

## The Influence of Personal Selling on Repurchase Intention Through Customer Satisfaction at Strawberry Kopo Salon

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### ABSTRACT

*This study aims to analyze the effect of personal selling on repurchase intention through customer satisfaction as a mediating variable at Salon Strawberry Kopo, Bandung. The background of this research is the fluctuating number of returning customers, which is suspected to be influenced by variations in service quality and the effectiveness of personal interactions between staff and customers. This research employs a quantitative approach using a survey method, involving 130 respondents who are customers of Salon Strawberry Kopo. The analytical techniques used include multiple regression analysis and the Sobel test to examine both direct and indirect effects among variables. The results show that personal selling has a positive and significant effect on customer satisfaction, and customer satisfaction has a positive and significant effect on repurchase intention. Moreover, personal selling also has a direct positive influence on repurchase intention, and customer satisfaction is proven to mediate the relationship between personal selling and repurchase intention. These findings indicate that effective personal selling—through friendly communication, clear information delivery, and service that meets customer needs—plays a crucial role in enhancing satisfaction and encouraging repeat visits. Therefore, improving the quality of personal interactions and maintaining consistent service standards are key strategies for strengthening customer loyalty in the beauty service industry.*

**KEYWORDS** *Personal selling; Customer Satisfaction; Repurchase Intention; Salon Strawberry Kopo.*



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### INTRODUCTION

Hadisuwarno (2024) revealed that the salon and beauty industry in Indonesia has shown a significant trend in the last decade. Based on Statista (2024), it is estimated that the market value of beauty care products and services in Indonesia will reach more than US\$7 billion in 2023, with an annual growth rate of around 5–6%. This growth is in line with the increasing number of salons operating in various major cities and regions, including MSMEs that focus on beauty services. In addition to market growth, the dynamics of customer experience are also an important aspect that affects the sustainability of a business (Nurmansyah, 2017). One of the MSME salons in the Bandung area is Strawberry Salon is one of the MSME businesses in the beauty sector that also faces challenges in retaining customers.

The phenomenon that occurred at the Strawberry Kopo Salon today shows the duality of customer perception of personal selling activities (Anggita & Aldila, 2024). Based on initial observations of 182 customer reviews on Google Reviews with an average rating of 4.2, there is a difference in perception regarding salon staff services. Around 62% of customers find it helpful, as the staff is considered informative in providing product recommendations and hair care according to their needs (Prihatini & Gumilang, 2021; Ratnawati et al., 2022; Zahra et al., 2023). Then around 38% of customers feel annoyed, because product offerings are considered too forceful or irrelevant to their desires (Zain & Putra, 2024).

This difference in perception shows that staff service has the potential to affect customer satisfaction and repurchase interest at Strawberry Kopo Salon. In addition, data on the number

of visitors also shows a downward trend in the last three years. The number of visitors to the Strawberry Kopo Salon was recorded at 5,892 people in 2023, decreased to 5,587 people in 2024, and again dropped significantly to 4,164 people in 2025. When compared to Salon Amirah, which has actually increased from 6,504 people in 2023 to 8,158 people in 2025, it can be seen that the performance of Salon Strawberry Kopo has relatively decreased.

Based on the number of visitors data, it can be seen that Strawberry Kopo Salon has experienced a consistent decline in the last three years compared to Amirah Salon which has experienced a consistent increase. In 2023, the number of visitors was recorded at 5,892 people, then decreased to 5,587 people in 2024, and again dropped significantly to 4,164 people in 2025. This downward trend indicates that there is a problem in maintaining customer interest in returning to the service. This phenomenon is also in line with the findings of customer reviews on Google Reviews which show that there is a duality of perception of personal selling activities. Some customers feel helped by the staff's recommendations, but not a few also feel bothered by offers that are considered forceful.

This condition shows that the quality of staff interaction through personal selling can affect satisfaction, which ultimately has an impact on customer loyalty or interest in returning visits. Thus, the main problem that arises is the decrease in the number of customers of Strawberry Kopo Salon, which is allegedly related to differences in perception of personal selling activities carried out by salon staff.

This research has a novelty that lies in its focus on the duality of consumer perception and its influence on the level of customer satisfaction for personal selling activities carried out by staff at Salon Strawberry Kopo Bandung. Based on initial observations through Google Reviews, it was found that there were differences in customer experience, some felt helped and well served, while others felt bothered by the promotional approach carried out. This aspect has not been widely discussed in previous research. The journal written by Wardani & Kurnianingsih (2023) focuses more on the influence of personal selling on repurchases of Maybelline cosmetic products, along with other variables such as lifestyle and customer satisfaction.

Likewise, research by Nurjaya et al. (2022) examined the influence of personal selling on purchase decisions and customer loyalty in the context of food companies in Jakarta. However, both studies do not highlight the context of direct services such as salons and have not fully uncovered the duality of customer perceptions of personal selling approaches and customer loyalty without specifically examining the differences in perceptions of promotional approaches and their impact on customer satisfaction, as identified through initial observations of Google Reviews reviews on Strawberry Kopo Salon where there were customers who felt annoyed and vice versa Some feel noticed by staff who actively offer services. This focus on contrasting perceptions is a gap that has not been widely researched, especially in the local beauty service sector, thus making this research relevant as well as making a new theoretical and practical contribution.

This research is important because it makes a scientific contribution to the development of service marketing strategies, especially in understanding the influence of personal selling on customer repurchase interest through customer satisfaction as an intervening variable in the beauty salon industry that is still rarely researched. On the other hand, practically, the results of this research will help Salon Strawberry Kopo in evaluating the way the staff offers services

or products to customers, considering the existence of complaints and negative reviews that show that some customers feel disturbed. By knowing customer perception objectively, salons can improve their communication approach to better suit customer needs and comfort, as well as increase loyalty on an ongoing basis.

According to Kotler & Keller (2016), personal selling is a direct personal communication between salespeople and potential buyers that aims to persuade, build relationships, and influence purchasing decisions. At Strawberry Kopo Salon, this form of promotion can be seen in the way the salon staff offers services directly to customers, such as suggesting additional hair care when customers come. This activity is important because it can form a certain impression of satisfaction or perception from customers towards the salon service as a whole. Furthermore, in the context of service marketing, customer satisfaction can be interpreted as the level of a person's emotions or feelings after evaluating and comparing between initial expectations and actual experience gained on a product or service (Tjiptono, 2015). Satisfaction arises when the perceived performance of consumers matches or even exceeds their expectations (Gantara & Sigarlaki, 2024).

The indicators that can be used to measure customer satisfaction include satisfaction with the quality of products that are able to meet the beauty needs of consumers, feelings of satisfaction with prices that are considered commensurate or affordable by customers, satisfaction with promotions that are considered informative and attractive, and satisfaction with services provided directly by staff or salespeople. The quality of these interactions greatly affects the level of customer satisfaction, which in this context is understood as the feeling of customers after comparing the performance of the services they receive with their initial expectations (Tjiptono, 2015).

This satisfaction can arise if customers feel happy with various aspects of salon services, such as the quality of products used in treatment, affordability of prices, the effectiveness of promotions provided, and the service from salespeople. In other words, a positive personal selling experience can create a feeling of overall satisfaction in customers. To see how personal selling affects customers' decisions to return through customer satisfaction as an intervening variable, the Theory of Planned Behavior (TPB) initiated by Ajzen is used. According to Ajzen (1991), a person's desire to act, such as making a repurchase, is influenced by how he views the behavior, the level of satisfaction he feels, and his perception of the extent to which he can control the decision.

In relation to personal selling, if customers feel comfortable and appreciated, then they are likely to feel satisfied so that individuals will return to visit more. On the other hand, if they feel disturbed, individuals can feel dissatisfied or disappointed so that the interest in rebuying can decrease. In addition, to strengthen the understanding of the relationship, this study also considered Expectation Confirmation Theory (ECT), which according to Oliver (1980) explains that customers will judge their experience based on initial expectations. If the personal selling experience meets or exceeds expectations, then customers will feel satisfied and tend to want to come back.

However, if it is not suitable, there can be a sense of disappointment that has an impact on the decision not to return. These two theories support each other in explaining how personal selling carried out by salon staff can make individuals satisfied and affect customers' repurchase interest at Strawberry Kopo Bandung Salon.

Based on the explanation in the background, the research problem can be identified as follows: 1) How about personal selling, customer satisfaction, and interest in buying Strawberry Kopo Salon. 2) Does personal selling have a positive and significant effect on consumer satisfaction of Strawberry Kopo Salon customers. 3) Does personal selling have a positive and significant effect on the repurchase interest of Strawberry Kopo Salon customers? 4) Does customer satisfaction have a positive and significant effect on the repurchase interest of Strawberry Kopo Salon customers. 5) Does customer satisfaction play a role in mediating the influence of personal selling on the repurchase interest of Strawberry Kopo Salon customers.

This study aims to analyze the influence of personal selling on repurchase interest through customer satisfaction at Strawberry Kopo Bandung Salon. The focus of the research is directed at how direct interaction between staff and customers can form positive perceptions that increase satisfaction, which further drives repurchase decisions. Using Expectation Confirmation Theory (ECT), this study examines the fit between the customer's initial expectations and the actual experience of the service. In addition, the Theory of Planned Behavior (TPB) is used to explain how satisfaction as a result of cognitive evaluation affects customer intention to return. Through this framework, this research is expected to strengthen understanding of the role of personal selling in creating satisfaction while increasing customer loyalty.

The objectives to be achieved in this study are: To find out the positive and significant influence of personal selling, customer satisfaction, and interest in rebuying Strawberry Kopo Salon, to find out that personal selling has a positive and significant effect on consumer satisfaction of Strawberry Kopo Salon customers, to find out that personal selling has a positive and significant effect on the repurchase interest of Strawberry Kopo Salon customers. To find out that customer satisfaction has a positive and significant effect on the repurchase interest of Strawberry Kopo Salon customers. To find out the role of customer satisfaction in mediating personal selling on the repurchase interest of Strawberry Kopo Salon customers.

This research has academic urgency because it contributes to the development of service marketing science, especially in understanding the role of personal selling on customer repurchase interest in the beauty service sector. Most previous research, such as those conducted by Wardani & Kurnianingsih (2023) and Nurjaya et al. (2022) has focused more on personal selling in the context of consumer products and the food industry, rather than salon services. Studies on direct interaction in the salon environment, especially those that observe the double perception of customers, namely feeling "helped" and "disturbed" by communication from salon staff, are still very limited. This study tries to fill this gap by using a quantitative approach as well as the Expectation Confirmation Theory (ECT) and Theory of Planned Behavior (TPB) theories to see the relationship between customer expectations, experiences, and intention to return. That way, the results of this research are expected to be a reference for service marketing communication strategies that are more in line with customer expectations.

From a practical perspective, this research is important for the management of Strawberry Kopo Salon as an evaluation of direct promotion strategies carried out by staff when interacting with customers. In practice, customers respond to a variety of additional service offerings during the maintenance process. Some customers feel helped because they get information that

suits their needs, but others feel disturbed and uncomfortable with an approach that is considered too forceful. If not handled properly, this can affect the customer experience and lower their intention to return to the salon. Through the results of this research, salon management can understand the extent to which the personal selling currently implemented has an impact on customer repurchase interest, as well as get data-driven input to improve the way promotions are delivered, organize staff training, and design communication strategies that are more in line with customer expectations.

## **METHOD**

The object of this study was Strawberry Kopo Salon in Bandung, focusing on consumers aged 17 and older who had used its services at least once. The research examined beauty services, particularly direct staff-customer interactions via personal selling. The variables included personal selling, customer satisfaction, and repurchase intention. Customers served as both respondents and assessors, given their direct experience with services, staff interactions, satisfaction levels, and repurchase desires.

This study tested hypotheses through seven steps: variable operationalization, questionnaire design, instrument validity and reliability testing, data collection, data processing, and hypothesis testing. Steps one and two were outlined in the research proposal for seminars; steps three through seven followed proposal approval. Each step was detailed in the respective research methods subsection.

The study sampled from the population of customers aged 17 and older, selected for their cognitive ability to complete questionnaires. The sample size was 130 respondents, exceeding the minimum recommended by Sekaran and Bougie (2017) of 10 times the number of variables (13 manifest variables) for multivariate regression. Convenience sampling, a nonprobability method, was used due to accessibility (Sekaran & Bougie, 2017). Questionnaires were distributed online via Google Forms to customers who had used Strawberry Kopo Salon services.

Primary data were collected directly from respondents (Sekaran & Bougie, 2017), specifically customers who had visited within the past year. Data collection occurred over two weeks using questionnaires. Validity and reliability were tested via SPSS version 25, with Cronbach's Alpha for reliability (coefficients <0.60 poor, 0.70 acceptable, >0.80 good; Sekaran & Bougie, 2017).

Descriptive analysis assessed respondents' responses to variables based on questionnaire mean scores. Hypothesis testing used multiple linear regression to examine personal selling's influence on repurchase intention through customer satisfaction (Sekaran & Bougie, 2017; Sugiama, 2014).

The first hypothesis aims to analyze the direct influence of variables in a formulative manner presented in the form of equations as according to Sugiama (2014) as follows:

$$Y = a + b1 X1 + e$$

Information:

X = Personal selling

Y = Customer Satisfaction

a = Constanta

a = Coefficient of increase of the associated variable if there is an increase of one unit of independent variable.

e = Error (disruptive error)

In the test, data processing was done using the SPSS version 25 program.

The next equation:

$$Z = a + b_2X_1 + + b_3Y + e$$

Information:

X1 = Personal selling

Y = Customer Satisfaction

Z = Repurchase Interest

a = Constanta

b<sub>2</sub>,b<sub>3</sub> = Regression coefficient that shows the magnitude of the influence of each independent variable on the dependent variable (Z).

e = Error or residual (other factors outside the model that affect Z)

#### a. Validity Test

The validity test aims to measure the extent to which the statement items in the questionnaire are able to represent the variables being studied. This test is carried out through Pearson Product Moment correlation analysis, where an item is declared valid if the calculated r value is greater than the r of the table and has a significance level of less than 0.05. The testing process was carried out with the help of the latest version of the SPSS application.

#### b. Reliability Test

Reliability tests are used to find out the extent to which the questionnaire instrument provides consistent results if remeasured. The reliability test was carried out using Cronbach's Alpha value, where the instrument is declared reliable if the alpha value  $\geq 0.60$  (Sugiyono, 2017).

#### c. Classic Assumption Test

Before the regression analysis is carried out, a classical assumption test is carried out to ensure that the regression model is eligible, including: 1) Normality Test: Using the Kolmogorov-Smirnov to see if the data is distributed normally. 2) Multicollinearity Test: Using VIF (Variance Inflation Factor) and Tolerance values. 3) Heteroscedasticity Test: Using the scatterplot method or the Glejser test.

The hypothesis test aims to accurately determine whether an alternative hypothesis (H<sub>A</sub>) is acceptable by rejecting the null hypothesis (H<sub>0</sub>) (Sekaran & Bougie, 2017). By comparing the t-count and t-table with the degree of freedom (df) = n - k (n i.e. the number of samples and k i.e. the number of variables) and the significance level of 5% (0.05) which is used as the basis for determining the acceptance of H<sub>0</sub> or H<sub>A</sub> in decision-making to interpret the results of the t-test on hypotheses one, two, three, four, five, six and seven. In addition, the results of the t-test can be interpreted through a significance comparison with an error level of 0.05. Sugiyono (2017) stated the criteria in the t-test as follows: a) If t-count < t-table or significance value > 0.05 then H<sub>0</sub> fails to be rejected and H<sub>A</sub> is rejected, meaning that the independent variable has no effect on the dependent variable. b) If t-calculate > t-table or significance < 0.05 then H<sub>0</sub> is rejected and H<sub>A</sub> is accepted, meaning that the independent variable has an effect on the dependent variable

## RESULT AND DISCUSSION

### Descriptive Analysis Results

**Table 1. Descriptive Analysis Results Variable Personal selling (X)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Hours of deviation
X1	130	1	5	4.21	.804
X2	130	2	6	4.05	.838
X3	130	1	5	3.71	.992
X4	130	1	5	3.87	.960
X5	130	1	5	3.89	.891
X6	130	1	5	3.94	.938
Valid N (listwise)	130				

Source: Data processing results with SPSS, 2025

Based on the results of the descriptive analysis above, the mean value is 3.71 to 4.21 with a total average of 3.96, which means that the perception of personal selling at Strawberry Kopo Salon is in the high category.

**Table 2. Descriptive Analysis Results Customer Satisfaction Variable (Y)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Hours of deviation
Y1	130	1	5	4.05	.771
Y2	130	1	5	4.08	.716
Y3	130	1	5	3.90	.955
Y4	130	2	5	3.95	.663
Valid N (listwise)	130				

Source: Data processing results with SPSS, 2025

Based on the results of the descriptive analysis above, the mean value is 3.90 to 4.08 with a total average of 3.99, which means that the perception of customer satisfaction at Strawberry Kopo Salon is in the high category.

**Table 3. Descriptive Analysis Results Repurchase Interest Variable (Z)**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Hours of deviation
Z1	130	1	5	4.08	.841
Z2	130	1	5	3.90	.879
Z3	130	1	5	3.98	.902
Valid N (listwise)	130				

Source: Data processing results with SPSS, 2025

Based on the results of the descriptive analysis above, it shows a mean value of 3.90 to 4.08 with an average total of 3.99, which means that the perception of repurchase interest at Strawberry Kopo Salon is in the high category.

### Validity and Reliability Test Results

The validity test in this study was carried out using the Product Moment correlation technique. The criterion used is that if  $r$  is calculated to be greater than  $r$  table, then the statement item is declared valid. In this study, the  $r$ -value of the Product Moment table was

0.1449. The results of the validity and reliability test were subsequently obtained through data processing using SPSS version 25.

**Table 4. Validity and Reliability Test Results**

NO	Statement	Validity test results	Reliability test results
		R hitung ( <i>person correlation</i> )	Cronbach's alpha
<b>Personal selling (X)</b>			
1.	The salon staff gave recommendations for services that fit my needs.	0,491	0,608
2.	The salon staff is able to establish comfortable two-way communication.	0,361	
3.	The explanation of service information from the salon staff is easy to understand.	0,708	
4.	My request was responded to quickly by the salon staff.	0,614	
5.	The salon staff is not pushy in offering services.	0,637	
6.	The salon staff maintained a positive interaction with me even outside of the service session.	0,644	
<b>Customer Satisfaction (Y)</b>			
1.	The service at Salon Strawberry was in line with my expectations.	0,701	0,617
2.	The price of Strawberry Salon's services is proportional to the benefits I get.	0,740	
3.	The staff at Salon Strawberry is friendly.	0,747	
4.	The results of the treatment at Salon Strawberry were as I expected.	0,536	
<b>Repurchase Interest (Z)</b>			
1	I would like to use the Strawberry Salon service again.	0,854	0,800
2	I tend to choose Strawberry Salon over other salons	0,853	
3	I am willing to recommend Strawberry Salon to others	0,829	

Source: Results of data processing using SPSS, 2025

The results of the validity test showed that all questions in the questionnaire were declared valid because the count of each statement in the questionnaire was greater than the rtable which was 0.1449 which means that the instrument used to collect data in this study can measure what should be measured. Furthermore, the results of the above reliability test, it is known that the value of Cronbach's alpha is declared reliable because the value is greater than 0.6 based on the idea put forward by Sekaran & Bougie (2017) so that it can guarantee consistent measurements if done in different time crosses, the results remain the same.

### Classical Assumption Test Results

Classical assumption testing includes normality tests, multicollinearity tests, and heteroscedasticity tests, each of which is described as follows:

**Table 5. Classical Assumption Test Results**

NO	Types of Classical Assumption Tests	Criteria for Acceptance of Test Results	Test Results	Interpretasi
1.	Normality Test ( <i>Kolmogorov Smirnov</i> )	(Sig)>0.05	Persamaan 1: Sig (0,200) Persamaan 2: Sig (0,200)	Normally distributed data

2.	Multicollinearity Test	<i>Tolerance value</i> > 0.1 and VIF < 10	Equation 1: (X) Tolerance = 0.982 and VIF = 1.017 Equation 2: (X) Tolerance 0.982 and VIF =1.002, (Y) Tolerance = 0.978 and VIF =1.022	There are no symptoms of multicollinearity between independent variables
3.	Heterokedasticity Test	(Sig)>0.05	Persamaan 1: X (Sig 0.446) Persamaan 2: X (Sig 0.839) Y (Sig 0.220)	No heterokedasticity occurs in the regression model

Source: Results of data processing using SPSS, 2025

Based on the results of the classical assumption test in Table 4.6, it was obtained that the significance value in the normality test (Kolmogorov-Smirnov) was 0.200, which is greater than 0.05, so it can be concluded that the data is normally distributed. Furthermore, the results of the multicollinearity test showed that all independent variables had a tolerance value above 0.10 and VIF below 10 (Equation 1: Tolerance = 0.982; VIF = 1.017 and Equation 2: Tolerance = 0.982 - 0.978; VIF = 1.002 - 1.022), so it can be concluded that there are no symptoms of multicollinearity between independent variables. Meanwhile, the results of the heteroscedasticity test showed that the significance value of each variable was greater than 0.05 (Equation 1: Sig X = 0.446; Equation 2: Sig X = 0.839 and Y = 0.220), so it can be concluded that heteroscedasticity does not occur in the regression model.

## Results of Multiple Regression Analysis and Sobel Test

### *Multiple Regression Test Results*

The multiple regression test has the purpose of testing the influence of independent variables on dependents. In this study, the dependent variables are the Repurchase Interest (Z) variable, while the independent variables are Personal selling (X), and Customer Satisfaction (Y). The following are the results of multiple regression analysis presented in the form of a table.

**Table 6. Multiple Regression Test Against Y**

<i>Model</i>	<i>Unstandardized Coefficient</i>		<i>Standardized Coefficient</i>	<i>T Value</i>	<i>Sig.</i>
	<i>B</i>	<i>Std.error</i>	<i>Beta</i>		
1 <i>(constant)</i>	17.334	1.423		12.179	.000
<i>Personal selling X</i>	.285	.059	.416	4.755	.000

Dependent Variable : Customer Satisfaction (Y)

Source: Results of data processing using SPSS, 2025

Based on table 6, the multiple regression equation can be obtained as follows:

$$Y = 17.334 + 0.285X$$

Based on the results of the multiple regression test in Table 4.7, it is known that the Personal selling (X) variable has a coefficient value of 0.285 with a significance value of 0.000, which is smaller than 0.05. This shows that Personal selling has a positive and significant effect on Customer Satisfaction (Y). This means that the better the personal selling activities carried

out by the staff of Strawberry Kopo Salon, the higher the level of customer satisfaction felt. The constant value of 17.334 indicates that if the personal selling variable is zero, then the customer satisfaction level is estimated at 17.334. Thus, it can be concluded that personal selling has a positive and significant influence on customer satisfaction at Strawberry Kopo Salon.

**Table 7. Multiple Regression Test Against Z**

Model	Unstandardized Coefficient		Standardized Coefficient	T Value	Sig.
	B	Std.error	Beta		
1 (constant)	7.919	2.154		3.677	.000
Personal selling X	.172	.061	.231	2.777	.006
Absoluteness Pelanggan Y	.248	.091	.312	2.726	.007

Dependent Variable: Interest in Buying Ulang\_Z

Source: Results of data processing using SPSS, 2025

Based on table 7, multiple regression equations can be obtained as follows:

$$Z = 7.919 + 0.172X + 0.248Y$$

Based on the results of the multiple regression test in Table 4.8, it is known that the Personal selling (X) variable has a coefficient value of 0.172 with a significance level of 0.006, which is smaller than 0.05. This shows that Personal selling has a positive and significant effect on Repurchase Interest (Z). Furthermore, the Customer Satisfaction variable (Y) also has a coefficient value of 0.248 with a significance level of 0.007, which means it is smaller than 0.05, so it can be concluded that Customer Satisfaction has a positive and significant effect on Repurchase Interest (Z). The constant value of 7.919 indicates that if the variables Personal selling (X) and Customer Satisfaction (Y) are zero, then the value of Repurchase Interest is estimated to be 7.919. Thus, it can be concluded that both Personal selling and Customer Satisfaction have a significant influence on Repurchase Interest in this regression model.

### Sobel Test Results

The Sobel test is used to find out whether an intervening variable (mediating), that is, mediates the relationship between independent variables and dependent variables. The following sobel test results can be seen in the following table:

**Table 8. Sobel Test Results**

Relationships Between Variables	Coefficient a	IF the	Coeficin b	SE b	Sobel Tes	Interpretation
Personal selling (X) → Customer Satisfaction (Y) → Repurchase Interest (Z)	.285	.059	.248	.091	2.373	Ha accepted

Source: Results of data processing using SPSS, 2025

Based on the results of the Sobel test above, it is known that the Sobel test score for the mediation line Personal selling (X) → Customer Satisfaction (Y) → Repurchase Interest (Z) is 2.373. This value is greater than the table t of 1.97844 which is the significance limit at the level of 5% for the two-way test. This shows that Customer Satisfaction plays a significant mediator in the relationship between Personal selling and Repurchase Interest. Thus, increasing

Personal selling can encourage Repurchase Interest through increased Customer Satisfaction, because the mediation effect that occurs is statistically significant.

### Hypothesis Test Results

The table below shows the results of the hypothesis test of the 4 available hypotheses. Therefore, the results of the hypothesis test are as follows:

**Table 9. Hypothesis Test Results**

Hypothesis	Relationships between variables	T Count	Sig.	Interpretation of Hypothesis Test Results
H1	Personal selling (X) → Customer Satisfaction (Y)	4.755	0.000	Ha accepted
H2	Personal Selling (X) → Repurchase Interest (Z)	2.777	0.006	Ha accepted
H3	Customer Satisfaction (Y) → Repurchase Interest (Z)	2.726	0.007	Ha accepted
H4	Personal selling (X) → Customer Satisfaction (Y) → Repurchase Interest (Z)	2.373	0.017	Ha accepted

Source: Results of data processing using SPSS, 2025

Information:

H0 rejection criteria if  $t_{\text{calculate}} > t_{\text{table}}$

$t_{\text{table}}$  (multiple regression 1) of 1.65655 for H1

$t_{\text{table}}$  (multiple regression 2) of 1.65664 for H2, H3

$t_{\text{table}}$  (sobel test) of 1.97844 for H4

Based on the results of the first hypothesis test (H1), it is known that the Personal selling variable has a positive and significant effect on Customer Satisfaction. This means that the better the personal selling activities carried out by the Strawberry Kopo Salon staff such as the ability to provide service recommendations that meet customer needs, communicate in a friendly manner, and provide clear information, the higher the level of satisfaction felt by customers. These findings show that direct interaction between staff and customers is an important factor in shaping a positive experience in the salon. The results of this study are in line with the findings of Pintoko (2021) which states that personal selling has a positive effect on customer satisfaction at Zahra Beauty Clinic in Yogyakarta. Mardiyah's research (2022) also supports this result, where friendly and communicative interactions from salon staff are proven to be able to increase customer satisfaction with the services received.

Furthermore, the results of the second hypothesis test (H2) show that Personal selling has a positive and significant effect on Repurchase Interest. This means that the better the personal selling strategy implemented by the salon staff, the greater the desire of customers to return to use the service in the future. In other words, customers who feel well served, are given informative explanations, and don't feel compelled to buy, will tend to have higher intentions to return to Strawberry Kopo Salon. These results are consistent with research by Damayanti & Maharani (2024) which found that personal selling has a positive effect on the repurchase interest of beauty salon customers in Surabaya, as well as research by Kurniawan & Aisyah (2023) which proves a similar relationship in users of MS Glow beauty products.

Then, the results of the third hypothesis (H3) test showed that Customer Satisfaction had a positive and significant effect on Repurchase Interest. This indicates that customers who are satisfied with the service, price, and treatment results received at Salon Strawberry Kopo tend to have a desire to visit again. A high level of satisfaction encourages the creation of positive experiences that lead to the intention to repeat the purchase of services. These findings reinforce the results of Aprilina and Mukti's (2024) research which explains that customer satisfaction has a positive influence on interest in repurchasing skincare products in Jakarta. Thus, customer satisfaction can be considered a key factor in shaping salon consumer loyalty.

Finally, the results of the fourth hypothesis test (H4) through the Sobel test show that Customer Satisfaction plays a significant mediating variable between Personal selling and Repurchase Interest. This means that the influence of personal selling on repurchase interest does not only occur directly, but also through increased customer satisfaction. When salon staff are able to provide services that are communicative, polite, and in accordance with customer needs, it creates a feeling of satisfaction that ultimately encourages customers to return to using salon services.

These findings support the Expectation Confirmation Theory (ECT) theory by Oliver (1980), which states that satisfaction arises when the customer experience matches or exceeds initial expectations, thus encouraging the intention to make a repeat purchase. These results are also in line with the Theory of Planned Behavior (Ajzen, 1991) which explains that a person's intention to act, such as buying, is influenced by positive attitudes formed through satisfying experiences.

## CONCLUSION

This study found that personal selling positively and significantly influenced customer satisfaction and repurchase intention at Strawberry Kopo Salon, with satisfaction also positively affecting repurchase intention and mediating the personal selling-repurchase link. These results bolster service marketing theory by validating Expectation Confirmation Theory (satisfaction from met/exceeded expectations) and Theory of Planned Behavior (intention shaped by positive attitudes), enriching consumer behavior research in Bandung's local beauty sector. Practically, they guide salon management to enhance staff training in polite, adaptive communication, optimize feedback systems, and launch loyalty programs like discounts to boost retention and competitiveness. For future research, incorporate variables such as service quality, brand image, and customer trust for a fuller loyalty model.

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