

The Influence of Perceived Product Quality and Price, Service Quality on Intention to Repeat Treatment with Green Products as a Moderator Variable

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ABSTRACT

This study aims to analyze the influence of perceived product quality, price and service quality on intention to repeat treatment at beauty clinics in Jakarta, with green products as a moderator variable. The phenomenon of increasing awareness of health and environmental sustainability has given rise to a trend of using green products in various sectors, including the beauty industry. However, there is still not much research that comprehensively examines how preferences for green products influence consumers' decisions to return to treatment. The population of this study are consumers who have had treatment and have the intention to repeat treatment at beauty clinics in Jakarta. Research samples will be taken from five beauty clinics located in Jakarta. Respondent criteria include consumers who have undergone treatment at the clinic and are willing to participate in the research. Data will be collected through a questionnaire, then analyzed using SEM-PLS. The research results show that perceived product quality, perceived price, and service quality have a significant positive effect on intention to repeat treatment. Furthermore, green products were found to moderate the relationship between perceived product quality and intention to repeat treatment in a significant negative direction, conversely, green products moderated the relationship between perceived price and service quality and intention to repeat treatment in a significant positive direction.

Keywords: product quality perception, price, service quality, repeat order intention, Green Products

INTRODUCTION

The global beauty industry has demonstrated significant growth over the past decade, particularly within the non-invasive aesthetic care segment. According to Grand View Research (2025), the global market value for these treatments reached USD 69.9 billion in 2023 and is projected to increase to USD 190.5 billion by 2030, driven by a strong consumer preference for procedures that are safe, require minimal recovery time, and deliver natural-looking results. This has fueled a shift from surgical interventions towards popular non-invasive treatments like Botox, fillers, and laser therapies, a trend confirmed by reports showing these procedures are growing at a much faster rate than traditional surgery (Mele, 2024).

This expansion is also clearly visible in Indonesia, where the beauty and personal care market is anticipated to generate USD 9.74 billion in revenue, with a significant portion of sales occurring online (Statistacom, 2025). Furthermore, a growing consciousness among consumers is evident, with over 60% showing a preference for natural and sustainable products, thereby supporting national sustainability goals and the global *Sustainable Development Goals* (SDGs) (Ministry of Industry, 2025; Azizah et al., 2025). The industry is consequently being pushed to adopt more ethical and environmentally friendly practices, with

innovation in *green products* holding great potential to contribute to consumer well-being and environmental conservation.

In the midst of this rapid growth, competition among beauty clinics in key markets like Jakarta has become intensely fierce (Awaluddin & Tamburaka, 2017). The city has emerged as the fastest-growing hub for beauty clinics in Southeast Asia, fueled by urbanization, higher disposable incomes, and the powerful influence of social media, which drives urban populations to pay more attention to their appearance and skin health (Purwasi, 2022; Azwar et al., 2024). Events like *Beauty Fest Asia 2025* underscore Jakarta's role as a major industry contributor and a platform for empowerment (Merdekacom, 2025). To thrive, clinics are now compelled to move beyond attracting new customers and must focus on cultivating loyalty and encouraging repeat business, or *Repeat Treatment Intention* (RTI) (Ade et al., 2024).

This fierce competition demands that clinics not only offer quality products and competitive prices but also integrate sustainability values, as *green products* are now key differentiating factors that affect customer loyalty (Irawati et al., 2025). The industry's expansion, driven by a commitment to the SDGs and adaptive marketing strategies (Susiani & Hatta, 2021), forces businesses to understand the complex factors affecting consumer behavior. Key among these is the intention to repeat treatment, which is a crucial indicator of business sustainability as it signals high customer satisfaction and the potential for loyalty (Belopa, 2015).

One of the primary variables researched in relation to repurchase intention is the perception of product quality, defined as the consumer's overall assessment of a product's superiority, durability, and effectiveness (Herawati, 2012; Mileva, 2019). Alongside this, price perception is a key factor, where consumers judge if the cost is proportional to the benefits received (Nurfatmah et al., 2024; Krisna et al., 2023; Wijastuti & Cantika, 2021). Furthermore, service quality—encompassing both the technical and emotional experience of the service—is another critical indicator, as consumers assess whether the service met their expectations (Fatin & Farida, 2021; Mailoor et al., 2021).

However, empirical findings on the influence of these three factors on repurchase intentions have been inconsistent and contradictory, revealing a significant research gap. For instance, while some studies found product quality perception has a significant effect on repurchase intention (Purnamawati et al., 2020; Siaputra, 2024; Laela, 2021), others found it has no effect (Bahar & Sjahrudin, 2017). Similarly, research on price perception has shown positive (Siaputra, 2024; Gosal & Setiobudi, 2020), negative (Safitri, 2020), or no effect (Purnamawati et al., 2020), and service quality studies have yielded both positive and insignificant results (Fatin & Farida, 2021; Mailoor et al., 2021) or found no effect at all (Sarapung & Ponirin, 2020).

This inconsistency suggests the relationship is complex and may be influenced by other variables, such as consumer emotions, trust, and satisfaction, as highlighted by other studies (Huong et al., 2024; Hsu et al., 2015; Fang et al., 2016). The recent findings by Huong et al. (2024) emphasize that cognitive and affective aspects, including attitude and perceived retailer credibility, are essential triggers for repurchase intent. Furthermore, Hsu et al. (2015) confirm that trust and satisfaction are strong predictors, influenced by perceived value and the confirmation of expectations.

Based on the results of initial observations, the context of beauty clinics in Jakarta is relevant to be studied more deeply because of the high dynamics of consumers who tend to be critical, trend-conscious, and exposed to various service options. Consumers in Jakarta have complex preferences, not only pursuing effective outcomes, but also considering value, sustainability, and ethical aspects. And Jakarta as a potential buyer of most aesthetic distributor companies is the benchmark for the success of selling an aesthetic product to beauty clinic clinics, for that reason several clinics domiciled in Jakarta are focused on the object of this research. In addition, comprehensively understanding the factors that affect the intention to repeat treatment is very important for business actors to be able to design marketing and service strategies that are right on target. The perception of the quality of services and the prices charged cannot be separated from the values that develop in contemporary urban society. In recent developments, the rise of environmental awareness and sustainable lifestyles has prompted business players across various sectors, including beauty, to adapt their practices. This research discusses the third point of the *Sustainable Development Goals* (SDGs), specifically *Good Health and Well-Being*. This point emphasizes the importance of *green products* that are free from harmful chemicals, contributing to skin and body safety, particularly in the beauty and personal care industry. The use of natural ingredients, eco-friendly packaging, sustainable production processes, and brand communication that highlights environmental concerns are crucial aspects of this transition.

Green products hold significant potential to moderate the relationship between perceived product quality, price, and service quality with repeat purchase intentions. This implies that *green products* can enhance the positive impact of perceived product quality while mitigating the negative effects of higher prices on repurchase intentions. Consumers increasingly aware of product safety tend to prefer clinics that adopt sustainability principles, even if this means paying slightly more. Research supports this role, with studies by Ahfa (2022), Hanifah & Ariyanti (2022), Illa et al. (2022), and Sianturi (2024) all indicating that *green products* have a significant positive influence on repeat purchase intentions.

However, research that specifically examines the relationship between consumer perception of product and service quality, price, and the role of *green products* as a moderator in encouraging the intention of repeating treatment in the context of beauty clinics in Indonesia, especially those explicitly related to the achievement of the SDGs, is still very limited. The limitations of this study create a significant research gap, given the global urgency of sustainability issues. Therefore, this research is crucial to fill the literature gap, provide a more comprehensive understanding of environmentally conscious consumer behavior, and offer practical implications for beauty clinics in formulating business strategies that are aligned with sustainability principles and responsive to the demands of modern markets.

Some examples of the application of *green products* in beauty clinics are as follows:

- a. Filler, Botox, Collagen Stimulator, natural-based skin boosters, such as Bio-Hyaluronic Acid (Ha) Environmentally Friendly, examples of Teosal Fillers, Juvederm, Restylane. Collagen stimulator made from Calcium Hydrociapatite is a *green product* that is safe for the human body (Candres, 2021).

- b. Hyaluronic acid as a raw material for Injectable Filler products is a natural substance produced by the body that will be reduced from the age of 25 years, a reduction ranging from 1 to 1.5% per year (Wibowo, 2024).
- c. Likewise with Collagen in human skin, entering the age of 25 years, there will be a reduction in collagen of 1 to 1.5% per year in human skin (Anshari, 2023), products made from natural ingredients like hyaluronic acid (Ha) and Calcium Hydroxiapatite are products that contain natural ingredients that will be absorbed by the body and are safe so that they are *green products* that do not have a negative impact on the body and the environment (Widjaya, 2023).

Natural Bio-Stimulator Collagen, a *green* alternative to synthetic fillers, is currently gaining popularity in Indonesia's aesthetic industry. Various types of bio-stimulators are available in beauty clinics, differentiated by their ingredients. One notable product is Facetem, distributed by PT MD Beauty Aesthetic Indonesia, which contains calcium hydroxyapatite. Calcium, an essential mineral derived from the human body, is known for its safety, particularly for bone, dental, and skin health. When designed to stimulate collagen production, calcium acts as a cofactor for enzymes that support collagen synthesis, thus stabilizing the structure of skin and bones. The use of calcium-based bio-stimulator does not leave residual substances. As urban consumers become more selective and informed, *green products* are not only an appealing research topic but also crucial in shaping repurchase decisions. Despite limited studies on *green products* as a moderating variable influencing repeat purchase intentions, this research integrates sustainability into a broader consumer behavior model, contributing to service marketing knowledge and providing practical implications for beauty clinic management in formulating relevant promotional and operational strategies. If *green products* effectively enhance the influence of product quality, price, and service quality on repeat intentions, businesses can leverage them as core elements in brand communication and service differentiation.

This study aims to investigate several key questions regarding the influence of perceived product quality, price, and service quality on repeat treatment intentions, with *green products* as a moderating variable. The objectives include analyzing the effects of perceived product quality, price, and service quality on repeat treatment intentions, as well as examining how *green products* moderate these effects. The findings will offer practical contributions for beauty clinic management in designing marketing strategies aligned with customer perceptions and market segmentation. Additionally, the research can serve as a reference for beauty business associations and local governments in formulating policies that prioritize sustainability alongside business interests. The theoretical contributions enrich the literature on marketing management, particularly regarding consumer behavior in the beauty industry, and enhance understanding of the factors driving repeat usage decisions in experiential service contexts. By focusing on urban consumer behavior, particularly in Jakarta, the research adds depth to consumer studies in developing countries and metropolitan areas.

METHOD

This study will adopt a quantitative research design with an explanatory (causal) approach to test the hypothesis regarding the relationship between variables. The main objective is to analyze and measure how the perception of product quality, price, and service

quality affect the intention to repeat the *treatment*, as well as the role of *green products* as a moderation variable in the context of beauty clinics. This research method will involve the collection of primary data through surveys using structured questionnaire instruments designed to ensure measurement consistency. The study respondents will be consumers who have undergone *treatment* at a beauty clinic in Jakarta. The collected data will then be analyzed using inferential statistical analysis techniques, especially Partial Least Squares Structural Equation Modeling (*PLS-SEM*). The *PLS-SEM* approach was chosen for its ability to explore complex relationships between variables with high precision, as well as its ability to test the effects of moderation (Sihotang, 2023).

RESULTS AND DISCUSSION

Direct Impact Testing

Testing will be carried out on the effect of product quality perception on the intention to repeat the Treatment, and the effect of price on the intention to repeat the Treatment. The significance of the influence was indicated by a p-value of less than 0.05 or a statistical t-value greater than 1.96 (for both directions at $\alpha=0.05$).

Table 1. Direct Effect Test Results

Variable	Coefficient	T Statistics	P Value	Result
Quality Perception (X1)	0.307	5.605	0.000	Positive and significant effect Hypothesis 1 accepted
Price Perception (X2)	0.454	7.098	0.000	Positive and significant effect Hypothesis 2 accepted
Quality of Service (X3)	0.466	8.425	0.000	Positive and significant effect Hypothesis 3 accepted

Source : SmartPLS.3.0 Data Processing Results

The explanation of the hypothesis test in this study is as follows:

1) H1: Quality perception has a significant positive effect on Repeat Treatment Intention

Testing the effect between the variables of Quality Perception (X1) on Repeat Treatment Intention (Y) showed a positive path coefficient of 0.307, with a T-statistic value of 5.605 and a P-value of 0.000. Since the T-statistic value (5.605) is greater than 1.96 and the P-value (0.000) is less than 0.05, it can be concluded that Quality Perception (X1) has a positive and significant effect on Repeat Treatment Intention (Y). Thus, the H1 hypothesis is accepted.

2) H2: Price perception has a significant positive effect on Repeat Treatment Intention

Testing the effect between the variable Price Perception (X2) on Repeat Treatment Intention (Y) showed a positive path coefficient of 0.454, with a T-statistic value of 7.098 and a P-value of 0.000. Since the T-statistic value (7.098) is greater than 1.96 and the P-value (0.000) is less than 0.05, it can be concluded that Price Perception (X2) has a positive and significant effect on Repeat Treatment Intention (Y). Thus, the H2 hypothesis is accepted.

3) H3: Quality of service has a significant positive effect on Repeat Treatment Intention

Testing the effect between the variable Quality of Service (X3) on Repeat Treatment Intention (Y) showed a positive path coefficient of 0.466, with a T-statistic value of 8.425 and a P-value of 0.000. Because the T-statistic value (8,425) is greater than 1.96 and the P-value (0.000) is less than 0.05, it can be concluded that Quality of Service (X3) has a positive

and significant effect on Repeat Treatment Intention (Y). Thus, the H3 hypothesis is accepted.

Moderation Effect Testing

Testing the effect of moderation of green products on the relationship between product quality perception and the intention to repeat the treatment as well as the price with the intention to repeat the treatment will be carried out through interaction term analysis in the PLS-SEM model.

1. Moderation Test

Table 2. Results of the Moderation Effect Test

Variable	Coefficient	T Statistics	P Value	Result
Moderating Effect 1	-0.134	2.402	0.017	Moderate Hypothesis 4 accepted
Moderating Effect 2	0.405	7.097	0.000	Moderate Hypothesis 5 accepted
Moderating Effect 3	0.178	2.832	0.005	Moderate Hypothesis 6 accepted

Source : SmartPLS.3.0 Data Processing Results

The explanation of the hypothesis test in this study is as follows:

1) H4: Green Product moderates the relationship between quality perception and Repeat Treatment Intention

The moderating effect test (Moderating Effect 1) showed a negative path coefficient of -0.134 , with a T-statistic value of 2.402 and a P-value of 0.017. Because the T-statistic value (2.402) is greater than 1.96 and the P-value (0.017) is less than 0.05, Green Product (Z) has been shown to moderate the relationship between Product Quality Perception (X1) and Repeat Treatment Intention (Y). Thus, the H4 hypothesis is accepted.

2) H5: Green Product moderates the relationship between price perception and Repeat Treatment Intention

The moderating effect 2 test showed a positive path coefficient of 0.405, with a T-statistic value of 7.097 and a P-value of 0.000. Since the T-statistic value (7.097) is greater than 1.96 and the P-value (0.000) is less than 0.05, Green Product (Z) has been shown to moderate the relationship between Price Perception (X2) and Repeat Treatment Intention (Y). Thus, the H5 hypothesis is accepted.

3) H6: Green Product moderates the relationship between service quality and Repeat Treatment Intention

The moderating effect 3 test showed a positive path coefficient of 0.178, with a T-statistic value of 2.832 and a P-value of 0.005. Because the T-statistic value (2.832) is greater than 1.96 and the P-value (0.005) is less than 0.05, Green Product (Z) has been shown to moderate the relationship between Service Quality (X3) and Repeat Treatment Intention (Y). Thus, the H6 hypothesis is accepted.

2. Simple slope analysis

Simple slope analysis is a method used to interpret the pattern and direction of the moderation effect. Through this analysis, it can be shown how the relationship between independent variables and dependent variables changes at various levels of moderator

variables (low, medium, and high). This approach effectively helps visualize the "tilt" or "angle" of the relationship under different moderator conditions (Uli & Rino, 2024).

- a. Green Product moderates the relationship between quality perception and Repeat Treatment Intention

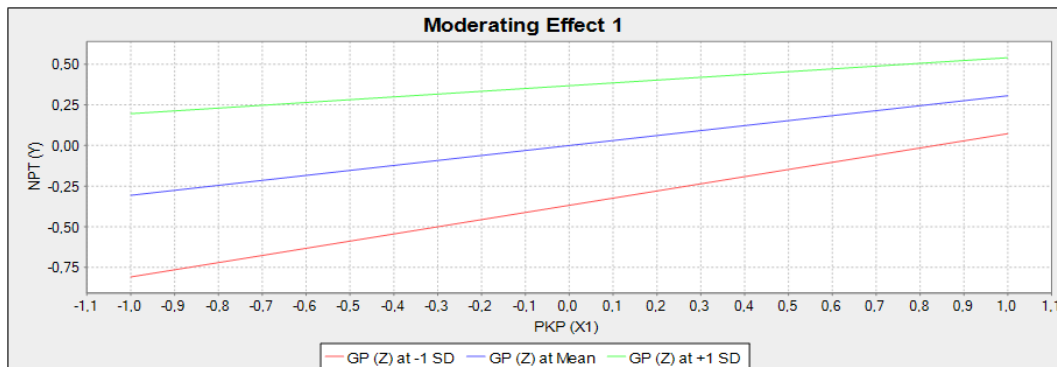


Figure 1. Test of Slope Analysis Moderating Effect 1

Source: SmartPLS.3.0 Data Processing Results

Based on the simple slope graph for Moderating Effect 1, it can be interpreted how Green Product (GP) moderates the relationship between Product Quality Perception (PKP) and Treatment Repeat Intention (NPT). The graph shows three lines representing different GP levels: low (GP at -1 SD, red line), medium (GP at Mean, blue line), and high (GP at +1 SD, green line). It can be seen that the slope of the three lines is positive, indicating that the Product Quality Perception positively affects the Repeat Treatment Intention at all levels of the Green Product. However, the slope of the green line (high GP) appears steeper than the blue line (medium GP) and red line (low GP). This shows that the higher the level of Green Product (moderator variable), the weaker the influence of Product Quality Perception on Treatment Repeat Intention.

- b. Green Product moderates the relationship between price perception and Repeat Treatment Intention

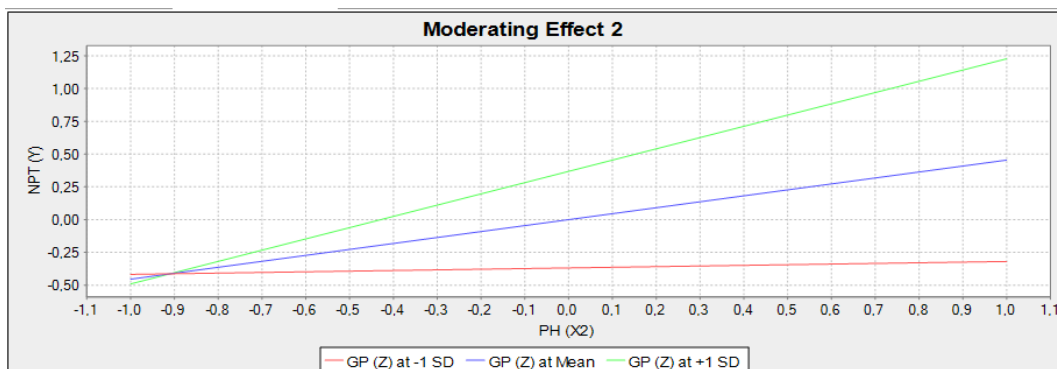


Figure 2. Test of Slope Analysis Moderating Effect 2

Source : SmartPLS.3.0 Data Processing Results

Based on the simple slope graph for Moderating Effect 2, it can be interpreted how Green Product (GP) moderates the relationship between Price Perception (PH) and Treatment Repeat Intention (NPT). The graph shows three lines representing different GP levels: low (GP at -1 SD, red line), medium (GP at Mean, blue line), and high (GP at +1 SD, green line). It can be seen that the slope of the three lines is positive, indicating that Price Perception positively affects the Repeat Treatment Intention at all levels of the Green Product. However,

the slope of the green line (high GP) appears much steeper than the blue line (medium GP) and red line (low GP). This shows that the higher the level of Green Product that is felt, the stronger the positive influence of Price Perception on Treatment Repeat Intention. In other words, Green Products strengthen the positive relationship between Price Perception and Treatment Repeat Intention.

- c. Green Product moderates the relationship between service quality and Repeat Treatment Intention

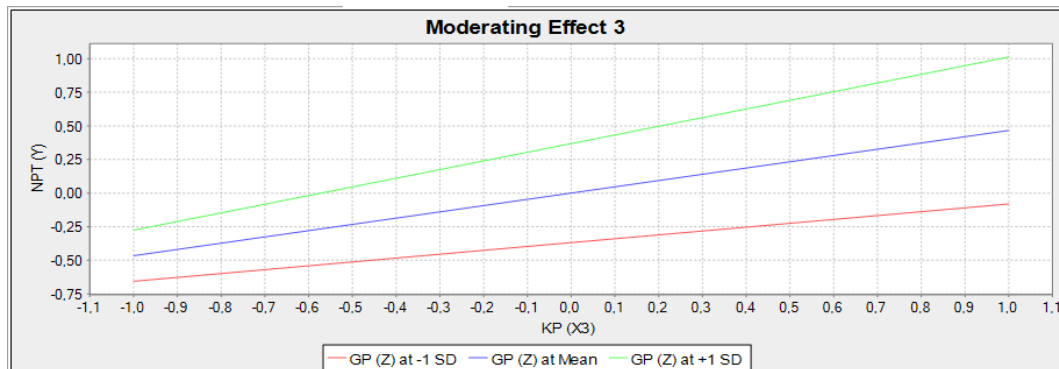


Figure 3. Test of Slope Analysis Moderating Effect 3

Source: SmartPLS.3.0 Data Processing Results

Based on the simple slope graph for Moderating Effect 3, it can be interpreted how Green Product (GP) moderates the relationship between Quality of Service (KP) and Treatment Repeat Intention (NPT). The graph shows three lines representing different GP levels: low (GP at -1 SD, red line), medium (GP at Mean, blue line), and high (GP at +1 SD, green line). It can be seen that the slope of the three lines is positive, indicating that the Quality of Service positively affects the Intention of Repeat Treatment at all levels of Green Product. However, the slope of the green line (high GP) appears steeper than the blue line (medium GP) and red line (low GP). This shows that the higher the level of Green Product felt, the stronger the positive influence of Service Quality on the Intention of Repeat Treatment. In other words, Green Products strengthen the positive relationship between Service Quality and Treatment Repeat Intention.

3. Calculation of the Size of the Moderation Effect

To measure the strength of the moderation effect, the effect size (f^2) will be calculated by comparing the changes in the R^2 model with and without the interaction term moderation (Giovani, 2025).

Table 3. Test Results Effect size (f^2)

Variable Relationships	F-Square	Result
Quality Perception (X1) -> Repeat Treatment Intention (Y)	0.330	Strong
Price Perception (X2) -> Repeat Treatment Intention (Y)	0.716	Strong
Quality of Service (X3) -> Repeat Treatment Intention (Y)	0.757	Strong
Green Product (Z) x Quality Perception (X1) -> Repeat Treatment Intention (Y)	0.061	Strong
Green Product (Z) x Price Perception (X2) -> Repeat Treatment Intention (Y)	0.559	Strong
Green Product (Z) x Quality of Service (X3) -> Repeat Treatment Intention (Y)	0.102	Strong

Source : SmartPLS.3.0 Data Processing Results

Table 3 presents the results of the effect size (f^2) test for the direct relationship and moderation effect in the research model. The value of f^2 is used to measure the strength of the predictive contribution of an exogenous variable to the endogenous variable, or the

strength of the moderation effect. The interpretation of the effect strength is based on commonly used criteria: $f^2 < 0.02$ (weak), $0.02 \leq f^2 < 0.15$ (medium), and $f^2 \geq 0.15$ (strong).

Discussion

This section will present an in-depth discussion of the test results of each hypothesis proposed in the research. The discussion will systematically describe the value of the coefficient, the level of significance, and the interpretation of results that are relevant to the theoretical framework and research context in beauty clinics in Jakarta. This analysis will also identify factors that may influence the findings, both supportive and inconsistent with the initial predictions, in order to provide a comprehensive understanding of the dynamics of the relationship between variables as well as insights that are useful for the development of theories and practices in the field of beauty marketing.

1. Product Quality and Intention Repeat Treatment

Based on the results of the analysis that has been carried out, it was found that Product Quality Perception (PKP) has a significant positive effect on Treatment Repeat Intention (NPT). This finding is supported by a positive path coefficient value of 0.307, with a T-statistic value of 5.605 and a P-value of 0.000, which is statistically significant at the level of $\alpha = 0.05$. This result clearly indicates that the higher the consumer's perception of the quality of the service products used in the beauty treatment, the greater their intention to repeat the treatment at the clinic.

These findings are consistent with previous research in the field of marketing and consumer behavior. Aditya & Jatra (2019), Herawati (2012), and Savitri & Wardana (2018) have empirically shown that the perception of product or service quality has a significant positive influence on repurchase intention. Consumers who feel superior quality of a product or service tend to be more satisfied, and this satisfaction is a major driver for their tendency to return to purchase or use repeatedly.

In a theoretical context, this result can be explained through Means-End Chain Theory (Bakhri, 2018). This theory posits that consumers connect the specific attributes of a product or service (means) with the consequences they feel of using it, which ultimately leads to the fulfillment of personal values (goals). In the beauty industry, product quality attributes such as consistency of treatment results, procedural reliability, and product formula excellence are the means perceived by consumers.

A positive perception of these product quality attributes will result in functional and psychosocial consequences for consumers. Functional consequences can be improved skin health, improved appearance, or noticeable anti-aging effects. Meanwhile, psychosocial consequences include increased self-confidence, aesthetic satisfaction, or feelings of being pampered and appreciated. Consumers associate these attributes of high-quality products with the tangible benefits they gain.

Furthermore, these positive consequences are then connected to deeper personal values, such as the desire to look attractive, maintain personal health, or achieve personal well-being. When a treatment product consistently delivers results that meet these expectations and values, consumers feel that the treatment is worth it. The fulfillment of personal values is what, according to the Means-End Chain Theory, is a strong driver for their intention to repeat the treatment in order to maintain or increase the benefits that have been felt.

In addition, the Feelings-as-Information Theory (Cho et al., 2007) also provides a solid foundation for understanding these findings. This theory states that individuals often use their emotional states or feelings as a source of information in making judgments and decisions. In the beauty industry, direct experience with high-quality products during a treatment can trigger a variety of positive feelings, such as comfort, relaxation, pleasure in seeing instant results, or even euphoria.

These positive feelings are not just a byproduct of the experience, but serve as information that implicitly influences the consumer's assessment of the value of the treatment. When consumers feel happy and satisfied with the results achieved thanks to the quality of the product, this feeling becomes an internal indicator that the time and expense expended is worth it and worthwhile. These positive emotional associations directly increase the perceived value received.

The integration of these two theories, as proposed by Fang et al. (2016), further strengthens the explanation for these findings. The affective pleasure that consumers feel from the use of high-quality products (such as comfort and satisfactory results) serves as information that confirms the value of the treatment. This pleasure comes not only from functional benefits (Means-End Chain), but also from pleasurable emotional experiences (Feelings-as-Information).

Therefore, when consumers perceive the high quality of Treatment products, they not only get the desired physical benefits, but also experience deep emotional satisfaction. This combination of fulfilling personal values and positive feelings synergistically strengthens the intention to repeat the Treatment. Consumers tend to want to repeat experiences that have been proven to provide satisfying results and pleasant feelings, making the perception of product quality an important foundation for loyalty and repeat intention of treatment in beauty clinics.

Thus, the results of this study are consistently supported by empirical evidence from previous studies as well as the theoretical frameworks of Means-End Chain Theory and Feelings-as-Information Theory. These findings confirm that the perception of product quality is not just a preference, but a strong determinant factor in shaping the intention to repeat consumer treatment in the beauty industry.

2. Quality of Service and Intention Repeat Treatment

Based on the results of the analysis that has been carried out, it was found that Service Quality (KP) has a significant positive effect on Treatment Repeat Intention (NPT). This finding is supported by a positive path coefficient of 0.466, with a T-statistic value of 8.425 and a P-value of 0.000, which is statistically significant at the level of $\alpha=0.05$. These results strongly indicate that the higher the consumer's perception of the quality of services provided by beauty clinics, the greater their intention to return to treatment at the clinic.

These findings are consistent with previous studies that have consistently identified service quality as a crucial factor influencing consumer repurchase intent. Ekaprana et al. (2018), Safitri (2020), and Teressa et al. (2024) empirically show that service quality has a significant positive influence on repurchase intention. Consumers who perceive superior quality of service, such as reliability, responsiveness, assurance, empathy, and good physical evidence, tend to be more satisfied, and this satisfaction is a major driver for their tendency to make purchases or repeat use.

In a theoretical context, this result can be comprehensively explained through Means-End Chain Theory (Bakhri, 2018). This theory posits that consumers associate the specific attributes of a service (means) with the consequences they feel about the experience, which ultimately leads to the fulfillment of personal values (goals). In the beauty industry, the attributes of quality of service include aspects such as therapist expertise and friendliness, staff responsiveness, cleanliness and comfort of facilities, and personalization of interactions.

These service attributes serve as the "means" that shape the consumer experience. For example, the therapist's skilled hand touch and a calming clinical atmosphere (attributes) can produce functional consequences in the form of effective and comfortable treatments, as well as psychosocial consequences such as feelings of relaxation, pampering, and appreciation. Warm personal interaction and empathy from staff also create positive emotional consequences, making consumers feel understood and prioritized (Sundjaja et al., 2024).

These positive consequences are then connected to deeper personal values. Feeling relaxed and pampered can fulfill personal values such as self-well-being or self-care. The effectiveness of treatment and increased self-confidence can be linked to personal values such as optimal appearance or improved quality of life. When services consistently provide a satisfying experience and meet these values, consumers feel that the service is invaluable.

The fulfillment of personal value is what, according to Means-End Chain Theory, is a crucial factor that fosters the intention to make a repurchase. Consumers will return to seek experiences that have been proven to provide functional and emotional benefits that align with their personal goals and values.

Furthermore, Feelings-as-Information Theory (Cho et al., 2007) also provides a solid foundation for understanding these findings. This theory states that individuals often use their emotional or emotional state as a source of information when making judgments or decisions. In the beauty industry, consumer experience is greatly influenced by affective aspects (Adinugroho, 2025). High-quality service can trigger a variety of positive feelings, such as a sense of calm during the treatment, freshness after facials, or happiness and confidence in seeing satisfactory results.

These positive feelings are not only the result of experience, but also act as information that influences consumers' assessment of the value of the service. When consumers feel happy, comfortable, or confident after a treatment supported by excellent service, it increases a positive perception of the value they receive, so that they feel that the time and expense are worth it. Those positive feelings then contribute to the intention to make a repeat purchase, as consumers tend to associate a pleasant experience with a particular brand or service and are encouraged to repeat it.

The integration of these two theories, as proposed by Fang et al. (2016), comprehensively explains how affectively perceived pleasure can affect perceived value and repeat purchase intent. In the context of the beauty industry, this framework is very relevant to understand why customers who have regularly returned (revisit intention) do so. They are not only looking for functional benefits (healthy skin, attractive appearance), but also pursuing the affective pleasure and positive experiences that come from every interaction and treatment.

From the Means-End Chain, customers experience a transformation from service-specific attributes (e.g., a soothing spa atmosphere, therapist expertise, warm personal

interactions) to psychosocial consequences (sense of relaxation, pampering, confidence). This all contributes to deep enjoyment. From Feelings-as-Information, this pleasure then serves as information that confirms that the treatment or service is of great value. This positive feeling directly triggers the intention to make a repeat purchase because consumers associate the experience with satisfaction and well-being.

Therefore, the results of this study are consistently supported by empirical evidence from previous studies as well as the theoretical frameworks of Means-End Chain Theory and Feelings-as-Information Theory. These findings confirm that service quality is not just a supporting factor, but a strong determinant in shaping consumer treatment repeat intentions in the beauty industry. Beauty clinics that invest in improving the quality of their services will tend to build stronger consumer loyalty and encourage continuous repetition intentions.

3. Green Products in Moderating the Influence of Product Quality

Based on the results of the analysis, it was found that Green Products (GP) significantly moderated the relationship between Product Quality Perception (PKP) and Treatment Repeat Intention (NPT). This moderation effect is shown by a negative path coefficient of -0.134 , with a T-statistic value of 2.402 and a P-value of 0.017, which is statistically significant at the level of $\alpha=0.05$. The negative direction of this moderation indicates that the higher the consumer perception of the attributes of the green product, the weaker or less positive the influence of the perception of product quality on the intention of repeating the treatment.

These findings provide important nuances to understanding the relationship between product quality and repurchase intent. Although previous research has consistently confirmed that the perception of product quality has a significant positive influence on repurchase intent (Aditya & Jatra, 2019; Stuart, 2012; Savitri & Wardana, 2018), the literature also highlights the important role of green products in driving repurchase intentions themselves (Lutfi & Kirono, 2023; Putra & Prasetyawati, 2021; Yulianti & Adialita, 2024). However, the results of this study suggest that when the "green" attribute becomes highly prominent, the additional effect of conventional product quality perceptions on repeat intent tends to be reduced.

This phenomenon can be explained through the lens of Means-End Chain Theory (Bakhri, 2018). Basically, consumers associate product attributes (means) with perceived consequences, which ultimately achieve personal values (goals). When perception of Green Products is low, consumers may focus more on the functional quality attributes of the product (e.g., formula effectiveness, consistency of results) as the primary means of achieving personal value such as better appearance or skin health. Under these conditions, the improvement in the perception of product quality will directly and strongly contribute to the intention of repeat.

However, when the perception of Green Products is high, the "green" attribute itself becomes a very powerful means of achieving other personal values, such as environmental responsibility, consumption ethics, or contribution to sustainability (Sundjaja et al., 2024). In this scenario, the value obtained from the "green" attribute may partially "fill" or "complement" the sought-after value of the product's quality. This means that consumers who care deeply about the environment may already get satisfaction and personal value from the fact that the product is "green", so that the incremental contribution of the perception of product quality alone is slightly reduced in triggering the intention of repetition.

Furthermore, Feelings-as-Information Theory (Cho et al., 2007) can also provide a deeper understanding. This theory states that individuals use their feelings as a source of information in making judgments and decisions. When the perception of a green product / Green Product is low, the consumer's positive feelings mostly come from direct experience with good product quality (e.g., "I feel good that my skin improves"). These positive feelings directly encourage the intention of repetition.

However, when the perception of a green product is high, consumers not only feel satisfaction from the functional quality of the product, but also experience strong positive feelings from the ethical and environmental dimensions (e.g., "I feel good that I am contributing to the environment by choosing this product"). The additional affective enjoyment derived from these "green" attributes (Adinugroho, 2025) may reduce the marginal utility or the additional impact of positive feelings that come solely from the perception of product quality. In other words, the source of emotional information coming from the "green" aspect may have been so powerful that a further improvement in the perception of product quality no longer provides a significant emotional boost to the intention of repetition.

The integration of these two theories, as outlined by Fang et al. (2016), explains that affectively perceived pleasure can influence perceived value and repeat purchase intentions. In this context, the pleasure derived from the "green" attribute may create a "saturation" effect on perceived value. Consumers who highly value green products may have already achieved a certain level of value satisfaction from the sustainability aspect of the product itself. Therefore, while product quality remains important, the additional impact of increased product quality perception on repeat intent is slightly weakened as the value of the "green" aspect is already very dominant in shaping their decisions.

This implies that for the consumer segment that is very concerned about the sustainability aspect, product quality is a basic prerequisite, but the "green" factor is a stronger differentiator in triggering repeat intentions. They may have an expectation that a "green" product should also be of quality, but once those expectations are met, the focus of their evaluation may shift more to the "green" attribute itself. Thus, product quality improvements alone may not provide the same boost to repeat intent as when the "green" attribute is not given much attention.

The practical implication of these findings is that beauty clinics need to understand their market segments. For highly environmentally conscious consumers, effectively communicating the "green" attributes of products can be a very powerful strategy to attract and retain them. However, clinics should also be aware that for this segment, additional investment in improving product quality that is not related to the "green" aspect may have a reduced impact on repeat intent compared to consumers who care less about environmental issues.

Thus, the negative moderation of green products indicates a shift in priorities in the minds of consumers. Although product quality remains fundamental, the added value of the "green" attribute can change the relative weight of the perception of product quality in influencing the intention of repeat treatment. It highlights the increasing complexity of modern consumer behavior

4. Green Products in Moderating the Influence of Service Quality

Based on the results of the analysis that has been carried out, it was found that green products / Green Products (GP) significantly moderate the influence of Service Quality (KP) on Treatment Repeat Intention (NPT). This moderation effect is shown by a positive path coefficient of 0.178, with a T-statistic value of 2.832 and a P-value of 0.005, which is statistically significant at the level of $\alpha=0.05$. The positive direction of this moderation indicates that the higher the consumer's perception of the attributes of Green Products used in the service, the more it strengthens the positive influence of Service Quality on the Intention of Repeat Treatment.

These findings provide important insights into how the sustainability dimension can interact with service aspects in shaping consumer behavior. Although previous research has consistently confirmed that service quality has a significant positive influence on repurchase intentions (Ekaprana et al., 2018; Safitri, 2020; Teressa et al., 2024), the literature also highlights the important role of green products in driving repurchase intent itself (Lutfi & Kirono, 2023; Putra & Prasetyawati, 2021; Yulianti & Adialita, 2024). The results of this study integrate these two perspectives by showing that high quality of service will be more effective in encouraging the intention of repeating treatment if the service is also related to the criteria of green products.

Within the framework of Means-End Chain Theory (Bakhri, 2018), service quality (KP) can be seen as a series of attributes (facilities) offered by beauty clinics. These attributes include reliability, responsiveness, reassurance, empathy, and physical evidence relevant to the Treatment experience. These attributes lead to functional (e.g., effective treatment, efficient processes) and psychosocial consequences (e.g., feelings of comfort, value, and confidence).

When the Green Product (GP) attribute is perceived as an integral part of the service, it adds another layer of relevant attributes. Green attributes in service can include the use of environmentally friendly products, sustainable clinical operational practices, or even the therapist's commitment to environmental ethics. These attributes trigger additional consequences, such as a feeling of contributing to the environment, a sense of security from harmful chemicals, or support for sustainability values (Sundjaja et al., 2024).

The positive moderation effect occurs because there is a synergy between service quality and green product attributes in meeting consumers' personal values. For environmentally conscious consumers, high-quality services that also adopt green principles meet not only the functional and emotional needs of the Treatment itself, but also their ethical and sustainability values. This combination creates a stronger and more comprehensive value proposition.

In other words, when consumers receive excellent service and realize that it is also supported by green product practices, this is not only considered a satisfactory experience in terms of service, but also an environmentally responsible choice. The dual fulfillment of these values—both in terms of service and green aspects—collectively strengthens consumers' motivation to repeat the Treatment. The quality of service becomes more valuable and encourages stronger repetition intent when accompanied by "green" benefits that are relevant to the consumer's personal values.

The Feelings-as-Information Theory approach (Cho et al., 2007) also provides a relevant explanation. High quality of service can trigger positive feelings such as satisfaction,

comfort, and a sense of appreciation, which then serve as information that validates consumer decisions. These feelings are indicators that the services received are valuable and useful.

When the attributes of a green product / Green Product are present in the service, it can generate additional positive feelings, such as a sense of pride for choosing a responsible option, or a sense of security for using environmentally friendly products (Adinugroho, 2025). The positive feelings that come from this "green" dimension not only stand on their own, but also interact with the positive feelings that arise from the quality of service.

This emotional synergy means that the positive feelings of excellent service are reinforced by the positive feelings that come from the "green" attributes. Consumers experience higher levels of affective enjoyment overall when they feel they have made a service-smart and environmentally responsible choice. This increase in the intensity of these positive feelings then serves as stronger information, encouraging the intention to repeat the treatment more effectively.

The integration of these two theories, as outlined by Fang et al. (2016), explains that affectively perceived pleasure can influence perceived value and repeat purchase intentions. In this context, the enjoyment that comes from superior service quality and green product attributes reinforce each other. Consumers not only get the functional benefits of an effective treatment, but also feel the deep emotional satisfaction of an ethical service experience and their contribution to sustainability.

Therefore, the positive moderation effect of green products confirms that the "green" attribute not only attracts direct repurchase interest, but also significantly reinforces how the quality of service affects the repeat intention of the treatment. For beauty clinics, this means that investments in quality of service will be much more effective in driving consumer loyalty if the service also uses products or practices that are perceived as "green".

The practical implication is that beauty clinics looking to build strong consumer loyalty need to not only focus on providing high-quality services, but also integrate and communicate "green" attributes effectively. Transparent communication about the use of eco-friendly products or sustainable practices can increase consumers' perception of value in services, while also strengthening their intention to return. This shows that the value of service and the value of sustainability can complement each other to create a more attractive proposition for the modern consumer.

CONCLUSION

Based on the analysis and discussion regarding the influence of *Perceived Product Quality*, *Perceived Price*, and *Service Quality* on *Repeat Treatment Intention*, with *Green Products* as a moderating variable, it can be concluded that *Perceived Product Quality* has a significant positive effect on *Repeat Treatment Intention*, indicating that consumers who perceive high product quality are more likely to return for treatments, emphasizing the importance of product quality in fostering consumer loyalty. Additionally, *Perceived Price* significantly positively influences *Repeat Treatment Intention*, suggesting that consumers who view the treatment price as fair are more motivated to repeat it, with positive price perception being a crucial driver. *Service Quality* also significantly positively impacts *Repeat Treatment Intention*, as high-quality service enhances consumers' likelihood of returning by creating positive experiences that encourage loyalty. Furthermore, *Green Products* negatively

moderate the relationship between *Perceived Product Quality* and *Repeat Treatment Intention*, indicating that for environmentally conscious consumers, the influence of conventional product quality diminishes in the presence of strong green attributes. Conversely, *Green Products* positively moderate the relationship between *Perceived Price* and *Repeat Treatment Intention*, meaning that for environmentally aware consumers, a positive price perception strengthens their intention to repeat treatments when green attributes are present. Lastly, *Green Products* also positively moderate the relationship between *Service Quality* and *Repeat Treatment Intention*, suggesting that high service quality is more effective in encouraging repeat intentions when linked to green product criteria, creating a stronger value proposition for consumers.

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