

Research Articles

The Influence of E-Wom, Live Streaming, and Influencer Marketing on Repurchase Intention of Skincare in Tiktok Shop Through Brand Trust (Consumer Study) Skintific in Padang City)

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Abstract: The rapid growth of technology in the digital and information fields has triggered the rapid development of information via the internet. The presence of the internet has changed people's life-styles, which were originally done manually or traditionally, to become fast and responsive online. In this era, technology brings progress to every user in doing interesting things so that it has a positive impact on its users. The internet will bring every user to have an account to access whatever they need.

Keywords : E-Wom, Live Streaming, Influencer Marketing

1. Introduction

Electronic commerce or e-commerce is a form of technological activity where all buying and selling transactions use internet technology. E-commerce activities have now reached many sides so that they are wider and able to carry out massive transactions. One of them is buying and selling activities carried out on social media which is currently developing. E-commerce is an internet channel that can reach someone using a computer used by a business actor in carrying out their business activities and is usually used by consumers to view information with the help of a computer that begins with the process of providing services to determining choices (Kotler & Armstrong, 2012). Online activities like this will allow interaction between producers or sellers and consumers online. In running a business electronically, the marketplace is present as a media that provides various benefits and conveniences for every business actor. Starting from the provision of each product category needed by consumers to online transaction activities. In the development and advancement of E-Commerce, it can be marked by visitors who make repeat visits and purchases. Online customer engagement behavior and its relationship to satisfaction and repurchase intentions are important in creating strategies for customer retention and loyalty (Majeed et al., 2022).

Skintific has been traded in Indonesia and is well-known since the end of 2021 (kompas, 2023). According to (sudrajat et al, 2023). Positive respondents and high enthusiasm from the Indonesian people for skintific products have resulted in sales reaching 10,000 times for each product through the e-commerce platform. On the online trading site TikTok shop Skincare Skintific is listed in the Top sales trends in the best-selling beauty package category in 2024.

Repurchase intention is the urge within consumers to repurchase a product within a certain period of time, which can be used by marketers to understand consumer expectations (Miguna Astuti & Rosali Sembiring, 2023). Consumers will be more motivated to explore and reuse products if they have a strong intention (Utami et al., 2021). According to (Rahmawati and Hidayat 2023) shows that customer satisfaction has a positive relationship with repurchase intention, consumers who are satisfied with their experience tend to have a higher in-

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tention to make a repeat purchase. However, there are several problems that can affect repurchase intention. One of them is Electronic Word of Mouth (E-WOM), where negative reviews from other consumers can reduce purchase intention. In addition, the phenomenon of live streaming and influencer marketing also plays an important role, although it can attract initial interest, dissatisfaction with products recommended by influencers or bad experiences during live streaming sessions can reduce repurchase intention. Research by (Wulandari and Nugroho 2023) emphasizes that negative experiences during the purchasing process can result in decreased repurchase intention. In addition, lack of communication and engagement from the company and external factors such as the economic situation can also influence consumers' decisions to repurchase.

In increasing sales, TikTok implements a strategy of involving customers in every activity with the aim of increasing user repeat purchases on the TikTok platform. The importance of customer or consumer involvement is marked by repeat purchases (Ho & Chung, 2020). Electronic word of mouth (E-WOM) is one of the marketing strategies used by Skintific. Electronic word of mouth (E-WOM) has become an important tool in marketing. E-WOM allows consumers to share their experiences about products or services on social media. Electronic word of mouth refers to the technique of delivering information via the internet by providing reviews of a product, reviews reflect individual experiences after using a particular product or brand and help highlight the advantages and disadvantages of the product (Maulana et al, 2021). Electronic word of mouth (E-WOM) plays an important role in shaping consumer perceptions and repeat purchase intentions. Online comments and reviews greatly influence consumer repeat purchase intentions. Electronic word of mouth is now the most effective and efficient marketing media because it does not require large costs, wide reach and fast dissemination of information (Lestari, & Gunawan, 2021).

The live streaming phenomenon shows real-time interaction between sellers and consumers, which provides an opportunity for the skintific brand to increase repurchase intention through direct discount offers, interaction with hosts, and detailed product explanations. In the live streaming session conducted by skintific, consumers can ask questions directly and consult about how to use and the most suitable products for their skin problems. In addition, Skintific also offers limited discounts and free shipping for certain purchases, which of course can encourage consumers to make repeat purchases. By reaching 303 viewers in the live streaming session, Skintific has great potential to increase repeat purchase rates. However, when Skintific conducted a live streaming session, Skintific faced challenges due to the large number of comments coming in, making it difficult for the host to answer all questions from the audience. This often causes consumers to feel ignored and dissatisfied with the interactions that occur. In addition, some users reported negative experiences after using the product, such as acne and skin irritation, which further worsened their perception of the brand. The inability to get direct answers to their concerns can reduce consumer trust in Skintific products and affect consumer repurchase intentions. As seen in the image below, various issues that arise during a live streaming session can affect the consumer experience.

2. Literature Review

Repurchase intention

Repurchase Intention is a comprehensive process of a number of repurchases of goods or services from the same company with previous information search and purchase experiences (Sudaryanto et al., 2020). Repurchase intention is mainly based on satisfaction in previous shopping experiences, attitudes, or initial purchase intentions including perceived satisfaction, social or psychological factors, such as trust also play a role in predicting customer repurchase intentions (Chao Wen, 2011).

Electronic word of mouth (E-WOM)

According to Boom and Kim in Firyal Thifally et al (2020) Electronic word of mouth (E-WOM) is a form of digital communication that is a positive or negative description that is intentionally made by individuals regarding a product or service. According to Katler & Keller in Ade, Komang Yoga Candra & Ni Nyoman Kerti Yasa (2023) E-WOM is a form of modern marketing that utilizes the internet as the main media to spread information and customer experiences from one individual to another virtually, thus creating a digital word of mouth communication effect.

Live streaming

According to RD putri et al. (2023), live streaming is an activity that takes place directly, where the seller displays and explains his products, while consumers are given the opportunity to interact with other consumers to get information related to the type and quality of the product. According to usman et al (2024), live streaming is a marketing strategy used by sellers that can influence consumers to use and decide to buy products.

Influencer Marketing

Influencer marketing refers to a marketing strategy that utilizes influential individuals, both celebrities and non-celebrities who have a large following of followers to encourage positive responses and positive behavior in consumers regarding interest in a brand by using posts shared on social media platforms, which allows influencers and followers to participate in co-creating the brand image on social media (Geles & Edwards, 2018).

Brand Trust

According to (Sharma, and Mutchler, 2019), brand trust can affect the complexity of product purchases, so it can increase purchase intentions. For example, when buying a skin-care product, consumers will look for information about the product, then the information obtained will increase consumer confidence in buying the product.

3. Method

Types of research

This type of research is quantitative research. The research method used in this study is a causal research, namely research that aims to determine how far the influence of independent variables affects the dependent variable. This study will analyze the possibility of direct and indirect influence between independent variables on dependent variables through mediating variables or as mediators. This study was analyzed using SEM (Structural Equation Modeling) which is operated through SmartPLS (Partial Least Square) software. This study used a survey design by taking samples from the people of Padang City who made repeat purchases of Skintific products at the TikTok shop. The tool used for data collection in the study was a questionnaire.

Location and Time of Research

This research was conducted in Padang City, West Sumatra. The time of implementation of this research was in February 2025. The reason is because of the limitations of researchers who are currently in Padang City, so they chose this city to conduct the research.

4. Results and Discussion

Data analysis

This study uses the Structural Equation Modeling (SEM) method with the help of the SmartPLS version 4.0 application to analyze the relationship between complex variables simultaneously. The SEM method was chosen because of its ability to evaluate structural and measurement models simultaneously. Testing this model includes two main stages, namely the outer model and inner model tests. The outer model test focuses on validity and reliability, where validity is tested through convergent and discriminant validity analysis, ensuring that each indicator actually measures the right construct, while reliability is assessed from internal consistency through Cronbach's Alpha and Composite Reliability. On the other hand, the inner model test evaluates the relationship between latent variables through the R-square value and hypothesis testing, the R-square value describes the extent to which the independent variables explain the variability of the dependent variable, while hypothesis testing determines the significance of the relationship between variables. With this test, the study not only ensures the accuracy of each variable in the model but also gains a deeper understanding of the contribution between variables, so that the results are expected to provide significant theoretical insights in the relevant field.

Outer Model Analysis

The outer model analysis in this study includes two main aspects, namely validity testing and reliability testing, which aim to ensure that each indicator can accurately and consistently measure the latent variables in the model. The outer model plays an important role in ensuring that each construct has relevant indicators so as to produce valid and reliable analysis. This test is carried out using the algorithm in the SmartPLS version 4.0 application which provides various methods for evaluating the quality of indicators. This model uses the following measurements:

Converge Validity

Convergent validity aims to determine the validity of each relationship between indicators and other variables. If the correlation with the measured value is greater than 0.70, the correlation level is said to be high. However, in early development stage research, outer loading values of more than 0.50 to 0.60 can still be supported (Hair et al., 2017). Then according to Ghazali in a journal written (Suriadarma et al., 2023)), an indicator is declared valid if it has a factor loading value greater than 0.70. Indicators with high factor loading have a high contribution to explaining their latent constructs, and vice versa. For measuring the AVE value, if the AVE value > 0.5 then the construct is considered valid. The loading standard used by researchers in the study is 0.70. The following is an initial image of the research construct:

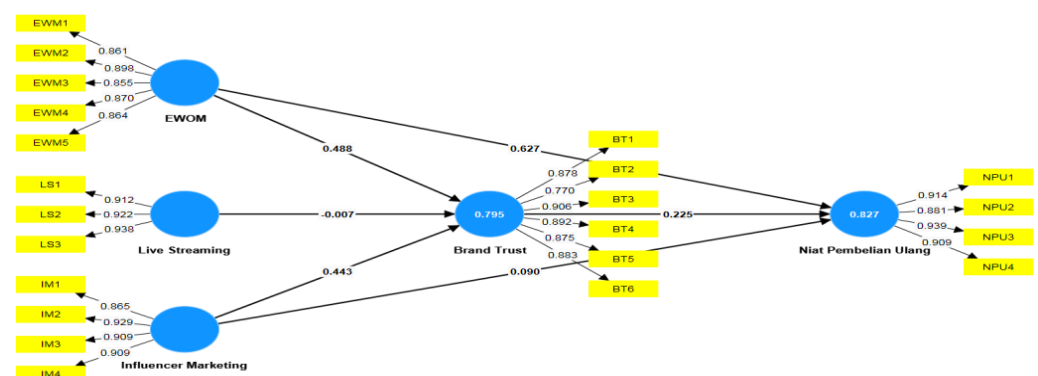


Figure 1. Outer Model
Source: 2025 Data Processing Results

To make it easier to understand, the following table shows the outer loading value of each measured indicator.

Table 1 *Output Outer Loadings*

	Brand Trust	EWOM	Influencer Marketing	Live Streaming	Repurchase Intention
BT1	0.878				
BT2	0.770				
BT3	0.906				
BT4	0.892				
BT5	0.875				
BT6	0.883				
EWM1		0.861			
EWM2		0.898			
EWM3		0.855			
EWM4		0.870			
EWM5		0.864			
IM1			0.865		
IM2			0.929		
IM3			0.909		
IM4			0.909		
LS1				0.912	
LS2				0.922	
LS3				0.938	
NPU1					0.914
NPU2					0.881
NPU3					0.939
NPU4					0.909

Source: Processed Data, 2025

Based on the results of data processing in the table above, the outer loading value of all variable indicators is 0.6 so that the convergent validity of all indicators is said to be valid.

Discriminant Validity

According to Hair et al., (2017), the validity of a measurement using the discriminant validity method is seen based on the output cross loading value or the root AVE Fornell Lacker Criterion value:

- Determination of the output cross loading value is seen based on the indicator correlation value against a variable that is greater than the indicator correlation value against other variables.
- The root score AVE value is used to determine the root of the AVE of the Fornell criteria.
- Lacker, with the condition that a variable must have a score that is greater than the root AVE value of another variable.

The following are the results of cross loading between indicators and each construct:

Table 2 *Cross Loading Output*

	Brand Trust	EWOM	Influencer Marketing	Live Streaming	Repurchase Intention
BT1	0.878	0.747	0.740	0.664	0.700
BT2	0.770	0.704	0.616	0.569	0.606
BT3	0.906	0.724	0.726	0.651	0.736
BT4	0.892	0.706	0.689	0.641	0.750
BT5	0.875	0.769	0.867	0.814	0.773
BT6	0.883	0.829	0.790	0.756	0.803
EWM1	0.727	0.861	0.728	0.680	0.787
EWM2	0.816	0.898	0.820	0.802	0.797
EWM3	0.702	0.855	0.695	0.705	0.809
EWM4	0.738	0.870	0.757	0.779	0.744
EWM5	0.757	0.864	0.709	0.745	0.767
IM1	0.721	0.760	0.865	0.798	0.718
IM2	0.765	0.766	0.929	0.790	0.728
IM3	0.802	0.800	0.909	0.732	0.746
IM4	0.797	0.758	0.909	0.785	0.761
LS1	0.725	0.755	0.803	0.912	0.726
LS2	0.725	0.801	0.762	0.922	0.756
LS3	0.743	0.811	0.815	0.938	0.753
NPU1	0.749	0.828	0.738	0.731	0.914
NPU2	0.766	0.743	0.713	0.722	0.881
NPU3	0.802	0.847	0.784	0.762	0.939
NPU4	0.754	0.850	0.744	0.724	0.909

Source: Processed Data, 2025

The output of cross loading requires that the correlation value of each indicator with its construct must be higher than the correlation with other constructs. In table 2 above, discriminant validity is said to be quite good as seen from the value of each indicator on its latent variable which is higher than the correlation between indicators in each other variable, so that the discriminant validity results obtained are valid.

Reliability Test

The reliability results are seen from the cronbach's alpha and composite reliability values. The cronbach's alpha value must be more than 0.6 and the composite reliability value must be more than 0.7 (Hair et al., 2017). The following are the results of cronbach's alpha and composite reliability.

Table 3 Cronbach alpha and Composite Reliability output

	Cronbach's alpha	Composite reliability
Brand Trust	0.934	0.948
EWOM	0.919	0.939
Influencer Marketing	0.924	0.947
Live Streaming	0.914	0.946
Repurchase Intention	0.931	0.951

Source: Processed Data, 2025

Based on table 3, the cronbach's alpha value on the three variables is greater than 0.6 and the composite reliability value on the three variables is also greater than 0.7. So it can be concluded that all variables have good reliability values.

Structural Model Test (Inner Model)

In the structural model, the R-square value that is only owned by the dependent variable functions as the main indicator to assess how much the independent variable contributes in explaining the variability of the dependent variable. The R-square value shows the proportion of variance that is successfully explained by the independent variable to the dependent variable. In other words, the higher the R-square value, the greater the influence of the independent variable in forming or predicting the value of the dependent variable. In the context of this study, R-square analysis is important because it can provide a deeper understanding of the strength of the model in describing the causal relationship or influence between variables, while also providing validation of the model that is built. A high R-square indicates that the structural model has good ability in explaining the phenomenon being studied, while a low R-square value indicates the need to review the contribution of the independent variable or consider other variables that may be relevant to strengthen the model.

Table 4 R-square (R2) Test Output

	R-square	R-square adjusted
Brand Trust	0.795	0.791
Repurchase Intention	0.827	0.824

Source: Processed Data, 2025

Hypothesis Testing

This test uses the bootstrapping feature in SmartPLS software version 4.0 from this hypothesis test can see the relationship between variables whether it is positively or negatively related, this can be seen by looking at the original sample in the path Coefficients. Hypothesis testing can be stated as supported if the t-statistic is above 1.65 and the p-value is below 0.05. The path coefficient, or path coefficient, shows the direction and strength of the influence of

the independent variable on the dependent variable in the research model. Through the bootstrapping test, the t-statistic and p-value values are obtained which are used to assess whether the relationship is significant or not. Usually, a relationship is considered significant if the t-statistic value is greater than 1.96 for a significance level of 5% (or p-value <0.05).

Table 5 *Output Path Coefficient Bootstrapping Direct Effect*
(Direct Hypothesis)

	Original sample (O)	T statistics (O/STDEV)	P values
Brand Trust -> Repurchase Intention	0.225	1,857	0.032
EWOM -> Brand Trust	0.488	3,980	0.000
EWOM -> Repurchase Intention	0.627	5,496	0.000
Influencer Marketing -> Brand Trust	0.443	3.405	0.000
Influencer Marketing -> Repurchase Intention	0.090	0.983	0.163
Live Streaming -> Brand Trust	-0.007	0.047	0.481

Source: Processed Data, 2025

Direct Influence

The Influence of Brand Trust on Repeat Purchase of Skintific Products

Brand Trust is a major factor in maintaining customer loyalty, where the results of the hypothesis test show that Brand Trust has a significant influence on Repurchase Intention with a coefficient of 0.225, T-Statistic 1.857, and P-Value 0.032 (significant at $\alpha = 5\%$ because $P < 0.05$), so this hypothesis is accepted, which means that the higher the consumer's trust in the brand, the more likely they are to make repeat purchases, which can be built through positive experiences, good product quality, and transparency in marketing communications, because if customers believe that the brand is reliable and has a value that matches their expectations, then they will be more likely to continue buying the product in the future. This study is in line with several previous studies showing that brand trust has a significant influence on repurchase intentions. According to (Nguyen and Tran 2022) revealed that trust in a brand built through product quality, transparent communication, and positive experiences, significantly increases the likelihood of consumers to make repeat purchases, with a coefficient value of 0.213 and a P-value of 0.021. Similar results were also found by (Farhana and Dewi 2023) in the context of the skincare market in developing countries, where brand trust has a significant effect on repurchase intentions with a T-Statistic of 2.043 and a P-value of 0.039. These two studies strengthen the results that the higher consumer trust in a brand, the more likely they are to continue to repurchase Skintific products.

The Influence of EWOM on Brand Trust of Skintific Products

Electronic Word of Mouth (EWOM), which is one of the most influential forms of marketing in the digital era through reviews, testimonials, or discussions on social media, has been shown to have a positive and significant influence on Brand Trust with a coefficient of 0.488, T-Statistic 3.980, and P-Value 0.000 (very significant at $\alpha = 5\%$ because $P < 0.05$), which means that the more positive reviews or recommendations received by a brand, the

higher the level of consumer trust in the brand, where prospective customers who see products with many positive reviews tend to have more confidence in their quality, while negative reviews can reduce customer trust and influence their decision to buy the product.

This study is in line with the results of previous studies which show that Electronic Word of Mouth (eWOM) has a positive and significant influence on brand trust. (Lee and Kim (2021) stated that eWOM conveyed through digital media such as reviews on Instagram, YouTube, TikTok or beauty forums can significantly increase consumer trust in a brand. This happens because positive reviews are considered a credible and authentic source of information, especially when they come from fellow consumers or beauty influencers who have tried the product. Their study recorded an influence coefficient of 0.462 with a P-value <0.01 , which indicates a strong and significant relationship.

Similar research was also obtained by (Sari and Putra 2023), who examined the influence of eWOM on brand trust among millennial skincare users. The results of the study showed a T-Statistic of 4.122 and a P-value of 0.000, which is very statistically significant. The reason for this significance is because modern consumers, especially the younger generation, rely heavily on the opinions and experiences of other users on social media as a basis for decision making. Informative, honest, and consistent reviews can create the perception that the brand is trustworthy, has good quality, and is worth trying. Conversely, negative eWOM can immediately lower the brand image and hinder the formation of trust.

The Influence of EWOM on Repurchase Intention of Skintific Products

The results of the hypothesis test show that EWOM has a very strong influence on Repurchase Intention with a coefficient of 0.627, T-Statistic 5.496, and P-Value 0.000 (very significant at $\alpha = 5\%$ because $P < 0.05$), so this hypothesis is accepted, which means the more positive the experience shared by previous customers, the more likely other customers are to make repeat purchases, where positive customer reviews provide a signal of trust to other consumers, especially in the skincare product market which relies heavily on recommendations from previous user experiences, so brands need to pay attention to how they manage customer reviews, including by responding to complaints professionally and maintaining product quality to stay in line with market expectations.

This study is reinforced by previous studies showing that Electronic Word of Mouth (eWOM) has a significant influence on the intention to repurchase Skintific products. Research by (Suha and Hidayat 024) which states that eWOM can influence the adoption of eWOM by consumers, which then has a direct impact on increasing the intention to purchase Skintific products on the TikTok platform. This is also supported by the findings of (Broto, Adriana, and Dewi 2024) which state that positive reviews and recommendations from other consumers can strengthen brand perception and increase consumer confidence in making repeat purchases.

This significant influence is due to consumers tending to rely on other users' experiences as a basis for consideration in purchasing skincare products, where aspects of trust and social proof are very important. In the context of skincare products such as Skintific, which are closely related to personal and sensitive results for users, positive reviews not only create a perception of quality, but also provide a sense of security for consumers to make repeat purchases. Therefore, the Skintific brand needs to continue to pay attention to strategic customer review management, for example by responding to feedback professionally and maintaining consistent product quality so that eWOM spread across social media and e-commerce platforms can continue to drive customer loyalty.

The Influence of Influencer Marketing on Brand Trust of Skintific Products

Influencer Marketing has a positive and significant influence on Brand Trust with a coefficient of 0.443, T-Statistic 3.405, and P-Value 0.000 (very significant at $\alpha = 5\%$ because $P < 0.05$), so this hypothesis is accepted, which means the more credible and relevant an influencer is, the greater their influence in building trust in the promoted brand, where influencer marketing has become one of the popular marketing strategies, especially in the beauty and skincare industry, because influencers have the ability to shape their audience's opinion of a brand thanks to their credibility and closeness to their followers, so consumers are more likely to trust recommendations from influencers who they consider to have authentic experience and suit their needs.

This study is supported by several previous studies showing that Influencer Marketing has a significant influence on Brand Trust, in skincare products such as Skintific. Research by (Lestiyani and Purwanto 2023) states that the credibility and relevance of an influencer can increase consumer trust in the Skintific brand, delivered through social media such as TikTok which is very popular among skincare users. This is reinforced by a study by (Hafizah and Kussudyarsana 2024) which found that influencers on social media contribute positively to strengthening consumer trust and encouraging purchase intentions for Skintific products.

The Influence of Influencer Marketing on Repurchase Intention of Skintific Products

Influencer Marketing does not have a significant effect on Repurchase Intention with a coefficient of 0.090, T-Statistic 0.983, and P-Value 0.163 (not significant because $P > 0.05$), so this hypothesis is rejected, which means that although influencers can increase brand awareness and encourage consumers to try products, their influence on repurchase decisions is still limited, where repurchase intentions are more influenced by customers' direct experience with the product than just recommendations from influencers, and this happens because the role of influencers is more dominant in the early stages of purchasing decisions compared to encouraging customer loyalty, where factors such as product quality, price, and usage experience have a greater impact on repurchase intentions.

This study is in line with the results of previous studies which show that Influencer Marketing does not always have a significant influence on repurchase intentions, especially in the skincare industry such as Skintific products. Research by (Naibaho 2023) shows that although influencer marketing is able to increase brand awareness, its influence on repurchase decisions is not significant, because these decisions are more determined by the level of consumer trust in the product based on personal experience. Further research by (Juliandara et al. 2023) found that although influencer marketing is effective in attracting consumers' attention and encouraging them to try the product, its influence on repurchase intention is not significant. This suggests that customer loyalty, which drives repurchase, is more influenced by factors such as product quality, price, and usage experience, rather than just recommendations from influencers.

The Influence of Live Streaming on Skintific Product Brand Trust

Live Streaming does not have a significant effect on Brand Trust with a coefficient of -0.007, T-Statistic 0.047, and P-Value 0.481 (not significant because $P > 0.05$), so this hypothesis is rejected, which means that although live streaming is increasingly popular as a marketing strategy, especially on platforms such as TikTok Shop, and can increase interaction between brands and consumers, this factor alone is not enough to build strong trust in a brand, because consumers still need other aspects, such as product quality, user testimonials, or guarantees from third parties, which play a greater role in increasing Brand Trust, such as in the case of Skintific products, where although they are often promoted through live streaming, consumer trust in this brand is more influenced by factors such as consumer trust in this

brand is influenced by the quality of skincare products, effectiveness that has been proven by other users, and reviews from dermatologists who validate the quality and safety of their products.

This study is in line with the results of previous studies which showed that live streaming did not have a significant effect on Brand Trust for Skintific products supported by several previous studies. Research by (Suhyar and Pratminingsih 2023) found that although live streaming was able to increase impulsive purchases of skincare products, its effect on forming brand trust was not significant. Consumers consider aspects such as product quality and reviews from other users more in determining their trust in a brand. Furthermore, research by (Jacob 2024) also shows that although live streaming on platforms such as TikTok can increase interaction between brands and audiences, this is not enough to build strong brand trust. Skincare consumers, including users of Skintific products, trust recommendations from dermatologists, user testimonials that have proven the effectiveness of the product, and information about product content more than promotions via live streaming.

Table 6 Output Indirect Effects (Indirect Hypothesis)

	Original sample (O)	T statistics ($ O/STDEV $)	P values
EWOM -> Brand Trust -> Repurchase Intention	0.110	1,570	0.058
Influencer Marketing -> Brand Trust -> Repurchase Intention	0.100	1,562	0.059
Live Streaming -> Brand Trust -> Repurchase Intention	-0.001	0.042	0.483

Source: Processed Data, 2025

Indirect Influence

The Influence of E-WOM through Brand Trust on Repurchase Intention of Skintific Products

Brand Trust cannot act as a strong mediator in the relationship between EWOM and Repurchase Intention on Skintific products. With a coefficient of 0.110, T-Statistic 1.570, and P-Value 0.058 (not significant because $P > 0.05$), this hypothesis is rejected, which means that although EWOM can increase Brand Trust, trust in the brand is not enough to ensure consumers make repeat purchases. Although positive reviews from other customers can increase trust in a brand, repurchase decisions are more influenced by personal experiences with the product, such as effectiveness, suitability to skin type, and price. In addition, skincare consumers tend to experiment with various brands and are interested in trying the latest innovations, so even though they trust Skintific, they still switch to other brands such as Somethinc or Avoskin. Tight competition in the skincare industry is also an influential external factor, where beauty trends change rapidly, influencer recommendations continue to change, and promotions from competitors are more attractive, which makes it difficult for customers to remain loyal to one brand. Thus, brand trust alone is not enough to ensure repeat purchases, and Skintific needs to strengthen its customer retention strategy with loyalty programs, product innovation, and long-term benefit education to keep customers using its products.

This study is in line with the results of previous studies which show that Brand Trust does not act as a strong mediator in the relationship between Electronic Word of Mouth (E-WOM) and repurchase intention of Skintific products supported by several previous studies. Research by (Wartono and Utami 2023) shows that although E-WOM has a positive effect on purchase intention and brand trust, Brand Trust does not act as a significant mediator in

the relationship. This shows that although positive reviews from other customers can increase trust in a brand, repurchase decisions are more influenced by personal experience with the product. In addition, research by (Napitupulu and Wuryan 2024) found that although E-WOM has a significant positive effect on repurchase intention, the role of Brand Trust as a mediator is not strong enough to ensure consumers make repeat purchases. This shows that although trust in a brand can be increased through E-WOM, other factors such as personal experience with the product play a greater role in repurchase decisions.

The Influence of Influencer Marketing through Brand Trust on Repurchase Intentions for Skintific Products

Influencer Marketing does not have a significant indirect effect on Repurchase Intention through Brand Trust, with a coefficient of 0.100, T-Statistic 1.562, and P-Value 0.059 (not significant because $P > 0.05$). This means that although influencers can increase awareness and trust in a brand, this trust is not strong enough to ensure that consumers make repeat purchases. In the case of Skintific, many influencers recommend their products, but repurchase decisions are more based on personal experience of the effectiveness of the product, not solely because of influencer promotions. The reason this hypothesis is rejected can be explained through several factors, one of which is the nature of influencer marketing which plays a greater role in acquiring new customers than in retaining old customers. Skincare consumers are often exposed to various recommendations from different influencers, so even though they buy Skintific products because of influencer recommendations, they may still switch to other brands that are promoted next. In addition, price factors, changing beauty trends, and product innovations from competitors also make customers more likely to experiment with various brands rather than stay loyal to one product. Thus, brand trust gained through Influencer Marketing is not strong enough to drive customer loyalty, and Skintific needs to focus more on customer retention strategies, such as providing education on the long-term benefits of the product, creating loyalty programs, and increasing product innovation so that consumers have a strong reason to keep repurchasing.

This study is in line with the results of previous studies which show that influencer marketing does not have a significant indirect effect on repurchase intentions through Brand Trust on Skintific products supported by several previous studies. Research by (Sumanti et al. 2024) shows that although influencer marketing through platforms such as TikTok can increase brand awareness, brand image, and brand trust, the brand trust formed does not always have a positive effect on purchasing decisions. This indicates that the trust that arises from influencer promotions is not necessarily strong enough to encourage repurchase intentions. Similar results were also found in research by (Febriyanti et al. 2024) in the Wahana Pendidikan Scientific Journal, which stated that although social media influencers influence the formation of brand trust, their influence on repurchase intentions is not significant. Consumers consider personal experiences more, such as product compatibility with their skin, effectiveness, and price, rather than relying solely on recommendations from influencers.

The Influence of Live Streaming through Brand Trust on Repurchase Intentions for Skintific Products

Live Streaming does not have a significant indirect effect on Repurchase Intention through Brand Trust, with a coefficient of -0.001, T-Statistic 0.042, and P-Value 0.483 (not significant because $P > 0.05$). This means that although live streaming can increase interaction between brands and consumers, this factor is not strong enough to build trust that encourages repeat purchases. In Skintific's promotion through TikTok Shop, live streaming is often used to attract customers' attention by providing direct product information and offering exclusive discounts, but this plays a greater role in encouraging first-time purchases than retaining customers to make repeat purchases. The main reason this hypothesis is rejected is because repeat purchase decisions depend more on consumers' personal experiences with the product, such as product effectiveness, compatibility with skin type, and the results felt after use, rather

than on the interactions that occur in live streaming sessions. In addition, consumers tend to be skeptical of live streaming sessions that focus more on marketing strategies than on in-depth product education, so even though they are interested in buying in live sessions, they still judge the product based on real performance after use. External factors such as tight competition in the skincare industry, ever-changing beauty trends, and promotions from other brands that also utilize live streaming also make customers not always return to buy the same product. Thus, Skintific needs to develop a strategy that focuses more on customer satisfaction after the first purchase, such as building a loyal user community, providing post-purchase education, and ensuring product quality that can provide real results so that customers have a strong reason to buy again, not just being attracted to live streaming promotions.

This study is in line with the results of previous studies which show that live streaming does not have a significant indirect effect on repurchase intention through brand trust on Skintific products supported by several previous studies. Research by (Azizah 2025) shows that although live streaming can increase brand trust and customer engagement, its effect on repurchase intention is not significant. This shows that interaction through live streaming is not strong enough to encourage continued repurchase intention. Although live streaming is an increasingly popular marketing strategy and is able to build interaction between brands and consumers, its effect on repurchase intention through brand trust has not been proven significant. In addition, research by (Lie 2024) found that trust in streamer and trust in product formed through live streaming have a positive effect on repurchase intention. However, this effect is not strong enough if it is not supported by the consumer's personal experience with Skintific products. Although live streaming can increase interaction between brands and consumers and build trust in the brand, this trust is not strong enough to ensure that consumers make repeat purchases.

5. Conclusion

Conclusion

This study aims to examine the influence of Electronic Word of Mouth (E-WOM), Live Streaming, and Influencer Marketing on the intention to repurchase Skintific skincare products on TikTok Shop with Brand Trust as a mediating variable. By using the Partial Least Square (PLS) method, this study successfully evaluated the relationship between variables and produced several important findings.

First, E-WOM has been shown to have a positive influence on the intention to repurchase Skintific products. Consumers who often read positive reviews from other users tend to have a higher desire to make repeat purchases. This shows that information shared through digital platforms is very influential in shaping consumer perceptions and decisions, especially when the product gets a lot of positive reviews that increase the trust of potential consumers.

Second, Live Streaming also has a positive influence on repurchase intention. This feature provides an interactive experience that allows consumers to obtain product information directly from the seller or host, thereby increasing confidence and the urge to repurchase. Skintific, which actively uses this feature, has succeeded in educating consumers about the benefits and uses of its products, which contributes to increasing repurchase intention.

Third, Influencer Marketing has proven effective in driving repurchase intentions. The credibility and appeal of influencers such as Nicholas Saputra are able to build a positive image of Skintific products. Consumers who trust influencer recommendations tend to repurchase the promoted products. The strategy of using influencers that are in accordance with the target market has proven to be able to strengthen consumer loyalty.

Fourth, Brand Trust plays a significant mediating role in the relationship between E-WOM, Live Streaming, and Influencer Marketing on repurchase intention. Trust built

through reviews, direct interactions, and promotions by influencers can increase consumer confidence in product quality, so that they are encouraged to make repeat purchases continuously. Skintific, which is known for its high-quality active ingredient products, has succeeded in building and maintaining consumer trust.

Suggestion

Based on the results of the research that has been conducted, the author provides several strategic suggestions for Skintific. First, although E-WOM has been proven to have a positive influence on repurchase intentions, Skintific needs to continue to encourage its consumers to provide positive reviews consistently. Trusted reviews on social media will further strengthen the brand image in the eyes of new consumers.

Second, considering the positive influence of Live Streaming on repurchase intention, Skintific is advised to hold more interactive live streaming sessions with experienced and interesting hosts. The delivery of credible and interesting information will further increase consumer interest and trust in the product.

Third, in terms of Influencer Marketing, Skintific needs to remain selective in choosing influencers who are relevant to the target audience and have high credibility. Long-term collaboration with influencers is also recommended to build a close relationship between the brand and consumers.

Fourth, to maintain and strengthen Brand Trust as an important mediator, Skintific must continue to maintain transparency in brand communication, provide education about the active ingredients used, and ensure product quality is maintained.

Fifth, because E-WOM, Live Streaming, and Influencer Marketing have proven to contribute greatly to increasing repurchase intentions through Brand Trust, Skintific needs to continue to innovate in its digital marketing strategy. This can be done by involving more user-generated content, increasing interactions on social media, and providing exclusive promotions for loyal customers.

Sixth, Brand Trust, which is significant in encouraging repeat purchase intentions, needs to be maintained through various approaches, such as displaying product certification, providing credible customer testimonials, and establishing responsive communication to consumer questions and complaints.

Finally, even though digital marketing strategies have proven to be effective, Skintific is not recommended to rely solely on them. Diversifying strategies such as opening pop-up stores or collaborating with beauty events can be additional approaches that help strengthen consumers' repurchase intentions more broadly.

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