

## Repurchase Intention in the Digital Age: Analyzing the Effects of E-WOM and Brand Image on a Local Indonesian Skincare Product

Cupumanik Asta Virgiani, Nuri Purwanto\*

Institut Teknologi dan Bisnis PGRI Dewantara, Jln prof Yamin 77, 61471, Indonesia

e-mail: 2261078@itebisdewantara.ac.id., nuri.stiedw@itebisdewantara.ac.id

\* nuri.stiedw@itebisdewantara.ac.id

**Abstract:** Studi ini dirancang untuk mengkaji secara mendalam sejauh mana Electronic Word of Mouth (E-WOM) serta brand image memberikan dampak terhadap kecenderungan konsumen dalam melakukan pembelian ulang produk skincare Glad2Glow. Pelaksanaan penelitian berlokasi di wilayah Jombang yang dikategorikan sebagai kota sekunder dengan partisipasi 100 responden yang memiliki pengalaman menggunakan produk serta memperoleh informasi ulasan dari media sosial. Pendekatan yang diterapkan adalah kuantitatif dengan pengumpulan data melalui kuesioner berbasis skala Likert lima poin. Pengolahan data penelitian dilakukan dengan teknik regresi linier berganda yang dijalankan melalui perangkat lunak SPSS. Temuan analisis membuktikan bahwa E-WOM memberikan pengaruh positif serta signifikan terhadap minat beli ulang konsumen, demikian pula variabel brand image. Hasil uji F mengindikasikan bahwa kedua variabel tersebut secara bersamaan memiliki pengaruh signifikan terhadap minat beli ulang. Hasil penelitian ini memperkuat pandangan bahwa mutu informasi berbasis digital serta citra merek yang terbentuk dengan baik berperan krusial dalam memengaruhi keputusan konsumen untuk melakukan pembelian ulang terhadap produk skincare lokal seperti Glad2Glow.

**Key Words:** E-WOM, brand image, minat beli ulang, skincare, digital marketing

### Introduction

The skincare sector in Indonesia has shown rapid expansion over the past few years, supported by an estimated market valuation reaching USD 9.7 billion by the end of 2025 (Statista, 2025). One of the prominent local brands is Glad2Glow, which ranked first in the care and beauty category on TikTok Shop Indonesia with 48,276 daily transactions (Fastmoss.com, 2025). Within a highly competitive business environment, maintaining consumers to encourage repeat purchases has become a critical challenge, as repurchase intention is shaped by multiple determinants such as electronic word of mouth (E-WOM) and brand image in digital era purchasing behavior (Kotler, 2023).

The shift in consumer behavior during the digital era has caused individuals to become highly affected by review content, online recommendations, and user testimonials. Digital platforms function as primary media for the spread of Electronic Word of Mouth (E-WOM) that is rapid, credible, and accessible to a broad audience. A number of earlier research findings have validated that E-WOM plays a significant role in shaping consumer trust, perceived value, and decisions related to repurchasing (Hartanto & Laij, 2024; Sari et al., 2021). Beyond the role of E-WOM, brand image has been empirically shown to be a key determinant in influencing repurchase intention, particularly for skincare products that are strongly associated with quality and safety perceptions (Huang et al., 2021; Susanto et al.,

2024). Thus, the study of how E-WOM and brand image work in influencing consumer repurchase interest is becoming increasingly relevant to modern digital marketing strategies.

Although many studies have discussed the influence of E-WOM and brand image on interest in repurchasing beauty products, most studies have focused on big cities such as Jakarta or Surabaya. This research on skincare consumer behavior in secondary cities is still limited, including on fast-growing local brands such as Glad2Glow. In reality, secondary regions possess distinct demographic profiles and levels of digital adoption, resulting in potential differences in the influence of E-WOM and the development of brand images compared to metropolitan cities, which constitutes the research gap underlying this study.

The originality of this research is reflected in its analytical emphasis on the local skincare brand Glad2Glow within the secondary city context of Jombang, while considering TikTok as the primary medium for E-WOM and brand image formation. This study goes beyond measuring direct effects of E-WOM and brand image by offering new insights into digital marketing dynamics among consumers outside major urban centers.

Referring to the contextual background described earlier, the research issue is structured to examine the existence of a statistically meaningful impact of electronic word of mouth on the purchasing decisions of Glad2Glow skincare products, as well as to investigate whether brand image significantly shapes consumer intention to conduct repeat purchases, therefore this study aims to explore the effect of online consumer communication and brand perception on repurchase intention.

## Method

This research adopts a quantitative methodological approach to empirically evaluate the impact of electronic word of mouth and brand image on consumer intention to repurchase Glad2Glow skincare products, with the study population consisting of individuals residing in Jombang who have previously used Glad2Glow products. The sample selection process employed non probability sampling using a convenience sampling technique, implemented through the dissemination of an online questionnaire which resulted in 100 respondents meeting the established criteria including being Glad2Glow skincare users, falling within the age range of 18-35 years, and residing in Jombang.

The measurement of E WOM as X1, brand image as X2, and repurchase interest as Y was conducted through the development of a survey instrument derived from precise indicators identified through an extensive literature review as presented in table 1.

**Table 1.** Measurement

Variabel	Indicator	Items
Electronic Word of Mouth (E-WOM) (Napitu et al., 2024)	X1.1 Concern for others	I will share my experience using Glad2Glow skincare
	X1.2 Expressing positive feelings	I am satisfied with Glad2Glow skincare products

	X1.3 Helping the company	I would recommend Glad2Glow skincare products
	X1.4 Intencity	I often look for information about Glad2Glow skincare
	X1.5 Content	I was intrigued by the content about Glad2Glow skincare
	X1.6 Valency opinion	I often see positive reviews about Glad2Glow on TikTok
Brand Image (Krishnamurthy & Kumar, 2018)	X2.1 Brand recognition	Glad2Glow skincare is easy for me to recognize
	X2.2 Brand reputation	Glad2Glow has a good reputation
	X2.3 positive image and personality	Glad2Glow according to my skincare needs
	X2.4 Perceived quality and reliability	Glad2Glow has trustworthy quality
Interest in Repurchase (Irvanto & Sujana, 2020)	Y1.1 Minat Transactional	I intend to buy back Glad2Glow
	Y1.2 Referential interest	I will tell others about Glad2Glow products
	Y1.3 Preferential interests	Glad2Glow is my top choice compared to other brands
	Y1.4 Exploratory interests	I am interested in trying other variants of Glad2Glow products

## Results and Discussion

Hypothesis evaluation in this research was performed using multiple linear regression analysis with the assistance of SPSS software, where the assessment relied on t statistic values to identify the effect of each independent variable on the dependent variable, and a variable was considered significant if the t value exceeded the t table value of 1.984 or demonstrated a significance level below 0.05. In addition to partial testing, a simultaneous F test was conducted to determine whether all independent variables collectively exert a significant influence on the dependent variable, where the regression model is considered appropriate if the F value exceeds the f table value or presents a significance level below 0.05, with regression coefficients and significance values detailed in table 2.

**Table 2.** T-Test

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-2.092	1.591			-1.315	.192

Electronic Word of Mouth	.379	.097	.415	3.917	.000
Brand Image	.501	.140	.379	3.583	.001

Based on table 2, the average E-WOM has a value of  $t = 3.917$  sig. = .000 which means that it has a positive and significant effect on repurchase interest. The brand image variable produced a t value of 3.583 accompanied by a significance level of 0.001, indicating a positive and statistically significant effect, while the standardized Beta coefficient further demonstrates the contribution of E WOM at a value of 0.379.

**Table 3.** F-Test

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square		
			F	Sig.	
1 Regression	424.724	2	212.362	61.155	.000 <sup>b</sup>
Residual	336.836	97	3.473		
Total	761.560	99			

a. Dependent Variable: repurchase intention  
b. Predictors: (Constant), Brand Image, Electronic Word of Mouth

The F statistic value of 61,155 with a significance level of 0.000 indicates that the regression model demonstrates a strong simultaneous effect and is appropriate for predicting repurchase interest, thereby confirming that electronic word of mouth and brand image jointly influence consumer repurchase behavior.

## Discussion

Electronic word of mouth represents informal consumer communication occurring through digital platforms that enables rapid and extensive distribution of information regarding products, services, or brands, and the findings of this study reveal that E WOM has a positive and significant effect on repurchase intention, aligning with theoretical perspectives that describe E WOM as online consumer exchanges involving opinions, recommendations, and product reviews (Ismagilova et al., 2020) and can be positive or negative (Hartanto & Laij, 2024). E-WOM is able to influence consumer perception, build trust, and reduce purchase risk (Sari et al., 2021). This conclusion is further supported by the findings of (Nyagadza et al., 2023) which highlight that the effectiveness of electronic word of mouth is heavily influenced by the closeness of social relationships and the credibility of the information source.

The measurement process is carried out by observing several evaluative dimensions, including the strength of expression, the direction of attitudes conveyed, the substance of messages delivered, the level of empathy toward other parties, the manifestation of favorable emotions, as well as actions that demonstrate support for the company (Napitu et al., 2024), all contribute to influencing consumer confidence in a product. Favorable evaluations shared on TikTok such as personal testimonials, visual comparisons before after,

confirmations of product originality, and suggestions from other users have empirically demonstrated their ability to strengthen trust while motivating consumers to conduct repeated purchasing behavior according to previous research findings (Sari et al., 2021; Susanto et al., 2024). Consumers perceive other users' reviews to be more objective, authentic, and trustworthy information than advertisements.

Findings from brand image analysis indicate a meaningful and favorable impact on consumers intention to repurchase, where brand image represents a mental representation developed by consumers through usage experience, interpersonal influence, and exposure to promotional communication (Hermita Putri & Riski Taufik Hidayah, 2023). Brand image consists of brand recognition, reputation, positive image and personality, as well as perceived quality and reliability (Krishnamurthy & Kumar, 2018). All of these indicators are the main basis for building consumer confidence and loyalty. Previous research (Huang et al., 2021) and (Susanto et al., 2024) has also shown that a well established brand image contributes to the formation of higher perceived value while simultaneously exerting a substantial influence on consumer decisions to engage in repeated buying.

A favorable brand image generates a sense of comfort and assurance among consumers, fostering confidence and reinforcing the belief that the product offers safety and suitability with their expectations. The findings in this study reinforce the assumption that in the skincare industry, brand image plays a very important role because consumers are very sensitive to the quality, safety, and results of product use. Glad2Glow, which has a strong visual identity, good reputation, and product reliability image, has managed to attract consumer trust and encourage repeat purchases.

When examined together, E-WOM factors and brand image demonstrate a significant effect on repurchase interest, where favorable user reviews combined with a robust brand perception interact to strengthen one another. These findings support a study (Susanto et al., 2024) that states that the combined impact of E-WOM and brand image is capable of constructing a strong perception of product dependability while simultaneously enhancing the emotional attraction that encourages consumers to repurchase. A positive e-WOM can improve a brand image, and a good brand image can increase the credibility of online reviews. Both are dominant factors that affect repurchase behavior, especially the skincare industry in competition and depending on consumer trust. The increase in consumer repurchase interest of Glad2Glow is greatly influenced by the power of digital information from other users as well as positive perceptions of the brand.

## Conclusion

The research demonstrates that electronic word of mouth and brand image exert a positive and statistically significant influence on repurchase interest among Glad2Glow skincare consumers in Jombang, where E-WOM functions as a trusted informational source that enhances confidence through credible reviews and recommendations, while a solid brand image encompassing reputation, perceived quality, and reliability significantly determines repurchasing decisions, with simultaneous testing further confirming their combined contribution. These findings confirm that digital marketing strategies and brand

image strengthening must be the main focus for Glad2Glow to retain consumers and compete in the increasingly competitive skincare industry.

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