

Mediation of Customer Trust: The Effect of Product Variety and E-WOM on Repurchase Intention

Era Fazira ¹,

(erafazira981@gmail.com)

Faculty of Economics and Business, Universitas Islam Nahdlatul Ulama Jepara, Jepara,
Indonesia

Nurul Komaryatin²,

(nurul@unisnu.ac.id)

Faculty of Economics and Business, Universitas Islam Nahdlatul Ulama Jepara, Jepara,
Indonesia

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ABSTRACT

Increasingly dynamic lifestyles and high social expectations have pushed personal appearance to the forefront. An attractive appearance is now considered the most valuable asset that influences self-confidence. As a result, the use of cosmetics and skincare products has increased rapidly. SKINTIFIC, as a leading skincare brand, faces the challenge of increasing customer repurchase intention by utilizing product variety and electronic word of mouth (E-WOM), where customer trust acts as a key factor that strengthens the influence of both. This research intends to examine the relationship between product variety and E-WOM on repurchase intention, with customer trust as a mediator. Purposive sampling and a quantitative approach were used in research conducted in Jepara. Data from 144 respondents who have purchased SKINTIFIC products are processed using PLS-SEM. The results showed that product variety and E-WOM contributed positively to customer intention to repurchase. E-WOM has a stronger influence than product variations in building customer trust. Customer trust plays an important function as a mediator that can increase the relationship between product variations and E-WOM variables on repurchase intentions. Based on these findings, companies should focus on product variety strategies that are innovative and relevant to consumer needs and further strengthen e-WOM through positive reviews and customer trust.

Keywords: Product Variety; E-WOM; Customer Trust; Repurchase Intention

1. INTRODUCTION

In the modern era, dynamic lifestyles and high social expectations have made personal appearance a top priority, driving a rapid increase in the use of cosmetics and skincare products, especially among young consumers and professionals. An attractive appearance is considered an important asset that supports self-confidence, social competitiveness, and career opportunities. The rapid growth of the cosmetics sector in Indonesia indicates a change in people's lifestyles, with beauty care products becoming a basic necessity. It is projected that by 2024, the Indonesian skincare market will reach US\$2.76 billion in revenue, with an annual growth rate (CAGR) of 4.07% until 2029 (Statista, 2024). This demonstrates consumers' increasing understanding of the significance of skincare, and despite the challenges the industry faces, interest in skincare products remains strong and growing.

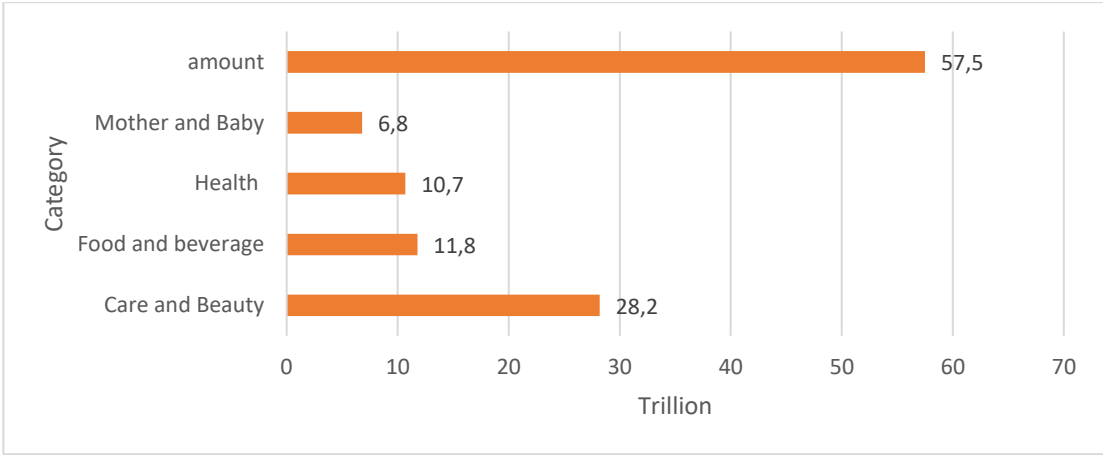


Figure 1: Sales Value of FMCG Sector in E-commerce Indonesia (2023)
Source: databoks.katadata.co.id (2023)

Based on sales data of the FMCG (Fast-Moving Consumer Goods) sector in Indonesian E-commerce in 2023 taken from databoks.katadata.co.id, it can be seen that the sales value of the FMCG sector in 2023 has increased by 1.03%. Of the four main categories included in the dashboard, with a value of IDR 28.2 trillion or 49% of total sales value across Indonesia, care and beauty is the most popular category. This indicates that in Indonesia, the need for care and beauty is very high and has become one of the important pillars in the economy.

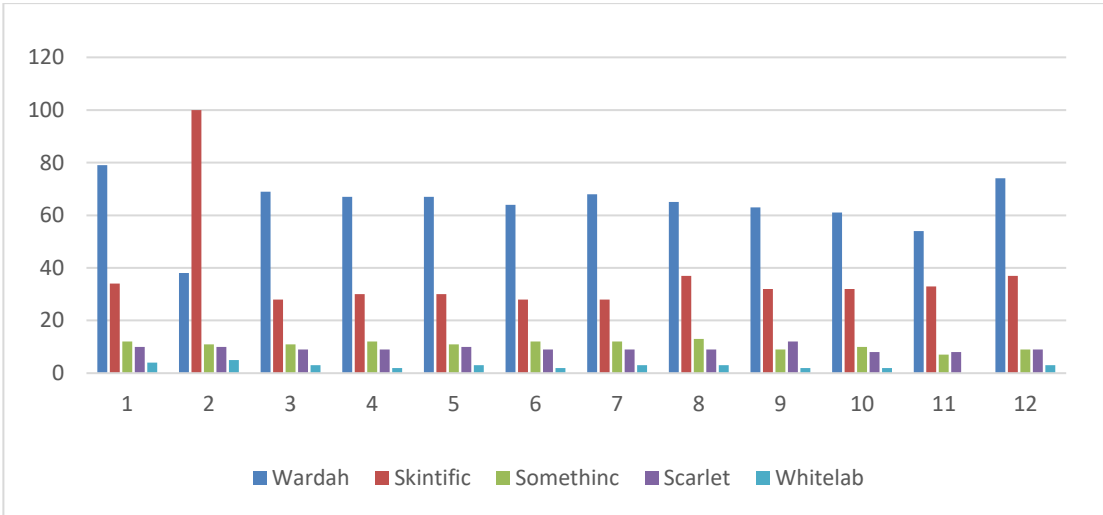


Figure 2: SKINTIFIC Comparison with Other Skincare Brands (2024)
Source: Google Trends (2024)

Based on the graph of interest over time above, SKINTIFIC's popularity in the last 12 months is number two compared to popular products that have long been in Indonesia, such as somethinc, scarlet, and whitelab. SKINTIFIC is also ranked second after somethinc as a local brand in the top facial care brands and obtained total sales figures of IDR 44.4 billion during the period April - June 2022. SKINTIFIC offers a wide variety of unique products and advantages in each type. However, even so, the main challenge is to continue to create innovations that can meet consumer needs and satisfaction.

Repurchase interest is a key success factor for a brand to continue purchasing the same product. According to Qudus and Amelia (2022), repurchase interest is the tendency of consumers to repurchase a product or service that they have tried before because they are satisfied with the experience. High repurchase interest indicates that consumers feel very satisfied when choosing and using the product (Watu et al., 2021). A customer's desire or likelihood to maintain a mutually beneficial long-term relationship with a supplier may be indicated by their repurchase intentions (Yang & Wang, 2021). According to Lestari and Novitaningtyas (2021), product variety is a company strategy by increasing the diversity of its products with the aim that consumers get the products they want and need. Social media is recognized as an efficient and inexpensive way to disseminate information to the public smoothly (Roosdhani et al., 2023). Therefore, in social media E-WOM, has become a modern marketing tool that is highly influential in shaping consumer opinions and purchasing decisions

According to Susanti and Lubis (2022), E-WOM is the impression given by consumers of a product, which is expressed in the review column as a positive statement of satisfaction and a negative statement of dissatisfaction with a product purchased through the company's website. E-WOM is applied by various companies as a marketing approach by utilizing social media platforms (Prihartini & Damastuti, 2022). According to Ardianto et al. (2020), customer trust will determine attitudes and repurchases of previously purchased products. Collecting and obtaining relevant information, assessing that information, and making assumptions that support beliefs are part of this process (Khaliza & Roosdhani, 2024). The relevance between trust and repurchase interest is very embedded in the minds of consumers because trust is closely related to consumers themselves (Watu et al., 2021).

Research on how E-WOM and product variety affect repurchase intentions has produced a variety of findings. According to Winayaputra and Trisnawati (2024) research, diverse product choices contribute positively to increasing consumers' desire to repurchase, while Tilting and Arimbawa (2020) found that product variety has no effect. Similarly, although Heryana and Yasa (2020) show that E-WOM significantly affects consumers' tendency to repurchase, Devantha and Ekawati (2021) research found that E-WOM has no effect. This gap provides an opportunity for academics in this field to take a closer look at the factors that influence repurchase intentions and determine other aspects that need focus.

The role of consumer trust as a link between product variety, E-WOM, and repurchase intentions has rarely been studied, so it is an important gap in this study. Most of the studies that have been conducted are more focused on the direct impact of E-WOM or product variety without considering how customer trust can strengthen these relationships. Through the use of consumer confidence as a mediating variable, this research seeks to investigate how product variety and E-WOM influence repurchase intentions. The innovative aspect of this study is its integrative approach that combines product variety and E-WOM as the main factors that influence customer trust and repurchase intentions. In addition, this study specifically focuses on skincare product customers in Indonesia, providing new insights into the context of local culture and preferences that have not been explored in previous studies. This study is also intended to provide practical and theoretical knowledge on marketing management, as well as to provide strategic recommendations for companies to increase customer loyalty.

2. THEORETICAL FRAMEWORK AND HYPOTHESIS FORMULATION

Product Variety

Product variety refers to types of products offered by sellers or parties to create consumer interest so that they do not feel bored with the same product (Mustika, 2023). If the company can provide diverse goods in terms of color, size, price, appearance, and product availability, it will make it easier for the company to get consumers (Anjani, 2021). The product variety is the variety of goods that concerns the affordability of various types of goods proposed to be owned, used, or consumed by buyers made by producers (McGuire et al., 2022). Product diversity encourages consumers to try different products and buy more of the things they need and want (Sinambela et al., 2022). The more product variety available to consumers, the more likely consumers will feel satisfied (Amalia, 2022).

Electronic Word of Mouth (E-WOM)

Reviews containing negative or positive statements about products or services written by actual and potential buyers shown through social media are commonly referred to as E-WOM. Based on Babić Rosario et al. (2020), E-WOM is a form of communication generated by consumers aimed at other consumers using social media. Various studies related to E-WOM on social media platforms reveal that E-WOM plays an important role in influencing consumer decisions, especially in shaping the desire to buy products (Beyari & Garamoun, 2024). Daowd et al. (2021) state that E-WOM is recognized as an honest and reliable product assessment method because it takes into account and evaluates brands based on genuine user experiences and points of view.

Customer Trust

Trust is a key element in creating sustainable relationships between sellers and buyers (Umma & Nabila, 2023). Trust is often seen as the vital ingredient that guarantees success in a partnership. Without trust, a relationship is unlikely to last (Gemilang & Sutedjo, 2023). Trust refers to the belief that the service provider is able to fulfill the commitments that have been made in maintaining relationships with customers (Haron et al., 2020). This belief comes from the assumption that the trusted party will deliver the promised value according to customer expectations (Britania & Roosdhani, 2024).

Repurchase Intention

Past purchase experience is the basis for consumers forming a repurchase interest in a product (Hidayat & Resticha, 2019; Hijuzaman et al., 2023). The decision to keep using a pre-selected product or service is referred to as a repeat purchase (Kim & Yang, 2020). Meanwhile, according to Wijaya and Sanusi (2021), repurchase interest is a desire in the minds of consumers who want to repurchase services and products that will be used in the next period. High customer satisfaction is reflected in their desire to use the same product in their next purchase (Hijuzaman et al., 2023; Watu et al., 2021).

The Influence of Product Variety on Repurchase Interest

Product variety refers to the effort to develop a product so that it is available in a variety of options (Rahmawaty, 2015). The more diverse the number and types of products available, the buyer will be aware and satisfied so that they make purchases of these products and do not have to make purchases of other products (Hasibuan et al., 2022). In a study carried out by Hidayat and Resticha (2019); Winayaputra and Trisnawati (2024) revealed that product variety significantly affects consumers' propensity to repurchase.

H₁: Product variety has a positive effect on repurchase interest

The Influence of Electronic Word Of Mouth (E-WOM) on Repurchase Intention

Consumers who are affected by positive E-WOM tend to have more confidence in the product and feel confident that the product has satisfied other users, which in turn increases their confidence to buy again. The more favorable the E-WOM, the higher the repurchase interest (Ningtias & Sugiyanto, 2023). From the results of the analysis of Heryana and Yasa (2020); Sari et al. (2021) and Ginting et al. (2023), It was found that E-WOM has a significant positive impact on consumers' propensity to make repeat purchases.

H₂: Electronic word of mouth (E-WOM) has a positive effect on repurchase intention

The Influence of Product Variety on Customer Trust

Product variety demonstrates a company's ability to identify client needs and supply relevant solutions, which ultimately increases customer trust in the brand or product (Sayidah & Hidayat, 2022). Customer trust is influenced by perceptions of the company's ability, reliability, and consistency in meeting expectations (Gemilang & Sutedjo, 2023). From the results of the analysis of Rahman (2021) and Ramadhani (2023), It is known that product variety has a positive and significant impact on building customer trust.

H₃: Product variety has a positive effect on customer trust

The Influence of Electronic Word Of Mouth (E-WOM) on Customer Trust

This form of informal communication to consumers using the internet platform is known as E-WOM, where the information conveyed relates to the characteristics of goods and services or the seller (Tanjung & Keni, 2023). Positive comments expressed by consumers about products through social media can affect consumer confidence (Yunikartika & Harti, 2022). This assertion is backed up by research by Prasad et al. (2017) and Sanjaya and Budiono (2021), which concluded that there is a positive influence between E-WOM and trust. As a result, the following is the hypothesis for this study.

H₄: Electronic word of mouth (E-WOM) has a positive effect on customer trust

The Influence of Customer Trust on Repurchase Interest

Customer trust arises from the belief that service providers will fulfill their promises responsibly (Siagian & Cahyono, 2014). According to Xu et al. (2022), the immediate effect of belief is the creation of purchasing intentions. The trust that consumers have is a key factor in driving a positive response to company behavior (Chen & Chang, 2013). Trivedi and Yadav (2020) state that trust provides the possibility for consumer interest in repurchasing. Based on research conducted by Febriani and Ardani (2021), There is a strong and positive relationship between the level of trust and the intention to repurchase. Several other empirical discussions also suggest that consumer trust significantly influences their intention to repurchase (Firmansyah & Ali, 2019; Wandoko & Panggati, 2022).

H₅: Customer trust has a positive effect on repurchase intention

Customer Trust Mediates the Influence of Product Variety on Repurchase Intention

Products with variety often attract consumers, so they have more alternatives (Finthariasari et al., 2020). Product variety can influence consumer confidence by providing choices that suit diverse needs and preferences, thereby increasing positive experiences. This indicates trust as something that can encourage someone to be able to generate repurchase interest in the future. Results of research that has been conducted by Sari and Astutiningsih (2022) show that the level of customer trust can bridge the influence of product variety on the desire to repurchase.

H₆: Customer trust mediates the association between product variety and repurchase intentions

Customer Trust Mediates the Influence of Electronic Word of Mouth (E-WOM) on Repurchase Intention

E-WOM can encourage someone to buy a product that feels good and suits their needs. The higher the positive responses and testimonials to a product, the stronger the consumer's trust in the advantages the product offers. This will create consumer interest and over time, encourage them to continue using the product and make repeat purchases. Findings of Pradhanawati (2021); Watu et al. (2021) and Wandoko and Panggati (2022) It is known that Repurchase intentions are influenced by e-WOM which is mediated by customer trust.

H₇: Customer trust mediates the relationship between electronic word of mouth (E-WOM) and repurchase intention

The research model which has been developed based on this hypothesis is depicted in Figure 3:

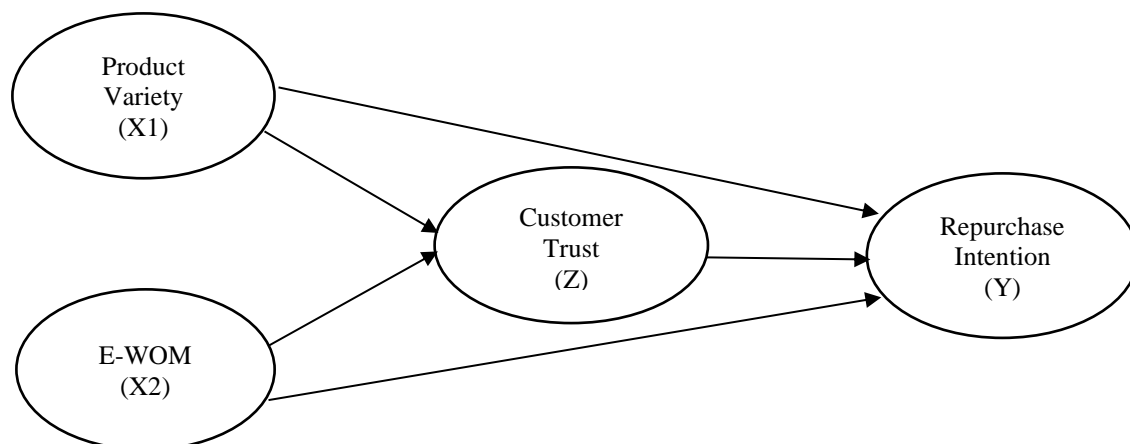


Figure 3: Research Model
Source: processed by author (2024)

3. RESEARCH METHOD

Instruments of Measurement

This study applies descriptive methods and quantitative approaches to understand and examine the effect of product variety (X1) and E-WOM (X2) on repurchase intention (Y), with customer trust (Z) as a connecting variable. In data collection, a Google Form-based online questionnaire using a Likert scale of 1-10 was

used, where 10 indicates strong agreement and 1 indicates significant disagreement. Variable operationalization refers to previous research: product variety is adopted from (Hidayat & Resticha, 2019; Sayidah & Hidayat, 2022). The E-WOM variable was adopted by (Kintradinata & Hidayah, 2023; Santyadewi & Albari, 2024). The customer trust variable is adopted from (Gemilang & Sutedjo, 2023), while the repurchase intention variable is adopted from (Peburiyanti & Sabran, 2020). Each variable is measured using four indicators, resulting in a total of 16 questions which a more detailed explanation is presented in Table 1.

Population and Sample

According to Priadana and Sunarsi (2021), the population includes all subjects involved in the research, whereas a small portion of the population is represented in the sample. In this research, the population is all people in the city of Jepara who have purchased SKINTIFIC products whose number is unknown. The selection of Jepara as the study location was based on the significant market potential in the skincare industry, supported by relevant consumption trends in the area. In this study, sampling was carried out using purposive sampling method in non-probability sampling technique, with respondents selected based on specific criteria, namely age under 18 years old, having purchased SKINTIFIC products at least once and domiciled in Jepara city. Data was collected for three weeks in October. The methodology of Hair et al. (2019) methodology was used to determine the sample size, with the minimum sample size being 5 to 10 times the number of indicators. With 16 indicators, this research involved 144 respondents selected to fulfill the requirements of PLS-SEM analysis and ensure the validity of the research results.

Analysis Techniques

The relationship between variables in the conceptual model was tested in this study using the PLS-SEM 4.0 data analysis technique. In addition, the validity and reliability of the instrument were tested simultaneously using Outer Model and Inner Model analysis. Two measurement models were used in the data analysis. Specifically, there are five parameters in the Outer Model analysis of Hair et al. (2013): The parameters tested include Cronbach's Alpha (> 0.60), Composite Reliability (> 0.70), Discriminant Validity, Convergent Validity Value/loading factor (> 0.70), and AVE (Average Variance Extracted) (> 0.50). Inner Model Analysis: SRMR < 0.1 , Chi-square > 0.05 , and NFI < 0.9 were used to evaluate the model using Goodness of Fit. The level of influence of variables was evaluated using the f-square test (large > 0.35 , medium $0.15-0.35$, weak < 0.15). The coefficient of determination (R^2) shows how the independent factors affect the variance of the dependent variable, and the ratio of the T-count to the T-table at the 5% significance level is used to evaluate the hypothesis.

Table 1: Measurement Variables of Research

| Variable | Indicator | Questionnaire | Source |
|----------------------|-----------------------------|--|---|
| Product Variety (X1) | Product Completeness (X1.1) | I prefer the SKINTIFIC brand because they offer an interesting variety of products compared to other brands. | (Hidayat & Resticha, 2019; Sayidah & Hidayat, 2022) |
| | Product Brand (X1.2) | I am more interested in buying SKINTIFIC products because the completeness of the products offered meets my needs. | |

| | | | |
|-------------------------------|---------------------------------|---|---|
| Electronic Word of Mouth (X2) | Variety of Product Sizes (X1.3) | I am more interested in buying SKINTIFIC products because the variety of sizes available makes it easy for me to choose. | (Kintradinata & Hidayah, 2023; Santyadewi & Albari, 2024) |
| | Product Quality (X1.4) | I am interested in buying SKINTIFIC products because they offer a variety of products with different qualities according to my needs. | |
| | Information Quality (X2.1) | I feel that the information provided by SKINTIFIC is clear and easy to understand | |
| | Information Quantity (X2.2) | I feel that the amount of information provided by SKINTIFIC is valuable and can help me understand the product. | |
| Customer Trust (Z) | Information Credibility (X2.3) | I feel that the information provided by SKINTIFIC is correct and reliable | (Gemilang & Sutedjo, 2023) |
| | Information Usefulness (X2.4) | I feel that the information provided by SKINTIFIC can make it easier to identify products and compare products with other brands before deciding on a purchase. | |
| | Reliability (Z1) | SKINTIFIC is always reliable in delivering products that meet my expectations. | |
| | Honesty (Z2) | The information SKINTIFIC provides about their products is honest accurate and trustworthy. | |
| Repurchase Intention (Y) | Caring (Z3) | SKINTIFIC always provides good service and pays attention to customer satisfaction. | (Peburiyanti & Sabran, 2020) |
| | Credibility (Z4) | I believe SKINTIFIC is a company that has high integrity in marketing its products. | |
| | Transactional Interest (Y1) | I am interested in making repeat purchases of SKINTIFIC products. | |
| | Referential Interest (Y2) | I recommend SKINTIFIC products to friends or family based on my experience. | |
| | Preferential Interest (Y3) | SKINTIFIC products are my first choice when buying beauty and skin care products. | |
| | Explorative Interest (Y4) | I am interested in learning more about the advantages and benefits offered by SKINTIFIC products. | |

Source: processed by author (2024)

4. RESULTS AND DISCUSSION

Respondent Demographics and Characteristics

Based on demographic data, the majority of research respondents were female (97.30%), with the largest age category at 18-25 years old (75.69%), followed by the age group 26-30 years (18.75%). Most respondents came from Pecangaan (18.75%), Batealit (11.11%), and Jepara (11.81%) sub-districts. In terms of the educational level, most respondents possessed a senior high school education. (55.56%), followed by a bachelor's degree (40.28%) and a diploma (4.17%).

Based on income, 51.39% of respondents earn less than IDR 2,000,000 each month, followed by an income of IDR 2,000,000 to IDR 4,000,000 (38.89%). The most common type of employment is students (51.39%), followed by private employees (38.19%). This data reflects that most respondents are young people with varying levels of education and income.

Table 2: Demographics and Characteristics of Respondents

| Description | | Freq. | % | Description | | Freq. | % |
|-------------|--------------------|-------|--------|---------------------|-----------------------------|-------|--------|
| Gender | Male | 4 | 2,70% | Age | < 18 years old | 1 | 0,69% |
| | Female | 144 | 97,30% | | 18-25 years old | 109 | 75,69% |
| District | Dist. Bangsri | 5 | 3,47% | | 26-30 years old | 27 | 18,75% |
| | Dist. Batealit | 16 | 11,11% | | > 30 years old | 7 | 4,86% |
| | Dist. Donorojo | 3 | 2,08% | Last education | SMA | 80 | 55,56% |
| | Dist. Jepara | 17 | 11,81% | | Diploma (D1/D2/D3) | 6 | 4,17% |
| | Dist. Kalinyamatan | 10 | 6,94% | | Bachelor (S1) | 58 | 40,28% |
| | Dist. Karimunjawa | 1 | 0,69% | Revenue every month | < 2.000.000,- | 74 | 51,39% |
| | Dist. Kedung | 9 | 6,25% | | 2.000.000,- s/d 4.000.000,- | 56 | 38,89% |
| | Dist. Keling | 3 | 2,08% | | 4.000.000,- s/d 5.000.000,- | 8 | 5,56% |
| | Dist. Kembang | 8 | 5,56% | | > 5.000.000,- | 6 | 4,17% |
| | Dist. Mayong | 4 | 2,78% | Type of work | Private Employee | 55 | 38,19% |
| | Dist. Mlonggo | 7 | 4,86% | | Housekeeping | 7 | 4,86% |
| | Dist. Nalumsari | 4 | 2,78% | | Civil Servant | 1 | 0,69% |
| | Dist. Pakisaji | 10 | 6,94% | | Student | 74 | 51,39% |
| | Dist. Pecangaan | 27 | 18,75% | | Self-employed | 7 | 4,86% |
| | Dist. Tahunan | 15 | 10,42% | | | | |
| | Dist. Welahan | 5 | 3,47% | | | | |

Source: processed by author (2024)

Analysis of Measurement Models (Outer Model)

Analysis of measurement models seeks to ensure that each indicator can accurately describe latent variables. The test results show that each indicator satisfies the terms of convergent validity, characterized by outer loading > 0.70 and AVE > 0.50. Based on discriminant validity with the Fornell-Larker Criterion method, the value of each main variable, such as product variety (0.894), customer trust (0.885), repurchase intention (0.889), and E-WOM correlation (0.910) is higher than other variables, with

Cronbach's Alpha and Composite Reliability values above 0.70 for the variables, it can be concluded that all constructs in this study meet the validity and reliability criteria. A summary of the measurement model test results is presented in Tables 3 and 4 below.

Table 3: Average Variance Extracted

| Variable | Indicator | Reliability Test | | | Validity Test | | Description |
|----------------------|-----------|------------------|-------|------------------|---------------|---------------------------|-------------|
| | | Outer Loading | CR | Cronbach's Alpha | AVE | Fornell-Larcker criterion | |
| Product Variety | X1.1 | 0,885 | 0,941 | 0,916 | 0,799 | 0,894 | Valid |
| | X1.2 | 0,891 | | | | | |
| | X1.3 | 0,900 | | | | | |
| | X1.4 | 0,900 | | | | | |
| E-WOM | X2.1 | 0,914 | 0,951 | 0,931 | 0,828 | 0,910 | Valid |
| | X2.2 | 0,933 | | | | | |
| | X2.3 | 0,875 | | | | | |
| | X2.4 | 0,917 | | | | | |
| Customer Trust | Z1 | 0,890 | 0,935 | 0,908 | 0,784 | 0,885 | Valid |
| | Z2 | 0,887 | | | | | |
| | Z3 | 0,879 | | | | | |
| | Z4 | 0,884 | | | | | |
| Repurchase Intention | Y1 | 0,885 | 0,938 | 0,912 | 0,791 | 0,889 | Valid |
| | Y2 | 0,899 | | | | | |
| | Y3 | 0,873 | | | | | |
| | Y4 | 0,899 | | | | | |

Source: processed by author (2024)

Table 4: Fornell-Larcker Criterion

| Variable | E-WOM | Customer Trust | Repurchase Intention | Product Variety |
|----------------------|-------|----------------|----------------------|-----------------|
| E-WOM | 0,910 | | | |
| Customer Trust | 0,898 | 0,885 | | |
| Repurchase Intention | 0,844 | 0,856 | 0,889 | |
| Product Variety | 0,855 | 0,860 | 0,851 | 0,894 |

Source: processed by author (2024)

Analysis of Structural Models (Inner Model)

Analysis of structural models is conducted to identify and understand the relationship and influence of latent variables according to the underlying theory. Based on the Goodness of Fit test, several results were obtained. The SRMR value is $0.046 < 0.10$, the Chi-square value is $332.398 > 0.05$, and the NFI value is $0.868 < 0.90$. These results prove that the structural model used has a favorable fit. Table 5 below displays the Goodness of Fit test results.

Table 5. Test Results in Goodness of Fit

| Variable | Saturated model | Estimated model |
|------------|-----------------|-----------------|
| SRMR | 0,046 | 0,046 |
| d_ULS | 0,289 | 0,289 |
| d_G | 0,409 | 0,409 |
| Chi-square | 332,398 | 332,398 |
| NFI | 0,868 | 0,868 |

Source: processed by author (2024)

The Model Contribution Test (F-square) is designed to evaluate the extent to which the independent variables influence the dependent variable in the context of the model being tested, with particular attention to partial effects. The F-Square test shows that product variety has a medium influence on customer trust (0.196). E-WOM has a strong influence on customer trust (0.612), the relationship between customer trust and repurchase intention is weak (0.085), product variations have a weak effect on repurchase interest (0.149), and E-WOM has a weak effect on repurchase interest (0.043).

Table 6: Test Results F-square

| Variable | E-WOM | Customer Trust | Repurchase Intention | Product Variety |
|----------------------|-------|----------------|----------------------|-----------------|
| E-WOM | | 0,612 | 0,043 | |
| Customer Trust | | | 0,085 | |
| Repurchase Intention | | | | |
| Product Variety | | 0,196 | 0,149 | |

Source: processed by author (2024)

The R-square test aims to measure how effective the independent variables are in explaining variations or changes that occur in the dependent variable (Sugiyono, 2017). Results of R-Square value of customer trust model is 0.837, which means that product variations and E-WOM as a whole can explain 83.7% of changes in customer trust, while 16.3% is influenced by other variables. In the repurchase intention model, the R-Square of 0.788 indicates that 78.8% of the variation in repurchase intention is explained by customer trust, and 21.2% comes from other factors.

Table 7: Test Results R-square

| Variable | R-square | R-square adjusted | Interpretation |
|----------------------|----------|-------------------|----------------|
| Customer Trust | 0,839 | 0,837 | Strong |
| Repurchase Intention | 0,792 | 0,788 | Strong |

Source: processed by author (2024)

The results of the model fit test indicate that the next step is to proceed with hypothesis testing and estimate the coefficient, which can be done appropriately. Figure 4 shows the structural model of the study, which is depicted through a path diagram.

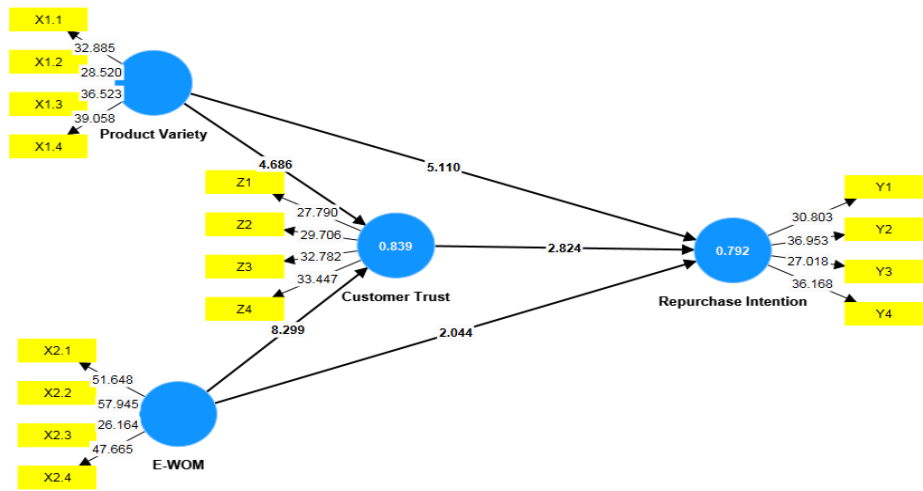


Figure 4: Path Diagram (T Value)
Source: processed by author (2024)

Hypothesis Testing

Variable contribution test (t-test), this test aims to evaluate whether the level of the independent variable affects the dependent variable significantly or not (Sugiyono, 2017). The findings of the hypothesis test indicate that every hypothesis in this research is significant because the t-count > t-table value is at the 5% significance level (1.96). The hypothesis test results indicate that the t count for both independent variables exceeds 2, with a significance level smaller than 0.05, and a positive beta coefficient. The detailed hypothesis tests can be found in Table 8 below.

Table 8: Hypothesis Test

| Variable | Original Sample | t-values > 1.96 | p-values < 0.05 | Conclusion |
|---|-----------------|-----------------|-----------------|-------------|
| Product Variety -> Repurchase Intention | 0,370 | 5,110 | 0,000 | Significant |
| E-WOM -> Repurchase Intention | 0,231 | 2,044 | 0,041 | Significant |
| Product Variety -> Customer Trust | 0,343 | 4,686 | 0,000 | Significant |
| E-WOM -> Customer Trust | 0,606 | 8,299 | 0,000 | Significant |
| Customer Trust -> Repurchase Intention | 0,330 | 2,824 | 0,005 | Significant |
| Product Variety -> Customer Trust -> Repurchase Intention | 0,113 | 2,373 | 0,018 | Significant |
| E-WOM -> Customer Trust -> Repurchase Intention | 0,200 | 2,596 | 0,009 | Significant |

Source: processed by author (2024)

The Influence of Product Variety on Repurchase Interest

Product variety has a positive impact on repurchase interest with a contribution of 37%, with a t-value of 5.110 and significant results at $p < 0.05$. This shows that the more varied the products sold by the company, the greater the customer's interest in repurchasing. This is in accordance with the results found in the research of Hidayat and Resticha (2019) and Winayaputra and Trisnawati (2024), which asserts that product

diversity can increase consumer attractiveness to make repeat purchases. This suggests that customers are more inclined to choose a brand that offers a variety of products that are relevant to their needs. From the perspective of variety seeking behavior theory, consumers tend to seek variety in the products they use to match evolving preferences. Customer satisfaction theory is also related, as product diversity can provide a positive experience that supports consumer loyalty. However, according to research by Margareta and Darmawan (2025), too much variety has the potential to reduce repurchase interest due to confusion or choice overload. Therefore, it is important to ensure that product variety remains relevant to market needs so as not to reduce product value or increase the perception of risk for consumers.

The Influence of Electronic Word of Mouth (E-WOM) on Repurchase Interest

The positive effect of E-WOM on repurchase intention reaches 23.1%, with a t-value of 2.044 and a significance level of $p < 0.05$. This shows that positive ratings, comments, or suggestions on digital media can encourage consumer repurchase interest. This finding supports the research of Sari et al. (2021) and Ginting et al. (2023), which emphasize that E-WOM creates consumer confidence in product quality, thereby driving repurchase decisions. E-WOM has a big role in building trust in a brand, especially if the information provided is considered reliable, relevant, and comes from a legitimate source. The effectiveness of E-WOM is influenced by the credibility of the information source, the number of reviews available, and whether the information matches consumers' expectations. As consumers often find it difficult to assess the quality of a product before purchase, they prefer to rely on reviews or experiences of others as a guide in making decisions. This confirms that E-WOM is a very effective marketing tool in influencing repurchase intentions.

The Influence of Product Variety on Customer Trust

The analysis reveals that product variety has a positive impact of 34.3% on customer trust, with a t-statistic of 4.686 and a significance level of $p < 0.05$. This suggests that product variety increases customer perceptions of the company's reliability and consistency, which strengthens their trust. This is compatible with the results of the study carried out by Rahman (2021) and Ramadhani (2023), which confirms that relevant product variations can build customer confidence in brands. Product diversity creates the perception that the company can understand customer needs and provide relevant solutions, thus strengthening their trust in the brand. Companies need to balance product diversification with consistency in quality to ensure that customer trust is maintained, which is why it is crucial to maintain brand identity despite an increase in product variety. Thus, product diversity can strengthen customer trust by offering relevant variety.

The Influence of Electronic Word of Mouth (E-WOM) on Customer Trust

Based on the results of the analysis, E-WOM is proven to have a positive impact on customer trust of 60.6%, with a t count of 8.299 and a significance of $p < 0.05$. This suggests that online positive reviews or recommendations increase customer confidence in product credibility and quality. This finding supports the research of Prasad et al. (2017) and Sanjaya and Budiono (2021), which state that positive digital information strengthens brand and product trust and encourages customers to be more likely to transact with the brand. It is known that not every E-WOM has a positive influence because the reliability of the information source affects its impact. If the information comes from a non-credible source, it can create doubt and distrust in consumers. In other words, while positive information can increase trust, the credibility and reliability of the

source play a key role in ensuring such a positive impact. As a digital marketing tool, E-WOM can strengthen brand relationships with consumers. This shows that positive information conveyed through social media, such as reviews and testimonials, can improve customer trust.

The Influence of Customer Trust on Repurchase Interest

Customer trust has a positive effect of 33% on repurchase intention, with a calculated t value of 2.824 and significant at $p < 0.05$. Emphasizing the importance of trust in the quality, consistency, and honesty of the company encourages customers to make repurchases. This is relevant to the research done by Firmansyah and Ali (2019) and Wandoko and Panggati (2022), which emphasize that trust is the foundation for building customer loyalty. Customers who believe in the consistency of the company's product and service quality tend to feel satisfied and more loyal, thus encouraging repeat purchases. Customers who are pleased with a product are likely to repurchase the product from the product provider or bidder. So, customer trust is an important factor in shaping the overall customer experience. Strong trust has the potential to shape repurchase interest because customers who trust the company feel more comfortable making repeat purchases.

Customer Trust Mediates the Influence of Product Variety on Repurchase Intention

Customer trust that mediates product variations has a positive effect of 11.3% on repurchase intentions, with a t value of 2.373 and significance at $p < 0.05$. This shows that product diversity increases customer trust, which in turn encourages them to make repurchases. The results are in accordance with the research conducted by Sari and Astutiningsih (2022), which shows that customer trust is an important mediator in this relationship. Facts in the field show that SKINTIFIC customers appreciate the diversity of products offered. Some respondents noted that SKINTIFIC's product variety gives the impression that the company understands their needs deeply. Product diversity is a company's effort to meet diverse customer preferences and needs, which in turn can increase satisfaction and build trust. Therefore, to build consumer trust, cosmetics, and skincare businesses often compete to offer a wide selection of products tailored to customer needs, using quality ingredients to encourage repeat purchases. This creates trust in the brand as consumers feel SKINTIFIC is always committed to meeting their expectations.

Customer Trust Mediates the Influence of Electronic Word of Mouth (E-WOM) on Repurchase Interest

Customer trust mediates the effect of E-WOM on repurchase intention with a positive effect of 20%, with a t value of 2.596 and significant at $p < 0.05$. These results indicate that positive reviews or recommendations through E-WOM increase customer trust, which encourages repeat purchases. This was supported by research of Pradhanawati (2021) and Wandoko and Panggati (2022), which states that the role of customer trust is very important in connecting E-WOM with repurchase intention. Customers often share their experiences using SKINTIFIC products through video testimonials or comments, emphasizing the quality, actual results, and safety of the products. Reviews and recommendations from individuals perceived as similar have a greater impact on purchasing decisions. Credibility and usefulness of information are two indicators that are more important in E-WOM because consumers will adopt or take information that can be used as their preference and credibility to consider buying money for a product. If the information is considered unreliable, the impact on trust and

repurchase interest can be reduced. Therefore, companies should encourage quality E-WOM and maintain good relationships with customers so that the recommendations shared reflect the value and quality of the product.

5. CONCLUSIONS, IMPLICATIONS, SUGGESTIONS AND LIMITATION OF THE RESEARCH

Based on the achieved results in this research, it can be inferred that all determinant variables used can influence both directly and indirectly on repurchase interest in SKINTIFIC products in Jepara city. Thus, this study proves that product variety and E-WOM have a significant influence on customer trust and repurchase interest in SKINTIFIC products in Jepara. E-WOM contributes more to customer trust than product variations. The greater contribution of e-WOM than product variety to customer trust shows that in the digital era, consumer trust is strongly influenced by experiences and recommendations from other users shared online. This reflects that while product variety is important, digital interpersonal communication has a stronger emotional appeal in building trust. This Study reveals that customer trust is a mediating factor in the relationship between product variety and e-WOM on repurchase intentions of SKINTIFIC products. These results enrich insights in the consumer behavior literature by showing that trust is not only formed from previous experiences but also serves as an amplifying factor that drives repurchase decisions. Theoretically, this study confirms that customer trust is a key element of customer building loyalty, where product diversity and credible e-WOM communication contribute to strengthening the relationship.

The practical implications of these findings include strategies to increase customer trust through honest and transparent communication, developing more diverse product variations according to consumer preferences, and strengthening E-WOM-based marketing strategies that play a role in maintaining a good reputation and increasing customer loyalty. This strategy is expected to create sustainable customer loyalty while enriching the literature in the field of marketing management. However, this study has limitations, namely the limited regional coverage of 144 respondents in Jepara. Future research is recommended to expand the sample to a wider area, including major cities in Indonesia, so that the data obtained is more nationally representative. In the future, additional research can add more variables, including customer satisfaction, customer experience, and brand image, to enrich the research model. Researchers are also advised to use other cosmetic and skincare brands, such as Glad to Glow and The Originote, to understand more diverse market dynamics.

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