

The Role of Customer Satisfaction in Mediating the Influence of Product Quality, Service Quality, and Brand Image on Repurchase Intention

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Abstract

Nowadays, the trend of cosmetic usage is not only significant for women, but men have also become a substantial segment of the cosmetic market. Along with this, maintaining consumer loyalty has become a major challenge for many companies. Previous studies have examined the factors influencing repurchase intention, but there has been no research on the role of consumer satisfaction in mediating the influence of these factors. Empirical data were gathered using questionnaires provided to 168 respondents and analyzed using the Structural Equation Modeling (SEM) approach with SmartPLS. The findings of this study demonstrate that consumer satisfaction can strengthen the connection between product quality, service quality, and brand image and their influence on repurchase intention. These findings are expected to provide valuable contributions to cosmetic industry players in formulating effective strategies to enhance customer satisfaction and promote purchase loyalty. This study is also anticipated to serve as a valuable resource for future researchers who aim to explore and analyze the various factors that impact consumers' intention to make repeat purchases within the cosmetics industry.

Keywords: *Consumer Satisfaction, Product Quality, Service Quality, Brand Image, Repurchase Intention.*



A. INTRODUCTION

In recent years, the cosmetics industry in Indonesia has experienced rapid growth, driven by increasing public recognition of the value of personal well-being.

The use of cosmetics is no longer limited to women, as men have also begun to emerge as a significant market segment (V.T.M et al., 2024). This growth presents a challenge for industry players to not only attract new consumers but also maintain the loyalty of existing ones (Antwi, 2021). One of the most important factors that contribute to a company's success in retaining customer loyalty is its ability to consistently provide products of exceptional quality, offer services that meet or exceed customer expectations, and establish a powerful and positive brand image that resonates with consumers, leaving a lasting impression in their minds. These elements work together to foster trust and a deep connection with the brand, encouraging customers to return and remain loyal over time (Sahranavard et al., 2024); (Jain et al.,

2021); (Sehgal et al., 2023).

An industry or company can be considered successful when it is able to dominate the market and maintain customer loyalty (Wei et al., 2023). This loyalty is demonstrated through a strong intention to repurchase, which refers to the willingness or desire to buy a product or service again, driven by positive experiences and satisfaction from previous purchases (Sharma et al., 2024). When the benefits perceived by consumers exceed the sacrifices they make, the motivation to make repeat purchases becomes stronger (Qiang et al., 2024). Nazir et al., (2023) state that the dimensions and indicators of repurchase intention include transactional, referential, and preferential intentions. In making a purchase, consumers naturally have underlying reasons for their decisions. According to the Theory of Planned Behavior, a person's intention is a critical factor in determining whether a particular behavior will be carried out. The theory suggests that the stronger an individual's intention to perform a behavior, the more likely they are to engage in that behavior. If an individual has a positive attitude, social support from their surroundings, and perceives low barriers to action, their intention to engage in the behavior will increase (Ajzen, 2020).

According to data from the Ministry of Industry published in 2022, the cosmetics industry in Indonesia recorded a 20% growth, four times higher than the national economic growth in 2017. This figure highlights the vast and promising potential of the cosmetics and skincare market in Indonesia, which continues to expand. Awareness of the importance of appearance is no longer limited to women but is increasingly recognized by men as well. An attractive appearance has been proven to boost self-confidence, making skincare and body care products some of the most sought-after items in the market, as noted by (Sehgal et al., 2023). The rapid growth of the cosmetics industry has also spurred the emergence of numerous new brands, intensifying competition in this dynamic market.

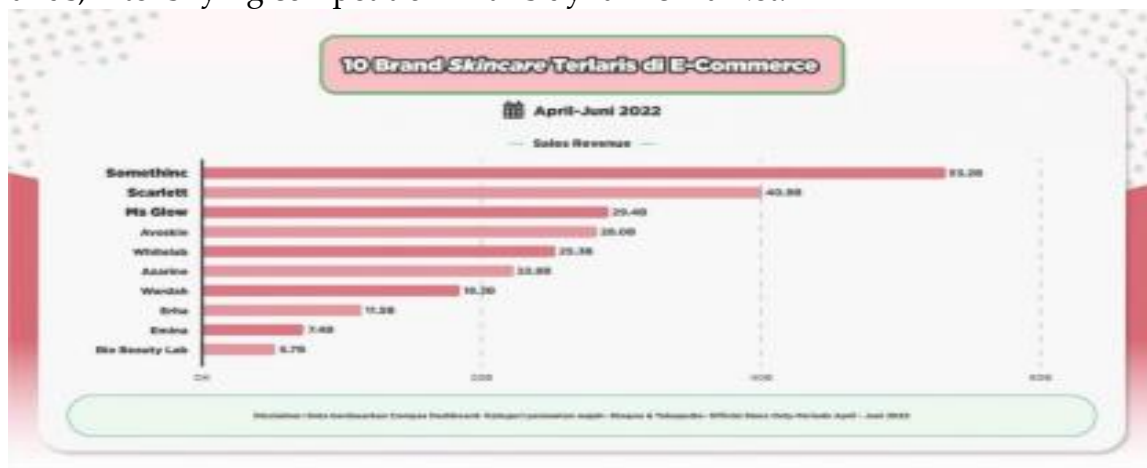


Figure 1. Best-Selling Skincare Categories in Indonesia on E-Commerce

Source: Kompas.co.id (2022)

Scarlett currently holds the second position as a favorite local skincare brand. Founded by Felicya Angelista, born on November 2, 1994, Scarlett officially entered the market in 2017. As of March 1, 2024, Scarlett has gained 5.4 million followers on

the Shopee marketplace, reflecting its growing popularity. The brand offers a range of products, including the Scarlett Body Care Series, Face Care Series, Hair Care Series, and perfumes. Despite being relatively young, at just 7 years old, Scarlett has won several awards. In 2020, Scarlett received the Top Growth Brand award, followed by two awards in 2021: Top Favorite Local Brand and Top FMCG Brand. In 2023, Scarlett also set a MURI record, receiving a certificate from the Museum of Indonesian World Records for the highest online sales within 30 minutes.

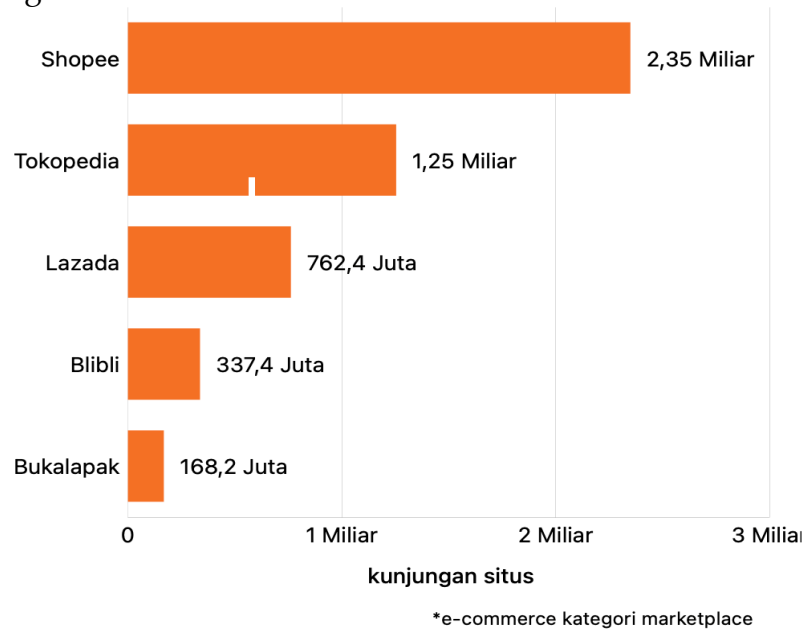


Figure 2. Shopee visits

Source: Databoks (2023)

According to DataBox from Katadata.co.id, Shopee became the most visited marketplace in the first quarter of 2023, with a total of 158 million visits, supported by data from CNN Indonesia. Although Scarlett has won several awards, this does not entirely guarantee the brand's success in the competitive market. Based on market share data for body scrub and peel sales as of May 2023, the competition has become increasingly fierce. Bio Talk leads the market with a share of 15.3%, placing it at the top and demonstrating significant dominance in this product category. Additionally, the graph presented by the Dimia team in Figure 4 shows that after June 2022, sales of Scarlett Whitening products experienced a significant decline of 8%.

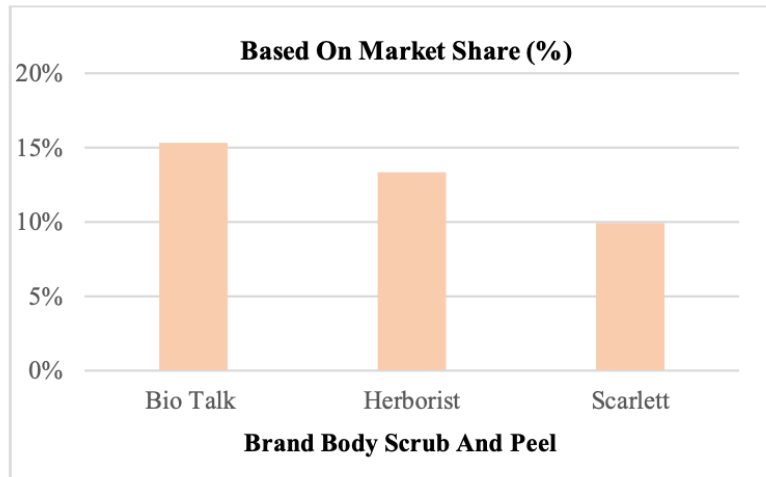


Figure 3. Market Share of Body Scrub and Peel
Source: Compass.co.id (2023)

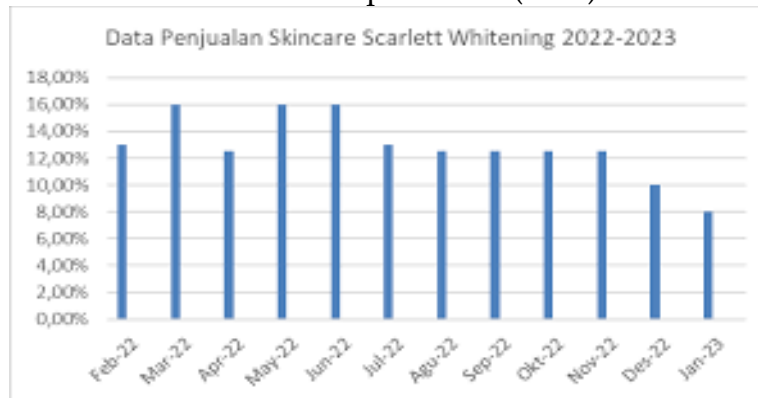


Figure 4. Scarlett Skincare Sales Data
Source: Dimia.id (2023)

The sharp decline in Scarlett's sales may indicate that the brand has not fully managed to sustain consumer repurchase intention. This is illustrated in Figure 3, which shows the market share of body scrub and peel, and Figure 4, which presents the sales data of Scarlett skincare (Source: Dimia.id, 2023; Compass.co.id, 2023). Additionally, Scarlett's marketplace account reveals many consumer reviews that reflect dissatisfaction with the products.

Several factors play a significant role in shaping repurchase intention, including customer satisfaction, product quality, service quality, and brand image.

Customer satisfaction, in particular, is vital because when consumers experience positive feelings and are pleased with a product or service, they are much more likely to intend to purchase again. Satisfied customers tend to develop a sense of loyalty, which increases their likelihood of returning to the brand, as they associate it with a fulfilling and enjoyable experience. According to Law et al., (2022), the indicators of customer satisfaction include repurchase intention, word of mouth formation, brand image reinforcement, an effective complaint handling system, and unconditional guarantees. Jain et al., (2021) emphasize that while acquiring new customers requires a significant investment, maintaining the satisfaction of existing customers is key to retaining their loyalty. Research done by (Do et al., 2023); (Xu et al., 2023) It explains

that consumers tend to choose to buy high-quality products over other reasons, however, a study conducted by (Chatzoglou et al., 2022); (Hsu, 2023) It shows that product quality is not the determining factor for someone to make a purchase, but rather the brand image. According to research by (Yeo et al., 2021); (Lu et al., 2022) It explains that repurchase occurs because consumers experience good service, while according to (Artelt & Gregoriades, 2024); (Istanbulluoglu & Sakman, 2024) Repurchase is more dominantly driven by consumers' satisfaction with the product. Another study conducted by (Hasan, 2021) It shows that repurchase intention occurs due to an attractive brand of a product. Additionally, a study by (Dogra et al., 2023); (Hui-Wen Chuah et al., 2022) It explains that the brand is not the primary factor that causes a purchase to occur

While numerous studies have explored the factors that affect repurchase intention, such as product quality, service quality, and brand image, there remains a significant gap in understanding how customer satisfaction acts as a mediator among these factors. Despite the recognition of these individual elements, the way customer satisfaction connects and influences the relationship between product quality, service quality, and brand image in shaping repurchase intention is still not fully explored or understood in existing research. Customer satisfaction is frequently regarded as a crucial factor that can enhance or even serve as a connecting link between product quality, service quality, and brand image in influencing repurchase intention. When customers are satisfied with their experience, it can amplify the positive effects of these factors, making them more likely to return and make future purchases. In this way, customer satisfaction not only strengthens the relationship between these elements but also plays a pivotal role in driving long-term loyalty and repurchase behavior (Law et al., 2022). Therefore, the objective of this study is to address this gap by concentrating on the role of customer satisfaction as a mediating factor. The research gap lies in the insufficient understanding of how customer satisfaction serves as a mediator between product quality, service quality, brand image, and repurchase intention. While numerous studies have examined the factors influencing customer loyalty, there is still a limited amount of research that specifically investigates how customer satisfaction functions as a mediating variable in these relationships. This highlights a notable gap in the existing literature, particularly regarding how customer satisfaction can enhance or even modify the impact of product quality, service quality, and brand image on repurchase intention.

Additionally, there is a lack of empirical analysis assessing the impact of customer satisfaction in the context of highly competitive markets, such as the cosmetics industry. Sales data and consumer reviews show a decline in repurchase intention and dissatisfaction, yet no research has directly linked these factors with customer satisfaction within a mediation framework. This study seeks to address this gap by thoroughly examining how customer satisfaction moderates the relationship between product quality, service quality, brand image, and repurchase intention. By doing so, it aims to offer fresh perspectives and valuable insights for developing marketing strategies and managing customer loyalty within the cosmetics industry.

This research will contribute to a deeper understanding of how customer satisfaction influences these key factors, ultimately guiding businesses in enhancing their approach to consumer retention and brand loyalty.

B. METHOD

This study uses a quantitative approach and focuses on the Shopee marketplace, given that Shopee is the platform with the highest number of visits and has issues related to numerous reviews indicating dissatisfaction with Scarlett products on the platform. Since the research population is not limited, a non-probability sampling method is applied using purposive sampling for sample selection. The sampling is carried out using the Hair formula, (Rahman, 2013) with a total sample of 168 respondents, empirical data will be collected through questionnaires using a 10-point Likert scale and analyzed using the Structural Equation Modeling (SEM) approach via SmartPLS.

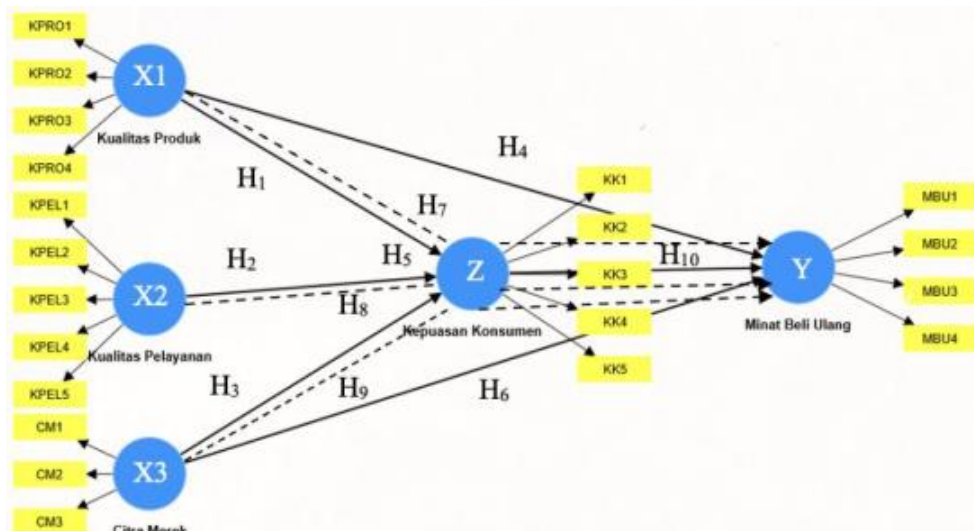


Figure 5. Research Model

C. RESULT AND DISCUSSION

This study seeks to assess the impact of product quality, service quality, and brand image, while also examining the role of customer satisfaction as a mediating variable, on the repurchase intention of Scarlett products on Shopee. According to the data presented in Table 1, the majority of respondents are female (83.3%), aged between 17 and 25 years (59.5%), reside outside of Bali (60.1%), are employed in the private sector (47.6%), and earn an income ranging from IDR 3,000,000 to IDR 5,000,000 (59.5%). This demographic profile provides valuable context for understanding the consumer behavior and preferences related to Scarlett products.

Table 1. Respondent Demographic

Categories	Number of Respondent	Percentage
Gender		
Male	28	16.7%

Female	140	83.3%
Age		
17 – 25 years	100	59.5%
26 – 30 years	48	28.6%
> 31 years	20	11.9%
Residence		
Bali	67	39.9%
Outside Bali	101	60.1%
Work		
Student	30	17.9%
Private Sector Employees	80	47.6%
Civil Servants	21	12.5%
Entrepreneur	25	14.9%
Others	12	7.1%
Income		
< Rp 1,000,000	5	3%
Rp 1,000,000 – Rp 3,000,000	30	17.9%
Rp 3,000,000 – Rp 5,000,000	100	59.5%
> Rp 5,000,000	33	19.6%
Total	168	100%

In the initial phase of testing, an evaluation of the outer model was conducted, as illustrated in Figure 6 and Table 2. The results of this evaluation confirm that all validity and reliability criteria have been met. According to Table 2, the convergent validity test, using the Average Variance Extracted (AVE) method, demonstrates that each construct has a score surpassing the minimum threshold of 0.50. Additionally, Table 3 presents the outcomes of the discriminant validity test, using the cross-loading approach, which confirms that all indicator correlations are stronger within their respective constructs than with those of other constructs. Table 4 indicates that the reliability test, assessed through Cronbach's Alpha, Rho_A, and Composite Reliability parameters, yielded scores above the minimum acceptable threshold of 0.70. As a result, the research data can be deemed both accurate and highly reliable.

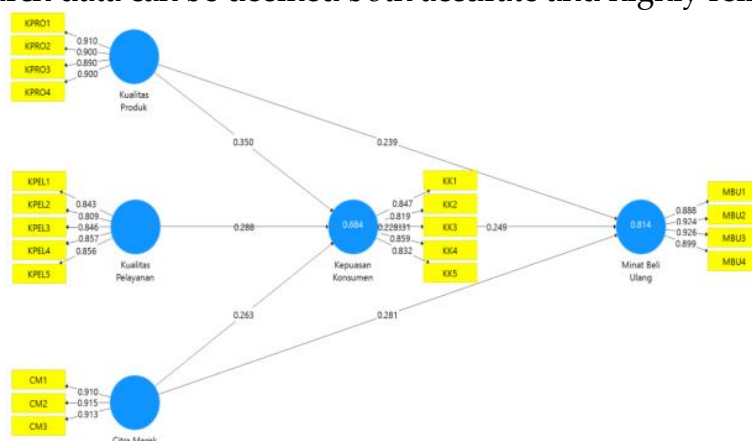


Figure 6. Outer Model

Table 3. Average Variance Extracted Result

	Average Variance Extracted (AVE)
Brand Image	0.833
Customer Satisfaction	0.702
Service Quality	0.709
Product Quality	0.810
Repurchase Intention	0.827

Table 4. Fornell-Larcker Criterion

	Brand Image	Customer Satisfaction	Service Quality	Product Quality	Repurchase Intention
Brand Image	0.913				
Customer Satisfaction	0.747	0.838			
Service Quality	0.746	0.753	0.842		
Product Quality	0.769	0.774	0.767	0.900	
Repurchase Intention	0.821	0.815	0.808	0.822	0.909

Table 5. Reliability Result

	Cronbach's Alpha	rho_A	Composite Reliability
Brand Image	0.900	0.900	0.937
Customer Satisfaction	0.894	0.896	0.922
Service Quality	0.898	0.899	0.924
Product Quality	0.922	0.923	0.944
Repurchase Intention	0.930	0.931	0.950

Next, the testing of the inner model was carried out, which involved the evaluation of R-square (R^2), F-square (F^2), and Q-square (Q^2), as shown in the table below:

Table 6. R-Square Result

	R Square	R Square Adjusted
Customer Satisfaction	0.684	0.678
Repurchase Intention	0.814	0.810

The results of the R^2 analysis reveal that the customer satisfaction construct has an R^2 value of 0.684, which means that 68.4% of the variation in customer satisfaction can be predicted or explained by the brand image, product quality, and service quality constructs. In other words, a significant portion of customer satisfaction is influenced by these three factors. On the other hand, the repurchase intention construct has an R^2 value of 0.814, which indicates that 81.4% of the variation in repurchase intention can be explained or predicted by the combined effect of brand image, product quality, service quality, and customer satisfaction constructs. This suggests that these factors play a substantial role in shaping consumers' intention to make repeat purchases.

Table 7. F-Square Result

	Customer Satisfaction	Repurchase Intention
Brand Image	0.076	0.138
Customer Satisfaction		0.106
Service Quality	0.093	0.090
Product Quality	0.126	0.088

Based on the f^2 analysis results, all relationships between constructs are categorized as having weak strength, as the f^2 values fall within the range of 0.02 to 0.15, as shown in the following calculations:

$$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0.684) (1 - 0.814)$$

$$Q^2 = 1 - (0.316) (0.186)$$

$$Q^2 = 1 - 0.059$$

$$Q^2 = 0.941$$

$$Q^2 = 94.1\%$$

This result confirms that the research model is suitable for use, as it is able to explain the variability in the data by 94.1%.

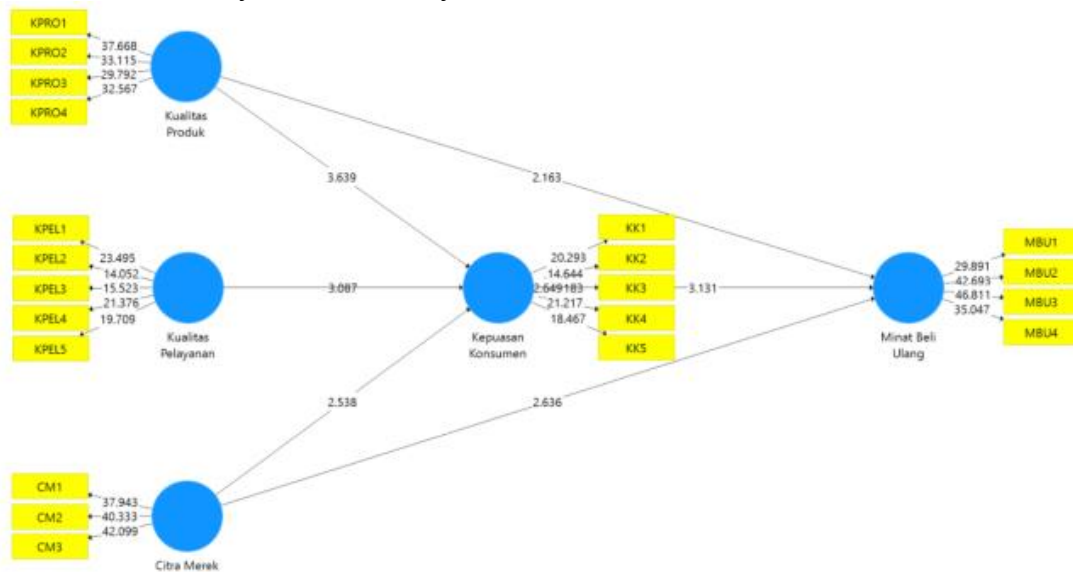


Figure 7. Inner Model

Tabel 8. Direct Hypothesis Testing

		Original Sample	T Statistics	P Values
H1	Product quality → Customer satisfaction	0.350	3.639	0.000
H2	Service quality → Customer satisfactoin	0.288	3.087	0.001
H3	Brand image → Customer satisfaction	0.263	2.538	0.006
H4	Product quality → Repurchase intention	0.239	2.163	0.016

		Original Sample	T Statistics	P Values
H5	Service quality → Repurchase intention	0.228	2.649	0.004
H6	Brand image → Repurchase intention	0.281	2.636	0.004
H10	Customer satisfaction → Repurchase intention	0.249	3.131	0.001

The analysis results indicate that the original sample values, or path coefficients, for each relationship between constructs are positive. Furthermore, the t-statistics exceed 1.65, and the p-values are below 0.05, signifying that these relationships are statistically significant. Based on these findings, it can be concluded that all the hypotheses proposed in this study are supported and accepted. This demonstrates strong evidence for the proposed connections between the constructs being tested.

Table 9. The results of the Mediation Hypothesis Test

		Original Sample	T Statistics	P Values
Total Effects:				
1	Product quality → Repurchase intention	0.326	3.024	0.001
2	Service quality → Repurchase intention	0.300	3.487	0.000
3	Brand image → Repurchase intention	0.346	3.142	0.001
Specific Indirect Effects:				
1	Product quality → Customer satisfaction → Repurchase intention	0.087	2.670	0.004
2	Service quality → Customer satisfaction → Repurchase intention	0.072	2.094	0.018
3	Brand image → Customer satisfaction → Repurchase intention	0.065	1.805	0.036
$VAF = \left[\frac{\text{Indirect Effect}}{\text{Total Effect}} \right]:$				
H7	Product quality → Customer satisfaction → Repurchase intention	$\frac{0.087}{0.326}$	0.270 = 27%	Partial Mediation
H8	Service quality → Customer satisfaction → Repurchase intention	$\frac{0.073}{0.300}$	0.243 = 24.3%	Partial Mediation
H9	Brand image → Customer satisfaction → Repurchase intention	$\frac{0.065}{0.346}$	0.188 = 18.8%	Partial Mediation

Product quality positively influences customer satisfaction, as high-quality products are more likely to meet or even surpass customer expectations. When products are of superior quality, they create a sense of fulfillment and trust, leading to greater satisfaction among consumers. This satisfaction often stems from the product's performance, durability, and value, which aligns with or exceeds what the customer anticipated when making the purchase. When products meet the expected standards in terms of performance, durability, and features, customers feel they are

receiving good value for their purchase, which increases their satisfaction level. High-quality products not only solve problems or effectively meet consumer needs but also provide a positive user experience, strengthening customer trust and loyalty towards the brand. In other words, high product quality ensures that consumers feel satisfied with the value and performance of the product they purchase, which in turn encourages them to continue choosing that product in the future. This is consistent with research conducted by (Tunca et al., 2024); (Dlamini et al., 2024); (Kim et al., 2024) which explains that product quality can enhance customer satisfaction.

Service quality has a positive impact on customer satisfaction because good service meets or exceeds customer expectations, creating a satisfying and enjoyable experience. When customers receive fast, responsive, friendly, and reliable service that aligns with the promised standards, they feel valued and well-accommodated. This not only increases satisfaction levels but also strengthens trust and loyalty toward the company. High-quality service can effectively address problems, provide adequate solutions, and create positive interactions that contribute to the overall customer experience, making them more satisfied and likely to return for future services. These findings align with research conducted by (De Canio & Martinelli, 2021); (Chen et al., 2022); (Rosillo-Díaz et al., 2024) which explains that good service can enhance customer satisfaction with the product.

Brand image positively impacts customer satisfaction as it represents consumers' perceptions and evaluations of a product or service's quality, value, and reputation. When consumers hold a favorable view of a brand, they are more likely to feel confident and trust the product or service. This trust leads to a stronger sense of satisfaction with their purchasing experience, as they believe the brand lives up to their expectations and delivers value. A positive brand image fosters a sense of reliability and emotional connection, further enhancing overall customer satisfaction. A strong and positive brand image creates high expectations and provides the quality assurance that consumers expect, so they feel satisfied when the product or service meets or exceeds those expectations. In other words, a good brand image strengthens the emotional and psychological connection between the brand and the consumer, increasing their satisfaction and loyalty. This finding is consistent with the research conducted by (Wang et al., 2022); (Sehgal et al., 2023); (Sharma et al., 2024) It explains that a good brand image can enhance customer satisfaction because owning products with that brand creates a sense of value and trust.

Product quality has a positive influence on repurchase intention because high-quality products are more likely to meet or even exceed consumer expectations, leading to a positive experience that boosts satisfaction. This satisfaction, in turn, fosters loyalty and trust in the brand or product. When consumers are pleased with aspects such as performance, durability, or features, they are more inclined to purchase the same product again in the future. Additionally, consistent product quality reduces the likelihood of dissatisfaction or disappointment, making consumers feel confident in their choice. As a result, they are motivated to continue selecting the product as a dependable solution that fulfills their needs over time. This

aligns with the research conducted by (Chatzoglou et al., 2022); (Law et al., 2022); (Zhe et al., 2023) which explains that high product quality leads consumers to have the intention to repurchase.

Service quality has a positive impact on repurchase intention because good service creates a positive, satisfying experience for consumers, building trust and loyalty. When consumers feel that they have received adequate, responsive, and professional service, they are more likely to repurchase products or services from the same provider. High-quality service enhances customer satisfaction, which in turn strengthens the relationship between consumers and the company, reducing the likelihood of them switching to competitors and increasing the chances of repurchase. The findings of this study align with research by (Wei et al., 2023); (Do et al., 2023); (Jain et al., 2021) it shows that the higher the service quality, the greater the increase in repurchase intention for the product.

Brand image positively influences repurchase intention because a strong and favorable brand image shapes consumers' perceptions of a product or service's quality and reliability. When consumers have positive experiences with a brand, they feel more satisfied and are more likely to make repeat purchases in the future. A consistent and trustworthy brand image helps build trust and foster customer loyalty, which increases the likelihood of repurchase. Additionally, a well-established brand image reduces consumer uncertainty, offering reassurance and enhancing overall satisfaction with their purchase. This sense of confidence encourages consumers to choose the brand again in the future. This finding is in line with research by (Sehgal et al., 2023); (Sharma et al., 2024); (Hsu, 2023) it shows that the better the brand image, the higher the likelihood of repurchase by consumers.

Consumer satisfaction mediates the relationship between product quality and repurchase intent because consumer satisfaction is the result of a positive evaluation of the received product, which directly affects the decision to repurchase. When consumers are satisfied with the product quality, they tend to have a positive experience that enhances their loyalty and intention to purchase again in the future. High satisfaction indicates that the product meets or even exceeds consumer expectations, making them feel more confident and motivated to repurchase. In other words, consumer satisfaction acts as a link that strengthens the influence of product quality on the repurchase decision. This finding is consistent with the research conducted by (Law et al., 2022); (Jain et al., 2021) which shows that satisfaction is an important factor in the context of repurchase by consumers.

Consumer satisfaction serves as a mediator between service quality and repurchase intention because it reflects how well consumer expectations are fulfilled during their interactions with a product or service. When the quality of service meets or surpasses what consumers anticipate, it leads to satisfaction, which strengthens their loyalty and trust in the brand or product. This satisfaction then increases the likelihood of repurchase, as consumers are more inclined to return to a provider that offers a positive experience. As a result, consumer satisfaction not only arises from high service quality but also plays a crucial role in influencing the consumer's decision

to make repeat purchases. These findings are consistent with research conducted by (Law et al., 2022); (Jain et al., 2021) this shows that satisfaction is a variable that can be used as a determinant of repurchase behavior by consumers.

Consumer satisfaction can mediate the relationship between brand image and repeat purchase intention because high satisfaction generally arises from positive experiences that consumers have with product quality and service that meet their expectations. When a positive brand image increases consumer expectations of a product or service, the satisfaction achieved from meeting or exceeding those expectations strengthens consumers' desire to make repeat purchases. In other words, a good brand image increases consumer satisfaction, and that satisfaction, in turn, encourages them to repurchase the same product or service. As a mediator, consumer satisfaction bridges the positive effect of brand image on repurchase decisions. This result is in line with the research conducted by (Law et al., 2022); (Jain et al., 2021) which shows that customer satisfaction is important to strengthen customer's repurchase intention.

Consumer satisfaction has a significant positive effect on repurchase intention because when consumers are satisfied with the products or services they receive, they are more likely to feel assured and comfortable when considering future purchases.

This satisfaction not only enhances their overall experience but also creates a positive emotional response, which helps build trust and loyalty toward the brand or company. When consumers feel that their expectations have been met or even exceeded, they develop a sense of confidence in the brand, making them more inclined to choose it again in the future. Moreover, consistent positive experiences strengthen the emotional bond between the consumer and the brand, reducing any uncertainties and reinforcing the decision to return for future transactions. This cycle of satisfaction and trust ultimately increases the likelihood of repeat purchases, as consumers are more likely to rely on brands that have consistently provided positive experiences. These findings align with (Law et al., 2022); (Jain et al., 2021); (Tunca et al., 2024) it shows that high consumer satisfaction will undoubtedly lead them to repurchase the product.

D. CONCLUSION

The conclusion of this study reveals that product quality, service quality, and brand image have a significant influence on the repurchase intention of Scarlett products on Shopee, with consumer satisfaction serving as a crucial mediator in this relationship. The analysis confirms that consumer satisfaction amplifies the positive effects of product quality, service quality, and brand image on repurchase intention. As a result, companies should prioritize improving product quality, delivering excellent service, and developing a strong brand image to effectively boost consumer repurchase intention. Focusing on these factors will help create a positive cycle of satisfaction and loyalty, encouraging repeat purchases and long-term customer engagement.

The recommendations from this study suggest that Scarlett should focus on enhancing product quality and service to ensure a consistently satisfying consumer experience. Additionally, the company is encouraged to continue strengthening its positive brand image by implementing effective marketing strategies and maintaining consistent communication with consumers. Given the vital role of consumer satisfaction as a mediator, Scarlett should pay close attention to consumer feedback, addressing complaints promptly and efficiently to uphold customer loyalty. Furthermore, future research is recommended to investigate other potential factors that could influence satisfaction and repurchase intention, particularly as the cosmetics industry becomes more competitive. Exploring these additional factors could provide further insights into consumer behavior and improve strategies for fostering long-term customer loyalty.

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