

# Analyzing Repurchase Intentions of Lipstick using Binary Logistic Regression

Ayu Wulandari\*, E N Budiyanto Hariandja, Annisa Liestiani, Jerry Heikal

Ekonomi dan Ilmu Sosial, Magister Management, Universitas Bakrie

Bakrie Tower, Jl Epicentrum Utama Raya No.2, 40 42rd Floor, RT.2/RW.5, Kuningan, Karet, Kecamatan Setiabudi, Kuningan, DKI Jakarta 12940, Indonesia

Email: <sup>1</sup>\*ayuwul1311@gmail.com, <sup>2</sup>edowardh@gmail.com, <sup>3</sup>annisa.liestiani@gmail.com, <sup>4</sup>jerry.heikal@bakrie.ac.id

Correspondence Author Email: ayuwul1311@gmail.com

Submitted: 08/04/2025; Accepted: 31/05/2025; Published: 01/06/2025

**Abstract**—This study aims to examine the various factors influencing consumers repurchase decisions for Wardah Lipstick. The research employs binary logistic regression using the SPSS software as the analytical tool. A total of 109 respondents were randomly selected, the collected data was first organized in Microsoft Excel and then normalized. Text-based responses for the independent and dependent variables, were converted into binary values, where 1 represents "Yes" and 0 represents "No". The independent variables examined in this study include Sufficiently Many Variants and Color Options, Reliable Product Quality, Well-Known Brand, Prestigious Brand Image, Availability of New and Innovative Products, Personal Interest in New Product Types, Affordable Price, Competitive Price Compared to Others, Price Matches Product Quality, Good Value for Money, Ease of Access to Store Location, Product Availability at Point of Sale, Past Positive Experience or Brand Recall, Recommendation from Friends, Recommendation from Family, Influencer Recommendation, Promotion via Facebook, Promotion via Instagram, Promotion via X, Promotion via YouTube, Promotion via Website, Satisfaction with Wardah Counter Service, Attractive and Functional Packaging and Easy-to-Remember Brand Identity. The dependent variable in this study is repurchase intention. The findings indicate that "Sufficiently Many Variants and Color Options" and "Reliable Product Quality", are the most significant factors influencing consumers decisions to repurchase Wardah Lipstick. Other variables were found to have no substantial impact on repurchase behavior. Based on the binary logistic regression analysis of 109 Wardah consumers, the model predicts that 94 consumers are likely to repurchase the product, while 15 consumers are not, with an overall predictive accuracy of 88.1%.

**Keywords:** Repurchase Intention; 7P Marketing Mix; Lipstick Wardah Product; Binary Logistic Regression; Marketing Strategy

## 1. INTRODUCTION

Lipstick has become one of the most essential cosmetic products in the world of beauty. Since it was first discovered in Mesopotamia around 5,000 years ago, lipstick has undergone various evolutions in terms of ingredients, forms, and functions. This product is not only used to add color to the lips but also serves as a symbol of confidence, style, and self-expression. Over time, lipstick has come in various formulations, such as matte, glossy, satin, and creamy, offering a wider range of choices for consumers.

As beauty trends and lifestyle changes continue to evolve, the demand for lipstick has grown both in global and local markets. This has driven cosmetic manufacturers to constantly innovate, creating a variety of colors, textures, and added benefits, such as UV protection or lip care. Various factors, such as consumer preferences, awareness of natural ingredients, and the influence of social media, have also contributed to the development of lipstick products in the market.

Wardah, a well-known Indonesian cosmetic brand, has established itself as a leading player in the beauty industry, especially in the lipstick segment. Founded in 1995, Wardah has gained significant popularity for its commitment to providing high-quality, halal-certified beauty products that cater to the diverse needs of Indonesian consumers. The brand has successfully positioned itself as a trusted choice for those seeking both effective and ethically produced beauty solutions.

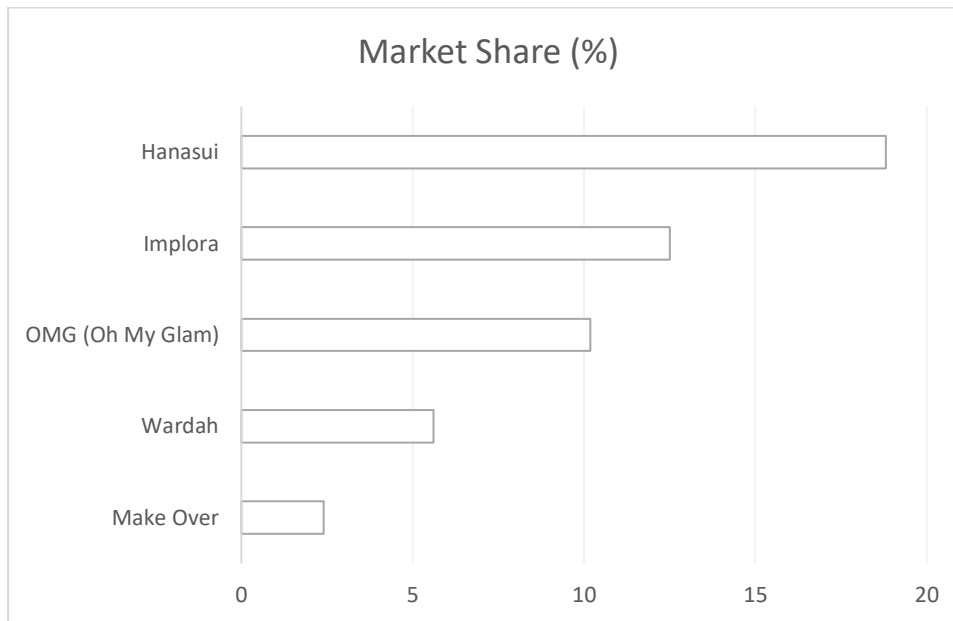
Wardah's lipstick line is a key offering that reflects its dedication to innovation and consumer satisfaction. Known for its wide range of colors, textures, and formulas, Wardah provides products that suit various preferences, from matte to glossy finishes. Furthermore, Wardah's lipstick products are designed with added benefits, such as moisturizing properties, long-lasting wear, and sun protection, which align with the growing trend of multi-functional cosmetics. This focus on quality, along with the brand's strong reputation for using safe, halal-certified ingredients, has allowed Wardah to capture a loyal customer base in Indonesia.

The success of Wardah's lipstick products can also be attributed to the brand's keen understanding of local beauty trends and consumer preferences. With increasing awareness of natural ingredients and a growing demand for ethical beauty products, Wardah has effectively incorporated these elements into its lipstick formulations. Additionally, Wardah has capitalized on the influence of social media and digital marketing, engaging with a younger, tech-savvy audience who values both product performance and brand values.

Despite being a well-known and widely used brand, Wardah holds the fourth position among the top five lipstick brands in Indonesia. This reflects the competitive nature of the market, where newer brands like Hanasui, Implora, and Oh My Glam have managed to capture a significant share, even though Wardah's reputation for high-quality, halal, and affordable products remains strong.

Hanasui is the best-selling local brand in the lipstick category, with a market share of 18.8% in the first quarter of 2024, based on e-commerce sales from both official and non-official stores. In second place is Implora, with a market share of 12.5%, known for its bold innovations and its ability to follow beauty trends in Indonesia. Oh My Glam ranks

third with a market share of 10.19%, offering competitive quality at affordable prices. Wardah holds the fourth position with a market share of 5.6%, recognized for its halal, safe products, and budget-friendly prices. The list of the top five local lipstick brands is closed by Make Over, with a market share of 2.4% (Fatika, 2024). The following chart provides a visual representation of the brand rankings



**Figure 1.** Visual Representation of the Brand Rankings

Consumers often experience confusion when choosing products, requiring them to carefully consider which product to purchase before making a decision. The act of purchasing and consuming a product is not solely based on its primary function but also influenced by its social and emotional value (Sari, 2020). The purchasing decision is a key element of consumer behavior that drives them to buy products or services. This decision is made by consumers despite the various factors that influence and motivate them to make the purchase (Martianto et al., 2023).

The purchasing decision is a stage in the decision-making process where consumers ultimately decide to buy the product they have chosen. The higher the purchase decision rate, the greater the potential profit the company can achieve (Tua et al., 2022). According to Gaol et al (2024) research shows that 53.7% of respondents consider product price crucial in their purchasing decision, with 53.7% opting for cheaper products and 56.1% finding discount promotions important. Additionally, 58.3% compare prices online, while 58.5% state that product quality significantly influences their decisions. Furthermore, 63.4% are willing to pay more for higher-quality products, and 87.8% prefer better quality even if the price is higher.

In addition, as stated by Abroor et al (2024) the concept of the marketing mix refers to seven key decision-making elements (7Ps) in the marketing strategy, which are consistently integrated to assist companies in fulfilling the needs and wants of their target market. These elements include product, price, place, promotion, process, people, and physical evidence. Product refers to the various offerings presented to customers, designed to meet their needs and desires. Price, on the other hand, plays a crucial role in decision-making, as consumers often evaluate costs first and seek the best value within their budget. Place involves the distribution channels or strategies employed by a company, to ensure that its products are accessible for consumers to purchase and consume. Promotion refers to efforts made to communicate the advantages of a product and persuade customers to make a purchase. People, on the other hand, involve building customer loyalty, which goes beyond just dealing with suppliers. Process is also crucial, as customers place high value on operational or production processes. Physical evidence refers to external factors such as the design or appearance of a building, which falls under the category of physical attributes. Processes, meanwhile, are influenced by a variety of factors, including individual preferences, processes, economic conditions, politics, technology, and social influences, in addition to the product, price, location, promotions, and physical evidence (Novitasari et al., 2024).

Park et al (2023) discovered that key cosmetic attributes - namely brand, quality, and price - positively influence consumers' intention to purchase eco-friendly products, suggesting that marketing strategies focusing on these elements can help sustain consumer interest. Similarly, Krishnan et al (2022) found that within the organic and natural cosmetics segment, consumers exhibit stronger repurchase intentions when product quality meets or exceeds expectations. Damayanthi et al (2023) also highlighted that, particularly in Korean-style beauty products, a balance between competitive pricing and high product quality is crucial, as both serve as major factors shaping consumers' intention to repurchase. Their study indicates that when consumers perceive the price to be justified by the quality offered, they are more inclined to view the purchase as valuable and are thus more likely to repurchase.

According to Solihin & Imaningsih (2021), consumers' perception of price is also shaped by their level of price consciousness. When this awareness is combined with favorable product quality and attractive promotional deals, it can

significantly enhance repurchase intentions. In such cases, consumers are likely to evaluate whether the price offered aligns with the perceived overall quality of the product before committing to repeat purchase. Research by Nisa et al (2023) found that social media and brand image significantly influence the repurchase intention of Wardah liquid lipstick consumers, with social media being the most dominant factor. This study emphasizes the importance of digital strategies in maintaining customer loyalty in the halal cosmetics industry.

Putri & Bernarto (2023) explored the influence of perceived price fairness and promotional strategies, concluding that both factors positively affect consumers' intention to repurchase. Their findings emphasize that promotions aligned with consumer expectations—such as limited-time discounts or special pricing—can effectively enhance loyalty toward cosmetic brands. Similarly, Chairunnisa et al (2022) found that price perception, product quality, and promotional efforts all play a significant role in shaping repurchase behavior, especially in the context of cosmetic products like Wardah lipstick. These studies highlight that consumers place high value on consistent product quality, reasonable pricing, and appealing promotions, all of which contribute to building enduring brand loyalty.

While several previous studies have examined the factors affecting purchase and repurchase decisions in the cosmetics industry - such as product quality, price perception, and promotional strategies - there remain notable research gaps that warrant further investigation. Firstly, the use of binary logistic regression as an empirical method to analyze repurchase behavior is still uncommon, especially for halal-certified cosmetic products in developing countries like Indonesia. Secondly, there is a scarcity of studies that comprehensively incorporate all components of the 7P marketing mix (product, price, place, promotion, people, process, and physical evidence) within the framework of local halal beauty brands. Thirdly, comparative analyses of market positioning are lacking; despite Wardah's strong reputation as a high-quality, halal-certified brand, it lags behind newer competitors like Hanasui and Implora in lipstick market share. Yet, few studies have explored the underlying reasons for this market dynamic.

This study aims to determine the key indicators that influence consumers' intention to repurchase Wardah Lipstick products, utilizing a Binary Logistic Regression analysis. The research seeks to offer a deeper insight into the variables that significantly impact customer loyalty, particularly within the highly competitive landscape of Indonesia's local cosmetics industry. The findings are expected to support Wardah in strengthening its market leadership and sustaining its competitive edge in the evolving beauty sector.

From a theoretical perspective, this research enhances the existing body of knowledge in consumer behavior and marketing management by exploring how the elements of the marketing mix (7Ps) influence repurchase intention using a binary logistic regression approach. The insights gained from this study deepen the understanding of consumer dynamics, particularly within the halal cosmetics sector. From a practical standpoint, the findings serve as a strategic guide for Wardah and similar companies in crafting more effective and targeted marketing strategies aimed at customer retention and strengthening brand loyalty. Moreover, the analytical framework applied in this study offers a valuable reference that can be replicated by future researchers examining other cosmetic brands or fast-moving consumer goods.

## 2. RESEARCH METHODS

The research design employed in this study adopts a causal approach, aimed at analyzing the effects and reciprocal relationships among variables that exhibit cause-and-effect dynamics. Specifically, the study investigates seven dimensions that represent the marketing mix of 7P and twenty-four independent variables, also known as influencing factors.

### 2.1 Dependent Variable

Repurchase Intention (Y)

The dependent variable in this research is Repurchase Intention, which refers to the likelihood or inclination of consumers to make a repeat purchase of Wardah Lipstick products. This variable is binary in nature and is represented using a dichotomous coding system, specifically:  $Y = 1$  if the respondent has the intention to repurchase the product and  $Y = 0$  if the respondent has no repurchase intention

These dichotomous criteria are processed in a binary logistic regression model to measure the effect of each independent variable on the probability of repurchase.

### 2.2 Independent Variables (X1 – X24)

The independent variable consists of 24 indicators categorized into 7 dimensions of the marketing mix (7P). Each variable is measured using a dichotomous scale (Yes/No) to capture respondents' decisions or perceptions of each aspect of the marketing mix. Product such as X1: Sufficiently Many Variants and Color Options, X2: Reliable Product Quality, X3: Well-Known Brand, X4: Prestigious Brand Image, X5: Availability of New and Innovative Products and X6: Personal Interest in New Product Types, Price such as X7: Affordable Price, X8: Competitive Price Compared to Others, X9: Price Matches Product Quality and X10: Good Value for Money, Place such as X11: Ease of Access to Store Location and X12: Product Availability at Point of Sale, Promotion such as X13: Past Positive Experience or Brand Recall, X14: Recommendation from Friends, X15: Recommendation from Family, X16: Influencer Recommendation, X17: Promotion via Facebook, X18: Promotion via Instagram, X19: Promotion via X, X20: Promotion via YouTube and X21: Promotion via Website, People such as, X22: Satisfaction with Wardah Counter Service, Physical Evidence such as X23: Attractive

and Functional Packaging, Process such as X24: Easy-to-Remember Brand Identity. Figure 1, a diagram illustrating the research design is provided below:

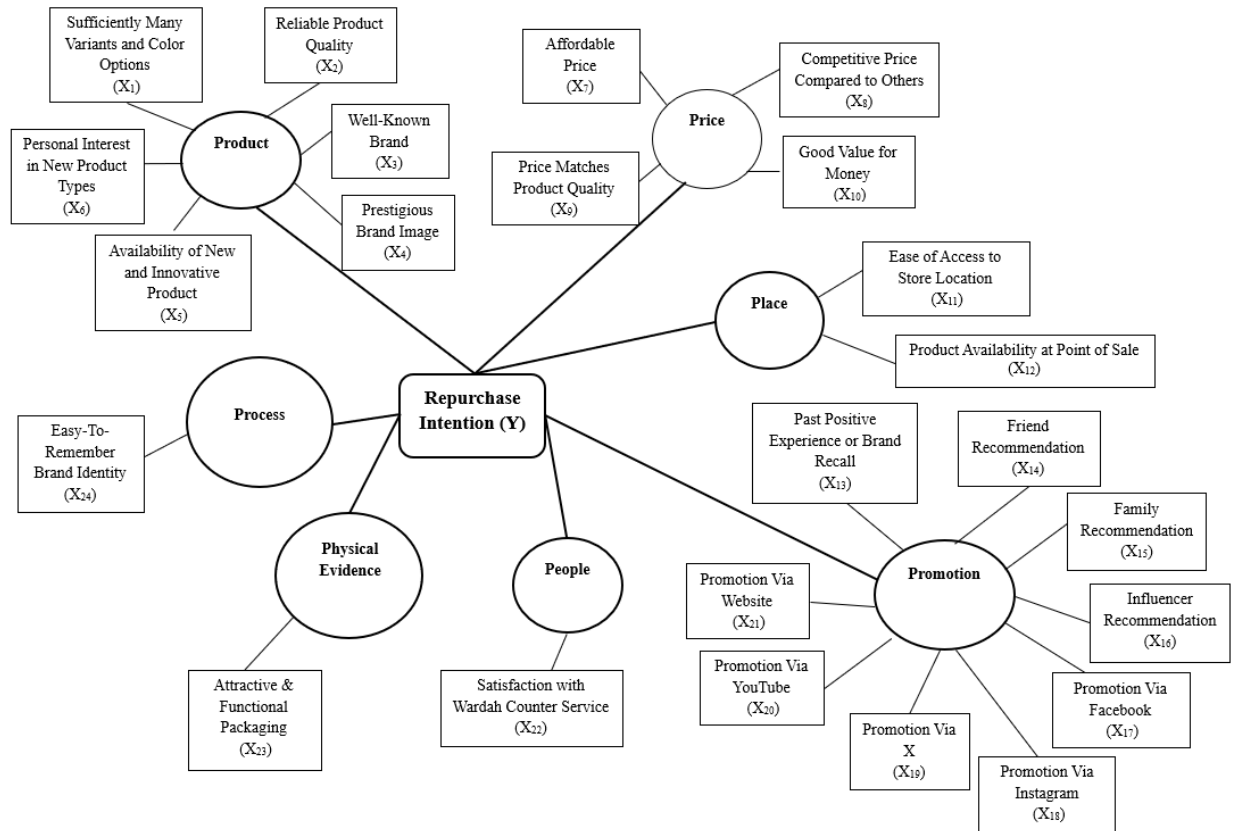


Figure 2. Research Design

This study employs a descriptive quantitative approach, aiming to illustrate a phenomenon by analyzing the variables collected and performing a numerical analysis of the data. Quantitative research is a type of research that focuses on measurement or involves numbers, mathematical calculations, or quantities (Saat & Mania, 2020:128).

As mentioned by Widodo et al (2023:40), Descriptive research can also apply methods of collecting primary or secondary data. Primary data refers to information collected directly by the researcher, while secondary data is information that has been gathered by others or other institutions. The primary data was collected through questionnaires distributed to respondents who had purchased Lipstick Wardah products in Indonesia. The study was conducted in February 2025, utilizing a Google Form survey shared via WhatsApp over a period of five days, from February 4 to February 9, 2025. A total of 109 respondents participated during this period. Additionally, the secondary data used in this study consists of both written and unwritten sources, including journals, previous research, websites, books, and other relevant information related to the research subject.

As stated by Duryadi (2021) Convenience sampling involves the researcher gathering information from individuals they come across and asking if they are willing to provide information or participate as respondents/informants. This method has a high potential for bias. The participants in this study are all individuals who have purchased Lipstick Wardah products. The sampling technique employed in this research is convenience sampling.

In a competitive market, maintaining customer loyalty and encouraging repeat purchases is a challenge in itself. A study by Hendrawan et al (2024) highlights the importance of using binary logistic regression in analyzing the factors influencing consumer decisions, particularly in the context of extending motor vehicle insurance policies. Although the study focuses on the insurance industry, the methodological approach used can be adapted to understand consumer repurchase behavior in the cosmetics industry.

The responses from the 109 participants were analyzed using SPSS software and the binary logistic regression method. This technique is employed to assess the relationship between several independent variables/predictors (X) on an ordinal or nominal scale and one or more dependent/response (Y) variables that are dichotomous, meaning they categorize respondents into two groups. For instance: Passed (1) vs. Failed (0), Satisfied (1) vs. Dissatisfied (0), or Buying (1) vs. Not Buying (0). A key advantage of binary logistic regression is that it does not assume the normality of the model error (Wulandari et al., 2022). The regression model applied in this study is as follows:

$$Y = \frac{1}{1 + \text{EXP}(-(\alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \dots + \beta_n X_n))} \quad (1)$$

where: Y = Dependent Variable and X1, X2, ... Xn = Independent Variables

The threshold for the dependent variable (Y) is established at 0.5. This implies that if a consumer's Y value exceeds 0.5, they are deemed likely to repurchase Lipstick Wardah products. On the other hand, if the Y value is below 0.5, they are regarded as unlikely to make a repurchase.

### 3. RESULTS AND DISCUSSION

#### 3.1 Respondent Profile

Of the 109 respondents surveyed, the demographic summary is as follows: 42% of respondents reside in DKI Jakarta. 64% of respondents are married, while 36% are not married. In terms of age, 18% of respondents are between 16-25 years old, 37% are between 26-35 years old, 33% are between 36-45 years old, and 12% are between 46-55 years old. Regarding employment, 41% of respondents work as private employees. For the economic characteristics, 28% of respondents report a monthly income ranging from IDR 5,000,000 to less than IDR 10,000,000. Many respondents (56%) purchase Wardah lipstick from cosmetic stores, and the most popular number of shade purchased is between 2-4, with 68% of respondents choosing this option.

**Table 1.** Domicile of Respondents

Domicile	Total	% Respondents
Banten	12	11%
DKI Jakarta	46	42%
West Java	21	19%
Central Java	2	2%
East Java	1	1%
North Sumatera	1	1%
East Kalimantan	24	22%
South Sulawesi	1	1%
Papua	1	1%
<b>Grand Total</b>	<b>109</b>	<b>100%</b>

**Table 2.** Marital Status of Respondents

Status	Total	% Respondents
Not Married	39	36%
Married	70	64%
<b>Grand Total</b>	<b>109</b>	<b>100%</b>

**Table 3.** Age Group of Respondents

Age	Total	% Respondents
16-25 years old	20	18%
26-35 years old	40	37%
36-45 years old	36	33%
46-55 years old	13	12%
<b>Grand Total</b>	<b>109</b>	<b>100%</b>

**Table 4.** Type of Employment of Respondents

Job	Total	% Respondents
Civil Servants/TNI/POLRI/BUMN/BUMD	11	10%
Entrepreneur	10	9%
Private Employee	45	41%
Housewife	25	23%
Student/College Student	12	11%
Other Job	6	6%
<b>Grand Total</b>	<b>109</b>	<b>100%</b>

**Table 5.** Range Monthly Income of Respondents

Monthly Income	Total	% Respondents
Up to < IDR 3.000.000	19	17%
IDR 3.000.000 up to < IDR 5.000.000	22	20%
IDR 5.000.000 up to < IDR 10.000.000	31	28%
IDR 10.000.000 up to < IDR 20.000.000	20	18%
> IDR 20.000.000	17	16%

<b>Grand Total</b>	<b>109</b>	<b>100%</b>
--------------------	------------	-------------

**Table 6.** Distribution of Respondents by Place of Purchase for Wardah Lipstic

Place to Buy Lipstick Wardah Product	Total	% Respondents
Pharmacy	4	4%
Supermarket (Matahari, Centro, Hypermart, Carefour)	20	18%
Wardah Counter Dept Store	1	1%
Minimarket (Indomaret, Alfamart, Alfamidi)	12	11%
E-commerce or Online Store	11	10%
Cosmetic Store	61	56%
<b>Grand Total</b>	<b>109</b>	<b>100%</b>

**Table 7.** Distribution of Respondents by Number of Wardah Lipstick Shades Owned

Number of Shade	Total	% Respondents
1	21	19%
(2-4)	74	68%
>5	14	13%
<b>Grand Total</b>	<b>109</b>	<b>100%</b>

### 3.2 Binary Logistic Regression Analysis

The binary logistic regression analysis utilizes primary data, which was obtained through questionnaires distributed to individuals who had purchased Lipstick Wardah products in Indonesia. The data collection took place in February 2025, using a Google Form survey that was shared via WhatsApp over a span of five days, from February 4 to February 9, 2025. A total of 109 respondents participated during this period.

The survey data was exported in Microsoft Excel format, where responses of "Yes" were changed to "1" and "No" to "0." The subsequent step in the analysis involves using the SPSS Binary Logistic Regression program, which is carried out in three distinct stages.

In this study, the independent variables (X) are included in the first step, such as Sufficiently Many Variants and Color Options, Reliable Product Quality, Well-Known Brand, Prestigious Brand Image, Availability of New and Innovative Products, Personal Interest in New Product Types, Affordable Price, Competitive Price Compared to Others, Price Matches Product Quality, Good Value for Money, Ease of Access to Store Location, Product Availability at Point of Sale, Past Positive Experience or Brand Recall, Recommendation from Friends, Recommendation from Family, Influencer Recommendation, Promotion via Facebook, Promotion via Instagram, Promotion via X, Promotion via YouTube, Promotion via Website, Satisfaction with Wardah Counter Service, Attractive and Functional Packaging and Easy-to-Remember Brand Identity. The SPSS Binary Logistic Regression program will be used to examine these variables (X) to assess the potential impact of factors influencing the Dependent Variable (Y), which is **Repurchase Intention (Y)**. The findings from this analysis are as follows:

**Table 8.** Variables in the Equation on step 1

Variables in the Equation in Phase 1		B	S.E.	Wald	df	Sig.	Exp(B)
<b>Phase 1<sup>a</sup></b>	Sufficiently Many Variants and Color Options	3.748	1.535	5.961	1	0.015	42.427
	Reliable Product Quality	5.633	2.005	7.891	1	0.005	279.593
	Well-Known Brand	-1.608	2.046	0.618	1	0.432	0.200
	Prestigious Brand Image	0.625	1.658	0.142	1	0.706	1.869
	Availability of New and Innovative Products	-6.580	3.145	4.378	1	0.036	0.001
	Personal Interest in New Product Types	0.669	1.927	0.121	1	0.728	1.953
	Affordable Price	1.906	2.085	0.836	1	0.361	6.723
	Competitive Price Compared to Others	1.756	2.273	0.596	1	0.440	5.787
	Price Matches Product Quality	1.991	1.647	1.461	1	0.227	7.321
	Good Value for Money	-0.877	1.802	0.237	1	0.627	0.416
	Ease of Access to Store Location	-1.164	1.441	0.653	1	0.419	0.312
	Product Availability at Point of Sale	-0.161	1.931	0.007	1	0.934	0.851
	Past Positive Experience or Brand Recall	-0.289	1.279	0.051	1	0.821	0.749
	Recommendation from Friends	2.093	1.787	1.371	1	0.242	8.106
	Recommendation from Family	-1.765	1.381	1.634	1	0.201	0.171

Influencer Recommendation	-0.428	1.687	0.064	1	0.800	0.652
Promotion Via Facebook	-1.717	1.721	0.995	1	0.319	0.180
Promotion Via Instagram	0.616	1.372	0.202	1	0.653	1.852
Promotion Via X	-1.518	1.760	0.744	1	0.388	0.219
Promotion Via YouTube	3.352	2.348	2.038	1	0.153	28.550
Promotion Via Website	-0.994	1.637	0.369	1	0.544	0.370
Satisfaction with Wardah Counter Service	1.406	1.676	0.704	1	0.401	4.082
Attractive and Functional Packaging	2.169	2.339	0.860	1	0.354	8.748
Easy-to-Remember Brand Identity	0.317	1.915	0.027	1	0.868	1.373
Constant	-6.332	4.178	2.298	1	0.130	0.002

a. Variable(s) entered on Phase 1: Sufficiently Many Variants and Color Options, Reliable Product Quality, Well-Known Brand, Prestigious Brand Image, Availability of New and Innovative Products, Personal Interest in New Product Types, Affordable Price, Competitive Price Compared to Others, Price Matches Product Quality, Good Value for Money, Ease of Access to Store Location, Product Availability at Point of Sale, Past Positive Experience or Brand Recall, Recommendation from Friends, Recommendation from Family, Influencer Recommendation, Promotion via Facebook, Promotion via Instagram, Promotion via X, Promotion via YouTube, Promotion via Website, Satisfaction with Wardah Counter Service, Attractive and Functional Packaging and Easy-to-Remember Brand Identity.

Based on Table 8, it can be observed that a variable is considered to have a significant impact on **Repurchase Intention (Y)** if its significance value is below 0.05. Therefore, it can be concluded that: (1) The variables “Sufficiently Many Variants and Color Options” (significance value of 0.015), “Reliable Product Quality” (significance value of 0.005), and “Availability of New and Innovative Products” (significance value of 0.036) all have significance values lower than 0.05, indicating that these three variables significantly affect Repurchase Intention (Y); (2) The remaining variables have significance values greater than 0.05, meaning they do not have a significant influence on **Repurchase Intention (Y)**.

Based on the data analysis in Table 8, three variables were found to have significant values that impact **Repurchase Intention (Y)**. These three variables were then reanalyzed in step 2 using SPSS binary logistic regression, with the non-significant variables excluded from the covariate column. The results of this analysis are as follows:

**Table 9.** Variables in the Equation on step 2

Variables in the Equation		B	S.E.	Wald	df	Sig.	Exp(B)
<b>Phase 2<sup>a</sup></b>	Sufficiently Many Variants and Color Option	2.319	0.748	9.619	1	0.002	10.161
	Reliable Product Quality	3.532	0.830	18.120	1	0.000	34.201
	Availability of New and Innovative Products	-1.899	1.339	2.011	1	0.156	0.150
	Constant	-1.053	1.172	0.807	1	0.369	0.349

a. Variable(s) entered on Phase 2: Sufficiently Many Variants and Color Option, Reliable Product Quality, Availability of New and Innovative Products.

According to Table 9, the “**Sufficiently Many Variants and Color Options**” ( $X_1$ ) has a significance value of 0.02, “**Reliable Product Quality**” ( $X_2$ ) has a significance value of <0.001, and “**Availability of New and Innovative Products**” ( $X_5$ ) has a significance value of 0.156. Since the significance value of “Availability of New and Innovative Products” ( $X_5$ ) exceeds 0.05, the analysis will proceed to the next stage.

**Table 10.** Variables in the Equation on step 3

Variables in the Equation		B	S.E.	Wald	df	Sig.	Exp(B)
<b>Phase 3<sup>a</sup></b>	Sufficiently Many Variants and Color Option	2.077	0.727	8.161	1	0.004	7.982
	Reliable Product Quality	3.041	0.720	17.850	1	0.000	20.917
	Constant	-2.266	0.854	7.038	1	0.008	0.104

a. Variable(s) entered on Phase 3: Sufficiently Many Variants and Color Option, Reliable Product Quality.

According to Table 10, the variable “**Sufficiently Many Variants and Color Options**” ( $X_1$ ) has a significance value of 0.004, while “**Reliable Product Quality**” ( $X_2$ ) shows a significance value of less than 0.001. Both variables have significance values below 0.05, suggesting they significantly influence **Repurchase Intention (Y)**. Therefore, these two variables can be used to predict **Repurchase Intention (Y)** decisions. Using the accuracy formula for the regression model and the results derived from these two variables, the following regression model is established:

$$Y = \frac{1}{1 + \text{EXP}(-(C + \beta_1 X_1 + \beta_2 X_2))}$$

$$Y = \frac{1}{1 + \text{EXP}((2.266 - 2.077X_1 - 3.041X_2))}$$

where: Y = Repurchase Intention; X<sub>1</sub> = Sufficiently Many Variants and Color Options; and X<sub>2</sub> = Reliable Product Quality;

A regression analysis conducted on 109 Wardah consumers predicts that 94 of them are likely to repurchase the lipstick, while 15 are not expected to do so. The dependent variable (Y) has a cutoff value of 0.5, meaning that consumers with a Y value above this threshold are categorized as likely to buy again, whereas those with a lower Y value are considered unlikely to repurchase.

**Table 11.** Classification Table

Observed		Classification Table <sup>a</sup>			Percentage Correct
		Plans To Buy Again (2nd Purchase)		Predicted	
		0	1		
Phase 3	Plans To Buy Again (2nd Purchase)	0	10	8	55.6
		1	5	86	94.5
<b>Overall Percentage</b>					<b>88.1</b>

a. The cut value is .500

The regression model demonstrates an average accuracy of 88.1%. According to Classification Table 11, 86 consumers who intended to repurchase were correctly predicted to do so, while 10 consumers who did not plan to repurchase were also accurately classified. However, discrepancies were found in 8 and 5 cases, where the observed and predicted outcomes did not match.

### 3.3 Discussion

The results of this research reveal that Sufficiently Many Variants and Color Options and Reliable Product Quality are the two most influential variables affecting consumers' intention to repurchase Wardah lipstick. These findings are consistent with previous studies by Martianto et al (2023) and Gaol et al (2024), which highlighted the importance of product diversity and quality consistency in shaping consumer purchasing behavior, particularly within the cosmetics industry. These findings are also in line with and expand on previous field research. For example, Putri & Bernarto (2023) and Chairunnisa et al (2022) emphasize the importance of product quality in driving consumer loyalty in the cosmetics sector.

In contrast to the findings of Abroor et al (2024) and Novitasari et al (2024), who reported that promotional tools like influencer marketing and social media significantly impact consumer preferences, this study did not observe any statistically significant effect of promotional factors on repurchase behavior. This suggests that while promotional strategies may successfully attract first-time buyers, they may not serve as the main driver for fostering long-term customer loyalty or encouraging repeat purchases. Furthermore, unlike earlier studies that applied broader analytical frameworks across multiple variables, this research employs binary logistic regression to quantitatively assess the predictive power of specific factors. Notably, promotional channels and brand image—often emphasized in prior literature—did not emerge as significant predictors in this study. This implies that concrete product attributes, such as product variety and quality, may exert a stronger influence on repurchase decisions, particularly for halal-certified cosmetic brands in emerging markets like Indonesia. These distinctions offer valuable insights and contribute to a more refined understanding of consumer behavior, especially in environments where ethical product attributes, such as halal certification, are central to consumer decision-making.

Considering the relationship between **Repurchase Intention (Y)** and the factors of **Sufficiently Many Variants and Color Options (X<sub>1</sub>)** as well as **Reliable Product Quality (X<sub>2</sub>)**, effective marketing strategies can be formulated as follows: marketing strategies should focus on expanding product variants and color options (X<sub>1</sub>) as well as strengthening product quality and reliability (X<sub>2</sub>). Wardah should continuously introduce new lipstick shades and formulations tailored to diverse consumer preferences, such as nude shades for professional settings, bold colors for special occasions, and hydrating formulas for daily wear. Additionally, launching limited-edition collections inspired by cultural and seasonal trends, such as Ramadan or Indonesian traditional beauty, can create a sense of exclusivity and urgency among customers. To further engage consumers, Wardah can implement shade-matching technology or customizable lipstick sets, allowing individuals to find the perfect shade based on their skin tone and personal style.

In terms of product quality, Wardah must reinforce its reputation for high-performance lipstick by highlighting key benefits, such as halal certification, moisturizing ingredients, and dermatologically tested formulations. Collaborating with beauty influencers and running educational campaigns through digital platforms can help build trust in the product's long-lasting wear and nourishing properties. Additionally, investing in research and development to enhance lipstick longevity, texture, and comfort will further strengthen customer confidence and encourage repeat purchases.

## 4. CONCLUSION

Based on a regression analysis of **109 Wardah consumers**, the model predicted an overall accuracy of **88.1%**, with **94 consumers likely to repurchase** and **15 consumers unlikely to do so**. The research findings highlight that **Sufficiently Many Variants and Color Options (X<sub>1</sub>)** and **Reliable Product Quality (X<sub>2</sub>)** are the most influential factors driving

consumers' decision to repurchase Wardah Lipstick. Meanwhile, other variables were found to have no significant impact on repurchase behavior. These insights emphasize the importance of product variety and quality in maintaining consumer loyalty and encouraging repeat purchases. The results of the binary logistic regression further confirm that product variety and quality play a crucial role in driving repurchase behavior. To sustain and enhance consumer loyalty, it is recommended that Wardah continues to expand its range of product variants and color options, while consistently improving product quality and reliability. These efforts will not only strengthen Wardah Lipstick's market presence but also reinforce the brand's overall appeal, ensuring continued consumer trust and satisfaction. While this study offers valuable insights into repeat purchase behavior, it has several limitations. The use of convenience sampling with 109 Wardah lipstick buyers restricts the generalizability of the findings to the broader Indonesian market. Reliance on self-reported, dichotomous data may also introduce response bias and oversimplify consumer attitudes. Furthermore, the binary logistic model may not capture deeper motivations behind repurchase decisions, and external influences like economic or cultural factors were not considered. Future research should apply probabilistic sampling, integrate qualitative and longitudinal approaches, and include emotional and psychological variables to gain a more holistic understanding of consumer loyalty.

## REFERENCES

- Abroor, M. R., Widayanti, S., & Roidah, I. S. (2024). Analysis of the Marketing Mix Strategy (7P) to Increase Sales of Processed Cassava Products at UD "Purnama Jati" Member. *International Journal of Economy, Education and Entrepreneurship (IJE3)*, 4(1), 86–94. <https://doi.org/10.53067/ije3.v4i1.238>
- Chairunnisa, R., Zebua, Y., & Pitriyani, P. (2022). The influence of price perception, product quality, promotion, brand image on repurchase intention of wardah lipstick products (study on customers of ud. ghaisani cosmetics rantau prapat). *International Journal of Science, Technology & Management*, 3(3), 754–762. <https://doi.org/10.46729/ijstm.v3i3.513>
- Damayanthi, N., Senoadji JR, A., Tamara, D. N., & Mustikasari, F. (2023). Korean Beauty Product Repurchase Intention Factors. *Journal of Social Research*, 2(7), 2144–2156. <https://doi.org/10.55324/josr.v2i7.1012>
- Duryadi. (2021). *Metode Penelitian Ilmiah. Metode Penelitian Empiris Model Path Analysis dan Analisis Menggunakan SmartPLS*. Semarang: Yayasan Prima Agus Teknik.
- Fatika, R. A. (2024). *5 Merek Lipstik Lokal Terfavorit di 2024 [online]*. GoodStats. tersedia: <https://data.goodstats.id/statistic/5-merek-lipstik-lokal-terfavorit-di-2024-DHJxW> [23 Maret 2025]
- Gaol, R., I., L., Hidayat, N., Tampubolon, A., & Gultom, G., A., M. (2024). Analisis Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian Konsumen (Studi kasus: Mahasiswa Prodi Ilmu Ekonomi, Fakultas Ekonomi, Universitas Negeri Medan). *Aurelia: Jurnal Penelitian dan Pengabdian Masyarakat*, 3(2), 1484–1492.
- Hendrawan, E., Zakaria, D., Salwa, E., & Heikal, J. (2024). Customer Renewal Prediction for Motor Vehicle Insurance Using Binary Logistic Regression in PT XYZ Insurance. *Innovative: Journal Of Social Science Research*, 4(6), 2311–2320. <https://doi.org/10.31004/innovative.v4i6.16478>
- Krishnan, M. M., Manimekalan, A., & Radhakrishnan, K. (2022). Factors Influencing Repurchase Intention of Organic and Natural Cosmetics for Sustainable Development. *SAMVAD: International Journal of Management*, 2(5), 52–62. <https://doi.org/10.53739/samvad/2022/v25/172429>
- Martianto, I. A., Iriani, S. S., & Witjaksono, A. D. (2023). Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 7(3), 1370–1385. <https://doi.org/10.31955/mea.v7i3.3543>
- Nisa, D. K., Juliati, R., & Lestari, N. P. (2023). The Effect of Social Media and Brand Image on Wardah Liquid Lipstick Consumer's Repurchase Intention in Malang City. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 3(02), 158–167. <https://doi.org/10.22219/jamanika.v3i02.27362>
- Novitasari, N., Pujangkoro, S., & Lubis, S. N. (2024). Effect of Marketing Mix (7P) on Purchasing Decision at Cafe Palapa. *Jurnal Cakrawala Ilmiah*, 3(12), 3663–3672. <https://bajangjournal.com/index.php/JCI/article/view/8382>
- Park, S.-J., Kim, Y.-J., Kwon, O.-H., & Lee, J.-M. (2023). Influence of consumer innovativeness and cosmetic selection attributes on purchase intention of eco-friendly cosmetics. *Journal of Cosmetic Medicine*, 7(1), 29–37. <https://doi.org/10.25056/JCM.2023.7.1.29>
- Putri, A. N. A., & Bernarto, I. (2023). The Influence of Price Fairness, Promotion, and Perceived Ease of Use on the Repurchase Intention. *MEC-J (Management and Economics Journal)*, 7(1), 77–90. <https://doi.org/10.18860/mec-j.v7i1.19585>
- Saat, S., & Mania, S. (2020). *Pengantar metodologi penelitian: Panduan bagi peneliti pemula*. Gowa: Pusaka Almaida.
- Sari, S. P. (2020). Hubungan minat beli dengan keputusan pembelian pada konsumen. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(1), 147. <https://doi.org/10.30872/psikoborneo.v8i1.4870>
- Solihin, R., & Imaningsih, E. S. (2021). The Importance Of Product Quality, Price Consciousness, Customer Value And Brand Image Towards Pt Sophie Paris Indonesia's Repurchase Interest Which Intervened By Attitude Variables. *Dinasti International Journal of Management Science*, 3(2), 287–300. <https://doi.org/10.31933/dijms.v3i2>
- Tua, G. V. M., Andri, & Andariyani, I. M. (2022). Pengaruh kualitas produk dan harga terhadap keputusan pembelian mesin pompa air submersible Dab Decker di CV. Citra Nauli Electricsindo Pekanbaru. *Jurnal Ilmiah Multidisiplin*, 1(04), 140–154. <https://doi.org/10.56127/jukim.v1i04.266>
- Widodo, S., Ladyani, F., Lestari, S. M. P., Wijayanti, D. R., Devrianya, A., Hidayat, A., Nurcahyat, S., Sjahriani, T., & Widya, N. (2023). *Buku ajar metode penelitian*. Pangkalpinang: CV Science Techno Direct.
- Wulandari, D. Y., Ismaraidha, & Amelia, O. (2022). Application of Binary Logistic Regression Analysis Method with SPSS Statistics 22.0 in Predicting Factors Affecting the Long of Study. *Proceedings of the International Conference on Technology, Education, and Science*, 4(1), 47–57.