brand Positioning (X1), Brand Image (X2), and Price Perception (X3) as factors influencing changes in the dependent variable (Azqia & Danibrata, 2023). Brand Positioning referred to consumers' perceptions regarding the uniqueness and superiority of Finally Found You products within the market. Brand Positioning was measured using five indicators: value, uniqueness, credibility, sustainability, and fit, which collectively capture consumers' evaluation of brand benefits, differentiation, trustworthiness, consistency, and congruence with consumer needs. These indicators were selected because they represent the core dimensions of positioning effectiveness. Value reflects perceived benefits, uniqueness captures differentiation, credibility measures consumer trust, sustainability assesses consistency over time, and fit evaluates alignment between brand promises and consumer expectations, making them suitable for assessing the strength of FFY's market positioning. Indicators adopted from (Ramadhani & Rachmi, 2025) included value, uniqueness, credibility, sustainability, and fit. Brand Image reflected consumers' impressions, perceptions, and beliefs regarding the brand as a whole and was measured through company image, user image, and product image indicators. These dimensions represent organizational reputation, consumer self-association with the brand, and perceptions of product quality and performance (Stefenny & Husein, 2025). Price Perception represented consumers' rational assessment regarding financial sacrifice and perceived product value, with indicators including reference price, perceived quality, price fairness, price sensitivity, and promotional discounts as proposed by (K. Rahmawati & Permana, 2025). The construct was measured through affordability, odd pricing, price-quality congruence, value for money, and price competitiveness, reflecting consumers' evaluation of price fairness and product value.

Operationally, Brand Positioning was conceptualized as a strategic effort to create a distinctive mental space allowing consumers to differentiate FFY from competitors through identity uniqueness, product superiority, and compatibility between brand promises and consumer lifestyles (Sunetra & Wijaya, 2024). Brand Image referred to the collective perception attached to the brand, measured through product reputation, consumer trust regarding product safety, and perceived quality assurance (Sitinjak & Arief, 2022). Price Perception concerned affordability, suitability between price and product benefits, and price competitiveness compared with competing brands (Pramesti & Talumantak, 2025). Meanwhile, Repurchase Intention was reflected through routine repurchase behavior, willingness to recommend products, and exploratory behavior regarding product reviews and variants (Mawaddah et al., 2024). All variables were measured using the Likert scale. The study population consisted of all consumers in Batam City who had purchased and used Finally Found You cosmetic products. Since the exact number of consumers was unknown, the population was categorized as an infinite population (Amallita & Chasanah, 2024). Sampling employed a non-probability sampling technique with purposive sampling criteria. Respondents were required to reside permanently in Batam City, be at least 11 years old, and have purchased and used Finally Found You products at least once. Consumers with prior purchase and usage experience were selected because the study examines repurchase intention, which requires respondents to have direct experience evaluating the product's positioning, image, pricing, and overall performance before forming intentions to purchase again. Because the exact population size was indeterminate, the minimum sample size was calculated using the Lemeshow approach. The calculation generated a minimum sample requirement of 96.04 respondents, which

was rounded to 97 respondents. To anticipate outliers and incomplete questionnaires, the researcher distributed questionnaires to 100 FFY consumers in Batam City.

Primary data were directly collected from respondents through questionnaires, while secondary data were obtained from books, journals, and business publications relevant to the research topic (Gea et al., 2024). Data collection adopted an online survey method using Google Forms as recommended by (Talakua et al., 2024). The questionnaire contained closed-ended statements measured using a five-point Likert scale ranging from strongly disagree to strongly agree. This scale enabled structured quantification of respondents' attitudes toward each statement. Quantitative data analysis was conducted to test the proposed hypotheses and answer the research questions (Akbar et al., 2024). Descriptive statistical analysis was used to summarize and interpret respondents' answers comprehensively through SPSS version 29. The interpretation of mean scores followed the Likert interval classification, where lower values represented poor perceptions and higher values indicated positive evaluations. Data quality testing included validity testing using Pearson Correlation, where questionnaire items were considered valid if r -count exceeded r -table at a 5% significance level (Utami, 2023). Reliability testing employed Cronbach's Alpha, with coefficients above 0.60 indicating acceptable reliability (Handayani et al., 2024).

Classical assumption testing included normality, multicollinearity, and heteroscedasticity tests. Normality was examined using the Kolmogorov-Smirnov test, where significance values above 0.05 indicated normal data distribution. Multicollinearity testing evaluated tolerance and Variance Inflation Factor (VIF) values, where VIF below 10 and tolerance values above 0.1 indicated the absence of multicollinearity (Ramadhan et al., 2024). Heteroscedasticity was examined through scatterplot observation and the Glejser test, where significance values above 0.05 indicated homoscedastic residual distribution (Magda, 2022). Multiple linear regression analysis was employed to determine the direction and magnitude of influence exerted by Brand Positioning, Brand Image, and Price Perception on Repurchase Intention. Hypothesis testing consisted of partial testing through the t -test and simultaneous testing through the F -test. The t -test evaluated the individual influence of each independent variable on Repurchase Intention, where significance values below 0.05 indicated statistically significant effects (Putri et al., 2025). The F -test examined whether all independent variables simultaneously influenced the dependent variable. Additionally, the coefficient of determination (R^2) was used to assess the explanatory power of the regression model, where values approaching one indicated stronger predictive capability.

The study was conducted among Finally Found You skincare consumers residing in Batam City, Riau Islands Province. The overall research process, including problem formulation, proposal examination, questionnaire distribution, data analysis, and final thesis preparation, was scheduled between February 2026 and July 2026.

3. RESULTS AND DISCUSSIONS

Research Object Profile

Finally Found You is an Indonesian local skincare brand established in 2022 by Putu Maharaja Segara Putra and Frans Layendra under PT Karya Maharendra Innovation, headquartered in South Tangerang. All products have been officially registered with the Indonesian Food and Drug Supervisory Agency (BPOM), including registration number NA: 18220104424, confirming compliance with clinical safety standards. The brand initially entered the beauty market through the launch of Soy Bright Moisturizer, which gained positive consumer responses due to its effectiveness in improving the skin barrier and maintaining hydration. Over time, Finally Found You became recognized for consistently integrating scientific research with natural ingredients such as soybean, Kakadu plum, and rice. The company has since expanded its product portfolio to include facial cleansers, serums, moisturizers, and skincare concentrates. According to founder Putu Maharaja Segara Putra, the establishment of the brand was motivated by personal experiences with facial skin problems and the difficulty of finding suitable skincare products. Consequently, the company seeks to provide safe and effective skincare solutions while positioning itself as a "soulmate" for consumers' skin. This emotionally oriented branding approach, combined with functional product benefits, has contributed to the market acceptance of Finally Found You. The brand's vision focuses on revolutionizing the skincare industry through science-based formulations,

advanced technology, and natural ingredients with proven safety and effectiveness, while its mission emphasizes integrating natural resources with precision technology to become a trusted companion for consumers' skin.

Research Results

The respondent profile was derived from questionnaires distributed to 100 participants residing in Batam City aged at least 11 years. Demographic analysis was conducted to clarify the characteristics of the research population based on gender, age, occupation, income, and product usage experience. Female respondents dominated the sample with 68%, while male respondents represented 32%. In terms of age distribution, most respondents were between 23 and 28 years old, accounting for 69% of the sample, followed by respondents aged 11 to 22 years at 17%, respondents older than 35 years at 10%, and respondents aged 29 to 35 years at 4%. These findings indicate that the study primarily represented young adult consumers, who constitute the most relevant market segment for skincare products. The dominance of respondents aged 23–28 suggests that the observed repurchase intention patterns largely reflect the preferences of young adult consumers, a segment that tends to be highly responsive to brand differentiation, product performance, and perceived value when making repeat purchase decisions. Occupationally, the majority of respondents were self-employed individuals at 49%, followed by students at 29%, entrepreneurs at 11%, civil servants at 5%, and other occupations at 6%. Income distribution showed that 71% of respondents earned above IDR 5,000,000, while 16% earned between IDR 3,000,000 and IDR 4,999,999, and 13% earned between IDR 1,000,000 and IDR 2,999,999. This demonstrates that the sample was largely dominated by middle- to upper-income consumers.

The study employed a five-point Likert scale to measure Brand Positioning (X1), Brand Image (X2), Price Perception (X3), and Repurchase Intention (Y). Descriptive analysis of Brand Positioning revealed an overall average score of 339.2, indicating moderately positive consumer perceptions toward Finally Found You. The highest score of 429 was associated with the statement that the brand possesses distinctive characteristics that are easily recognizable among skincare products, while the lowest score of 231 related to the suitability of the products for consumers living in tropical environments. These findings suggest that consumers positively perceived FFY's uniqueness but remained uncertain regarding product suitability for tropical skin conditions.

The Brand Image variable obtained an average score of 362, reflecting positive consumer perceptions. The highest evaluation score of 429 corresponded to the effectiveness of FFY formulations in addressing consumers' skin concerns, whereas the lowest score of 325 related to consumers' pride in using the products. Overall, respondents agreed that FFY possessed a positive corporate and product image supported by effective formulations and perceived quality. Similarly, Price Perception achieved an average score of 369.3, indicating favorable consumer acceptance of FFY's pricing strategies. The highest evaluations were concentrated on odd pricing strategies and the alignment between product quality and price, both receiving scores of 434. In contrast, the lowest score of 227 concerned affordability relative to consumers' regular skincare budgets. These findings indicate that although consumers considered FFY prices acceptable and competitive, affordability remained a concern for some market segments.

Repurchase Intention obtained an average score of 354, reflecting moderately positive consumer intentions to repurchase Finally Found You products. The highest score of 433 related to consumers' willingness to recommend the products to friends and relatives, while the lowest score of 226 concerned direct intention to repurchase in the future. These results suggest that although consumers were willing to endorse the brand socially, transactional repurchase commitment remained comparatively lower. Data quality testing employed Pearson Product Moment validity testing and Cronbach's Alpha reliability testing. All questionnaire items across Brand Positioning, Brand Image, Price Perception, and Repurchase Intention produced r-count values exceeding the r-table threshold of 0.194, confirming that all indicators were statistically valid for subsequent analysis. Reliability testing further demonstrated strong internal consistency, where Brand Positioning achieved a Cronbach's Alpha value of 0.909, Brand Image 0.894, Price Perception 0.923, and Repurchase Intention 0.945. Since all coefficients substantially exceeded the minimum threshold of 0.60, the research instruments were categorized as highly reliable and consistent.

Classical assumption testing confirmed that the regression model satisfied all required assumptions. Histogram analysis and Normal P-P Plot evaluation indicated normally distributed residuals, while the One-Sample Kolmogorov-Smirnov test generated a significance value of 0.346, exceeding the 0.05 threshold and confirming normality. Multicollinearity testing showed Variance Inflation Factor (VIF) values of 2.941 for Brand Positioning, 2.181 for Brand Image, and 2.400 for Price Perception, all below the maximum threshold of 10, indicating the absence of multicollinearity. Scatterplot analysis also demonstrated random residual distribution patterns, confirming the absence of heteroscedasticity within the regression model. Multiple linear regression analysis was applied to estimate the influence of Brand Positioning, Brand Image, and Price Perception on Repurchase Intention. The regression results produced the equation indicating positive relationships among all variables. The constant value of 4.031 suggested that Repurchase Intention would remain at a baseline level even in the absence of the independent variables. Brand Positioning generated a regression coefficient of 0.318, indicating that stronger brand positioning significantly increased consumers' repurchase intention. Brand Image produced a positive coefficient of 0.232, showing that improved brand image contributed positively to repurchase intention. Price Perception also demonstrated a positive coefficient of 0.149, suggesting that favorable pricing perceptions strengthened consumers' willingness to repurchase FFY products.

The coefficient of determination analysis revealed an Adjusted R Square value of 0.564, indicating that Brand Positioning, Brand Image, and Price Perception collectively explained 56.4% of the variation in Repurchase Intention, while the remaining 43.6% was influenced by variables outside the research model. Partial hypothesis testing through the t-test demonstrated that Brand Positioning significantly influenced Repurchase Intention with a t-value of 3.803 and significance level below 0.05. Brand Image also showed a significant effect with a t-value of 2.836 and significance value of 0.006, while Price Perception generated a t-value of 2.249 with significance of 0.027. These findings confirm that all independent variables individually exert significant positive effects on Repurchase Intention among Finally Found You consumers in Batam City.

Simultaneous hypothesis testing through the F-test further confirmed the overall significance of the regression model. The model generated an F-value of 43.695, substantially exceeding the F-table value of 2.70, with a significance level below 0.001. These results empirically demonstrate that Brand Positioning, Brand Image, and Price Perception simultaneously exert significant effects on consumers' Repurchase Intention toward Finally Found You products. Therefore, the multiple linear regression model employed in this study satisfies the goodness-of-fit criteria and provides reliable predictive capability regarding repurchase intention behavior within the Batam skincare market.

Discussion

The findings demonstrate that brand positioning, brand image, and price perception significantly influence repurchase intention toward Finally Found You skincare products in Batam City. Statistical testing confirmed that all independent variables exerted positive effects on consumers' intention to repurchase, indicating that marketing strategies emphasizing brand differentiation, positive brand associations, and acceptable pricing perceptions are essential in strengthening consumer retention and repeat purchasing behavior. These variables operate complementarily, whereby brand differentiation strengthens recognition, a positive brand image enhances trust, and favorable price perceptions reinforce value assessments, collectively fostering consumer loyalty and encouraging repeated purchases.

The analysis revealed that brand positioning had a positive and significant effect on repurchase intention. The partial test produced a t-value of 3.803, exceeding the t-table value of 1.984, with a significance level of $0.000 < 0.05$. These findings confirm the acceptance of the brand positioning hypothesis. A strong and distinctive positioning strategy enhanced consumer confidence and strengthened product recognition in the competitive skincare market. Consumers who perceived Finally Found You as unique, credible, and relevant to their skincare needs were more likely to maintain continued purchasing behavior. The findings indicate that effective positioning contributes substantially to sustaining long-term consumer loyalty.

Brand image also showed a positive and significant relationship with repurchase intention. The statistical results indicated a t-value of 2.836, which exceeded the t-table value of 1.984, with a

significance level of $0.006 < 0.05$. This result confirms that a favorable brand image directly increases consumers' willingness to repurchase Finally Found You products. Positive perceptions regarding product formulation, effectiveness, and suitability for consumers' skin conditions enhanced trust and emotional attachment toward the brand. Consumers who viewed the brand positively also demonstrated stronger loyalty and higher purchasing consistency. These findings emphasize the importance of maintaining a credible and trustworthy brand image within the skincare industry. Price perception was likewise proven to positively and significantly affect repurchase intention. The t-test result showed a value of 2.249, exceeding the t-table value of 1.984, with a significance level of $0.027 < 0.05$. The findings indicate that consumers' favorable perceptions of pricing strategies contributed to stronger repurchase intentions. Consumers considered Finally Found You products competitively priced and proportional to the quality and benefits received. Perceived fairness, affordability, and value for money strengthened customer satisfaction and supported long-term purchasing decisions. The results further suggest that pricing strategies aligned with consumer expectations play an important role in maintaining customer retention. Simultaneous testing confirmed that brand positioning, brand image, and price perception collectively exerted a significant effect on repurchase intention. The F-test produced an F-value of 43.695, substantially higher than the F-table value of 2.70, with a significance level below 0.001. These findings indicate that the three independent variables jointly contribute to explaining consumers' repurchase intention toward Finally Found You skincare products in Batam City. The coefficient of determination demonstrated that the variables explained 56.4% of the variation in repurchase intention, while the remaining variance was influenced by other factors outside the research model. This result confirms the empirical reliability and predictive capability of the multiple linear regression model applied in this study.

The theoretical implication of this study confirms that brand positioning, brand image, and price perception significantly influence repurchase intention through the application of multiple linear regression analysis. The regression model fulfilled the goodness-of-fit criteria and demonstrated sufficient predictive capability in explaining future consumer purchasing behavior. These findings strengthen the development of marketing literature related to consumer behavior, particularly within the skincare and cosmetic industry context. From a practical perspective, the findings indicate that brand positioning measured through value, uniqueness, credibility, sustainability, and suitability significantly influenced repurchase intention, with product distinctiveness emerging as the strongest indicator. The results suggest that Finally Found You should continue strengthening its unique market identity and product differentiation strategy to maintain consumer loyalty. Brand image, measured through corporate image, uniqueness, and credibility, also significantly influenced repurchase intention, particularly regarding product suitability for consumers' skin concerns. Maintaining positive consumer perceptions and product reliability is therefore essential for strengthening long-term brand attachment. Furthermore, price perception, evaluated through affordability, odd pricing strategy, price-quality congruence, value for money, and price competitiveness, showed a positive and significant effect on repurchase intention. Consumer satisfaction toward competitive pricing strategies and perceived product quality played an important role in encouraging repeated purchases. These findings imply that pricing policies aligned with consumer expectations and perceived product benefits are critical for sustaining customer retention and strengthening market competitiveness. The findings imply that local skincare brands should simultaneously strengthen product differentiation, maintain a credible brand image, and implement value-based pricing strategies to enhance customer retention and sustain competitiveness in increasingly crowded beauty markets.

4. CONCLUSION

Based on the data analysis and empirical findings regarding factors influencing consumers' repurchase intention toward Finally Found You skincare products in Batam City, the study concludes that brand positioning, brand image, and price perception each exert a positive and statistically significant effect on repurchase intention, both partially and simultaneously. Strong brand positioning increased consumers' willingness to repurchase by strengthening product differentiation and market recognition, while a positive brand image enhanced consumer trust and

long-term loyalty toward the brand. Price perception also significantly influenced repurchase intention, indicating that consumers perceived the pricing strategy as competitive and proportional to the quality and benefits obtained. Simultaneous testing further confirmed that the three predictor variables collectively played a substantial role in explaining repurchase intention among consumers in Batam City. Based on these findings, several recommendations are proposed. Finally Found You should maintain its distinctive brand characteristics as a primary competitive advantage while improving product suitability for tropical climates through formulation refinement and broader product education. The company is also encouraged to strengthen emotional bonding with consumers by developing campaigns that foster pride in using local skincare products. The continuation of odd pricing strategies is recommended due to their effectiveness in attracting consumer interest, although additional promotional strategies such as bundling packages and exclusive discounts for loyal customers should be implemented to improve affordability perceptions. Considering consumers' strong willingness to recommend the product to others, the company should further optimize word-of-mouth marketing through referral systems and affiliate programs to strengthen loyalty and expand market reach. Future research should expand the understanding of local skincare consumers' repurchase behavior by examining different demographic segments, geographic locations, and skincare categories to improve the generalizability of findings. In addition, variables such as customer satisfaction, product quality, consumer trust, electronic word-of-mouth, brand experience, perceived value, and customer loyalty may be incorporated to enhance the explanatory power of the repurchase intention model and provide a more comprehensive understanding of repeat purchasing behavior.

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