

RESEARCH ARTICLE

FACTORS INFLUENCING REPURCHASE INTENTION WITH ONLINE CUSTOMER REVIEWS AND BRAND IMAGE AS INTERVENING VARIABLES AND EMOTIONAL PERCEIVED VALUE AS MODERATING VARIABLES FOR SKINCARE PRODUCTS AT SHOPEE IN THE MILLENNIAL GENERATION IN EAST JAVA

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Abstract : The rapid growth of e-commerce has transformed consumer purchasing behavior, particularly in the skincare industry, where maintaining repurchase intention is essential for business sustainability. This study aims to analyze the factors affecting repurchase intention among millennials purchasing skincare products on Shopee by examining the roles of digital marketing strategy, product specifications, after-sales service, and social value, with Online Customer Review and Brand Image as intervening variables and Emotional Perceived Value as a moderating variable. This study employed a quantitative approach with an explanatory research design. Data were collected through questionnaires from 202 millennial consumers in East Java who had purchased skincare products on Shopee. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) by evaluating the measurement model, structural model, and hypothesis testing through bootstrapping.

The findings indicate that digital marketing strategy, product specifications, and social value significantly influence Online Customer Review and Brand Image, whereas after-sales service shows limited direct effects. Online Customer Review and Brand Image significantly enhance repurchase intention and mediate the relationships between several antecedent variables and repurchase intention. Furthermore, Emotional Perceived Value strengthens the effects of Online Customer Review and Brand Image on repurchase intention. The study contributes to marketing theory by integrating the Theory of Planned Behavior and Consumer Behavior Theory within an e-commerce context and provides practical recommendations for improving digital marketing, customer engagement, and brand management to strengthen consumer repurchase intention.

Keyword: Digital Marketing Strategy, Product Specifications, After Sales Service, Social value on Repurchase Intention, Online Customer Review, Brand Image, Emotional Perceived Value.

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Introduction

The development of digital technology has fundamentally changed the consumption patterns of modern society, especially in product purchasing activities through platforms *e-commerce*. Digitalization not only makes it easier for consumers to access various products, but also creates an increasingly fierce competition environment between brands (Batat, 2019). In Indonesia, growth *e-commerce* shows a very significant trend along with the increasing internet penetration and mobile device usage. Marketplaces such as Shopee are one of the dominant platforms that not only function as a transaction channel, but also as a space for interaction between consumers, brands, and the digital community. This condition makes consumer behavior in *e-commerce* increasingly complex because it is influenced by a combination of functional, emotional, social, and digital information factors (Romli, 2024).

Modern life is inevitable without advances in science and technology. In the past ten years, society has gained a lot of benefits from innovation, especially in the field of technology. New advantages, conveniences, and new ways of doing activities are emerging (Alamsjah & Yunus, 2022; Hasan et al., 2021). Advances in information technology have changed the world of marketing. According to Sidi & Yogatama (2019) Contemporary advertising techniques are related to the computerized world. The term "digital marketing" is often used to describe a type of marketing that uses advances in digital technology. Manufacturers, potential buyers, and market intermediaries can interact with each other through interactive and integrated digital marketing (S. A. Khan et al., 2022). For those who are always connected, the benefits of the internet are increasingly felt. Consumers now increasingly appreciate individuals who are looking for a specific product, such as internet marketers, bloggers, bloggers, and also online stores (Giovanis & Athanasopoulou, 2018; Hsu et al., 2007). A report from the Ministry of Communication and Information Technology (Kemkominfo) shows that 82 million Indonesians use the internet, placing the country ranked 8th worldwide.

One of the results of the current development of digital business is *e-commerce* (electronic commerce), a transaction of buying and selling activities carried out over the internet. Along with the development of technology, *e-commerce* has adopted technology *artificial intelligence* in marketing products digitally (Hassan, 2021). The role of AI technology in *e-commerce* is able to provide a more personalized shopping experience for customers (Srivastav et al., 2025). In addition, AI can provide relevant product recommendations to customers based on customer behavior and preference data. In the context of customer service, AI has a Chatbot feature that can provide responsive service to customers (Makki, 2023).

In the context of digital marketplaces such as Shopee, digital marketing strategies are an important factor because they play a role in shaping initial perceptions, consumer engagement, and overall digital experiences.

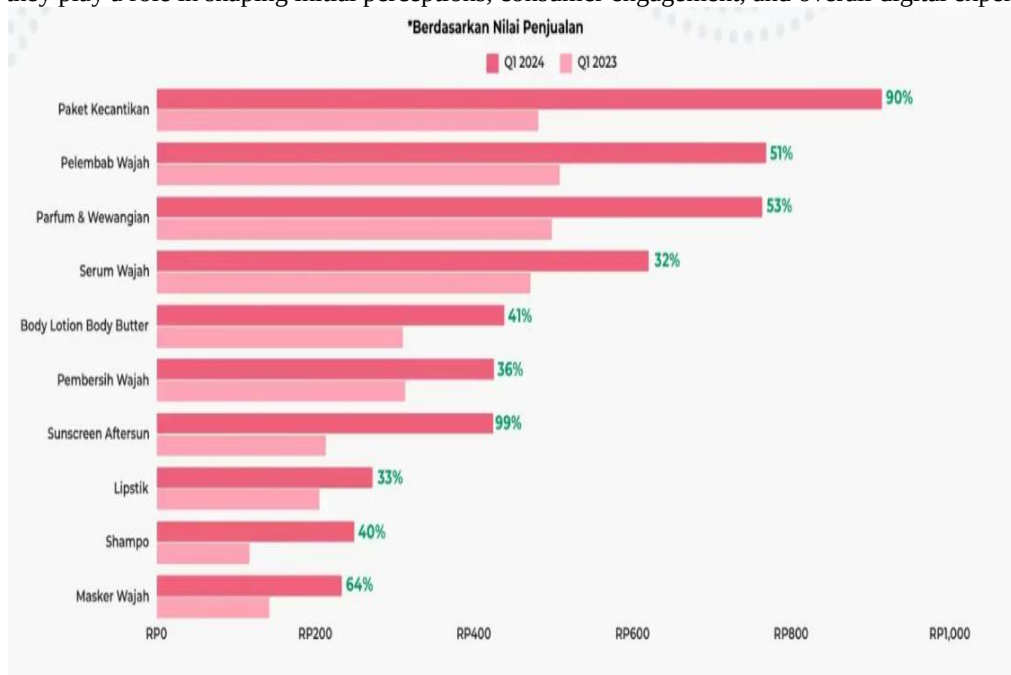


Figure 1.1 Data on Skincare Sales Growth in Indonesia 2024

Source: katadata.co.id (2024)

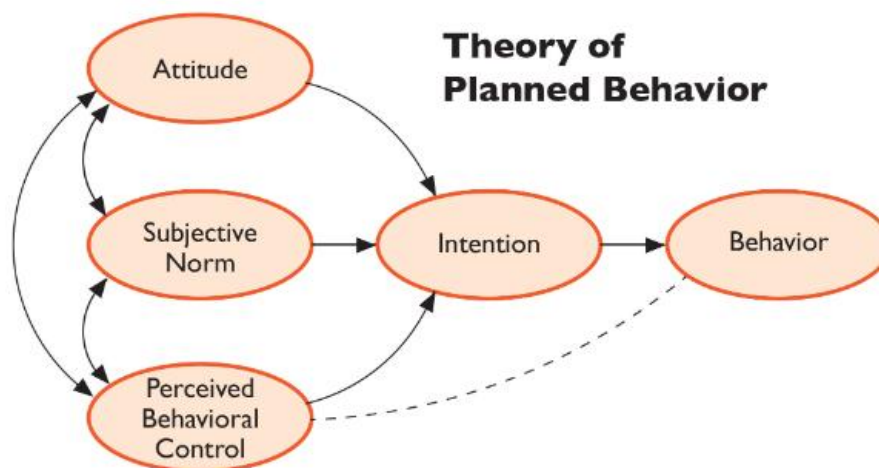
Figure 1.1 shows that the beauty care bundle category dominated the sales of Beauty Care products in *e-commerce* in the first quarter of 2024 with a sales value of more than IDR 900 billion. These findings indicate a shift in consumer preferences from purchasing individual products to purchasing products in the form of

integrated packages. The dominance of beauty packages reflects that consumers increasingly prioritize practicality, time efficiency, and the perception of economic value in the purchase decision-making process.

In the context of digital consumer behavior, product packages are perceived to be able to provide more comprehensive benefits because they include a complementary range of treatments, thereby reducing uncertainty in choosing products individually. This phenomenon cannot be separated from the process of digitizing commerce that is changing the way consumers access information and evaluate products. The *e-commerce* platform provides product visualization features, structured specification descriptions, algorithmic recommendations, and aggressive digital promotions, such as flash sales and bundling discounts. Digitalization allows consumers to easily compare prices and benefits between product packages, so that beauty packages are perceived as a more rational and high-value option. This strengthens the argument that digital marketing strategies that utilize product bundling are able to create a stronger perception of value for money than selling products separately.

A Social Psychologist, Icek Ajzen, has developed a theory that is very important to see the relationship between attitudes and behaviors. How a possible attitude manifests as a behavior is illustrated by a theory called "planned behavior theory" (*Theory of Planned Behavior*) (Ajzen, 1991). *Theory of Planned Behavior* (TPB) was initiated by Icek Ajzen in 1985 through his article "From intentions to actions: A Theory of planned behavior" (Ajzen, 1991:182). TPB is based on various attitude theories such as learning theory, value-expectation theory, consistency theories and attribution theory. Theory of planned behavior (*Theory Of Planned Behavior*) abbreviated as SDGs is a further development of *Theory of Reasoned Action* (BETWEEN) (Vinet dan Zhedanov, 2010). In psychology, a theory of planned behavior is a theory about the relationship between beliefs and behavior.

Theory of Planned Behavior (TPB) or Planned Behavior Theory is a theory that explains the causes of the occurrence of behavioral intentions (Peters dan Templin, 2010). According to the TPB, the intention to behave is determined by three main determinants, namely attitudes, subjective norms, and perceived control of behavior. Until now, this theory is widely used in scientific disciplines that discuss behavior and environmental issues (Bosnjak et al., 2020). *Theory of planned behavior* which is a development of the *Theory of Reasoned Action* It is stated that intention can be predicted from three forming elements, namely attitudes, subjective norms and perceived behavior control (Hale et al., 1999). Perceived behavioral control is the last element found to be the onset of intent and has been proven, as shown in figure 2.1



Source: Ajzen (1991:182)

Gambar 2.1 Kerangka *Theory of planned behavior*

Ajzen & Fishbein (1980) Improve *theory of reasoned action* (TRA) and give a name *theory of planned behavior*. *Theory of planned behavior* Explaining the behavior that individuals do arises because of the intention of the individual to behave and the individual's intention is caused by several internal and external factors of the individual. Individual attitudes towards behavior include beliefs about a behavior, evaluation of behavioral outcomes, subjective norms, normative beliefs, and motivation to obey (Aryadhe et al., 2018). *Theory of planned behavior* (TPB) explains that an individual's intention to behave is determined by three factors, namely: *attitude toward the behavior*, subjective norms and perceptions of behavioral control (Barbera dan Ajzen, 2020).

Theory of planned behavior is a theory that is quite strong and simple in predicting and/or explaining behavior. *Theory of planned behavior* is a theory that explains intention, i.e. how hard an individual tries and how much effort is sacrificed in doing something (Willis et al., 2020). Therefore, basically the basic concept *Theory of planned behavior* is a prediction of intention that if there is no serious problem, it will be realized in the form of actual behavior.

Zhou et al., (2013) In essence, customer behavior is influenced by internal and external factors in customers. These factors are divided into 2 parts, namely factors that come from the personal self (personal factors) and factors that come from the environment around the customer (social factors). These factors influence customer attitudes towards customer desire to buy an item. This is in accordance with the research of Ajzen (1985), that *Theory Planned Behavior* (TPB) is a good and good theory for predicting and describing buying interest.

Digital marketing or *digital marketing* is a marketing strategy that relies on technological advances and social networks as the main means. This approach is a modern effort in marketing with relatively low investment but has the potential to provide significant results. To optimize digital marketing strategies, companies can utilize various techniques such as *Search Engine Optimization* (THIS), *Pay per Click* (PPC), social media, online video, affiliates, and email marketing (Castronovo & Huang, 2012). According to Dwivedi et al., (2020) “*Digital marketing is the application of the internet and related digital technologies in conjunction with traditional communications to achieves marketing objectives*”. This means that digital marketing is an application from the internet and is related to digital technology. Where it is related to traditional communication to achieve marketing goals. Some examples of online platforms that are often used by marketers to offer their products and communicate with customers are such as Facebook, Whatsapp, Instagram.

Digital marketing is the process of spreading a message related to a company's products, brands or services to its customers by utilizing web-based channels. Alternatives commonly used in digital marketing include social media, email, ads with animations, search engine optimization, *google adwords*, and more (Rosanti & Wirawan, 2024). Nugroho et al., (2025) said that digital marketing is marketing using digital media online which involves the use of various platforms such as social networks to reach a wider audience. The main goal of digital marketing is to increase brand recognition, generate potential customers, increase sales volume, strengthen customer loyalty, and foster more positive relationships with customers (Chen & Lin, 2019).

So it can be concluded that digital marketing is a key aspect in promoting, developing and maintaining a business in today's digital era. Because it is so crucial for modern companies to increase brand awareness, customer interaction, sales and cost efficiency through online channels and keep up with technological developments

Product specifications are a representation of the functional and technical attributes inherent in a product and are the main basis for consumers to evaluate before and after purchase. Product specifications include information about the composition of the ingredients, features, benefits, quality standards, safety, and certifications that the product has. According to Kotler and Keller (2016), consumers tend to form perceptions of quality and value based on product attributes that can be clearly and consistently identified. In the context of skincare products, product specifications have a higher level of importance than other product categories because they are directly related to skin health and potential risks of use, so consumers make more rational and in-depth considerations.

The role of product specifications is becoming increasingly strategic due to the limitations of consumers in conducting direct physical evaluations of products. Specification information that is presented in a complete, transparent, and easy-to-understand manner is the main source of consumer trust in the decision-making process. According to Xie et al., (2024) The high quality of product information, including clarity and completeness of specifications, is able to increase consumer trust and perception of value in the product. On digital platforms like Shopee, product specifications that are complemented by visuals, benefit descriptions, and security claims play an important role in reducing uncertainty and risk to consumer perception, especially for buyers considering repurchases (Wulandari et al., 2021).

Product specifications also serve as a means of communicating brand value and competitive differentiation. Attributes such as the use of certain active ingredients, formulation technology, BPOM or halal certification, as well as eco-friendly claims not only indicate product quality, but also form a positive brand image in the minds of consumers. Nellore et al., (1999) stating that product attributes are an essential component in the formation of a strong and sustainable brand association. For millennial consumers, product specifications that are aligned with the values of transparency, security, and sustainability can increase trust and emotional attachment to the brand.

Based on some of these understandings, it can be concluded that product specifications not only play a role as technical information, but also as a strategic determinant in shaping the perception of quality, trust, and value felt by consumers. Superior product specifications and effectively communicated through digital platforms have the potential to increase satisfaction and strengthen repurchase intentions, especially for millennials who have a high level of information literacy and quality awareness.

Research methods

This study uses an explanatory research design with a quantitative approach. The explanatory design was chosen because the research aims to test the causal relationship between variables, both direct and indirect influences through mediation variables (online customer reviews and brand image) and moderation variables

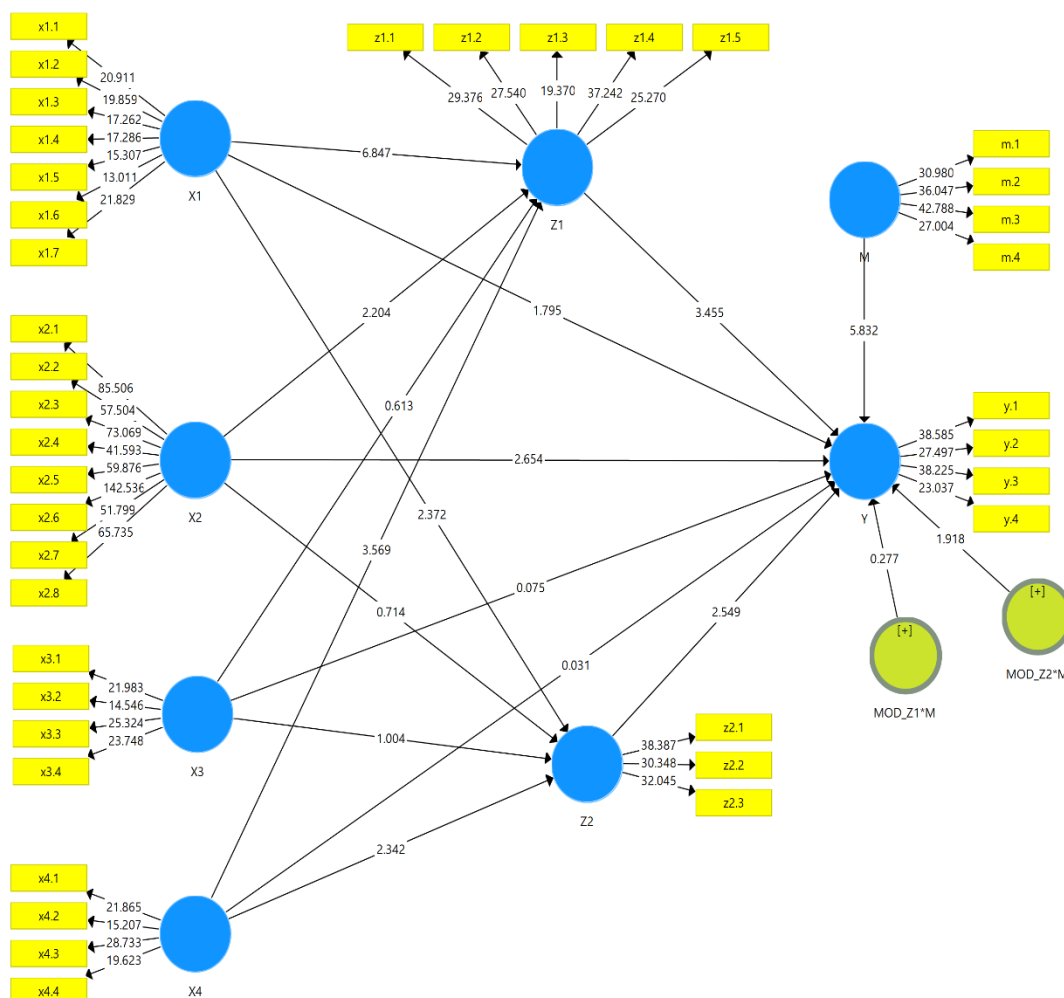
(emotional perceived value). The research was carried out using a survey method with a cross-sectional design, namely data collection was carried out once in a period of observation of respondents who met the research criteria. The data obtained were then analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS) to test conceptual models and research hypotheses simultaneously. Quantitative research is a research that basically uses a deductive-inductive approach (Siregar, 2013:18). This approach departs from causal or causal relationships, then developed into a hypothesis development, which is analyzed or assessed in the form of empirical data support in the field with statistics (Sugiyono, 2018:29). The quantitative approach was chosen because this research departs from established theories, such as digital marketing theory, product quality theory, service theory (*service quality*), consumer value theory (*customer value*), as well as theories of planned behavior and consumer loyalty, which are then derived into constructs and measurable indicators. Through this approach, the relationships between variables are empirically tested using numerical data to obtain generalizations of research findings.

The concept of this study places digital marketing strategies, product specifications, *After Sales Service*, and *social value* as independent variables that theoretically influence consumer evaluations and attitudes. The evaluation is manifested in *Online Customer Review* and *Brand Image* as an intervening variable that represents the cognitive, affective, and social processes of consumers in assessing brands. Furthermore, *Repurchase Intention* is positioned as a dependent variable that reflects the tendency of repurchase behavior as an implication of perception and consumption experience. The relationship between these variables is strengthened or weakened by *Emotional Perceived Value* as a moderating variable that describes the emotional attachment of consumers to products and brands. All constructs in this study are operationalized into indicators sourced from previous theories and research, so that they have a strong conceptual basis.

Data collection was carried out through a structured questionnaire with a Likert scale, which allowed for an objective and consistent measurement of respondents' perceptions. The data obtained were analyzed using inferential statistical techniques based on Structural Equation Modeling (SEM) with SEM-PLS analysis, which is in line with the purpose of the study to test the direct, indirect, and moderation effects in one integrated model.

Research Results And Discussion

Hypothesis testing was carried out by *bootstrapping resampling* of algorithm data. The results of the research model after bootstrapping resampling are shown in Figure 5.3



Source: Output *Bootstrapping* Appendix 9

Figure 5.3 *Bootstrapping Model Analysis Path Hypothesis*

Based on Figure 5.3 regarding *the bootstrapping test*, the results of data processing using bootstrapping in PLS to be able to see the relationship between the research variables. In *the bootstrapping test*, the results of path coefficients and statistical T were obtained, so it can be explained about the path coefficients and hypothesis testing in table 5.44

Table 5.44 Research Hypothesis Test

Hipotesis	Construct	b	Red	STDEV	T test	P	Verdict
Direct Influence							
H1	X1→Z1	0,436	0,445	0,064	6,847	0,000	H1 Accepted
H2	X1→Z2	0,182	0,189	0,077	2,372	0,018	H2 Accepted
H3	X1→Y	0,112	0,115	0,062	1,795	0,073	H3 rejected
H4	X2→Z1	0,161	0,160	0,073	2,204	0,028	H4 Accepted
H5	X2→Z2	0,058	0,060	0,081	0,714	0,476	H5 rejected
H6	X2→AND	0,106	0,107	0,040	2,654	0,008	H6 Accepted
H7	X3→Z1	-0,049	-0,054	0,080	0,613	0,540	H7 Rejected
H8	X3→Z2	0,090	0,089	0,089	1,004	0,316	H8 Rejected
H9	X3→AND	-0,004	-0,007	0,056	0,075	0,941	H9 Rejected
H10	X4→Z1	0,306	0,312	0,086	3,569	0,000	H10 Accepted
H11	X4→Z2	0,223	0,222	0,095	2,342	0,020	H11 accepted
H12	X4→AND	-0,002	0,002	0,058	0,031	0,975	H12 Rejected
Mediation Test							

H13	X1→Z1→Y	0,101	0,105	0,035	2,879	0,004	Mediated
	X2→Z1→Y	0,037	0,038	0,021	1,787	0,075	Non Mediated
	X3→Z1→Y	-0,011	-0,012	0,020	0,576	0,565	Non Mediated
	X4→Z1→Y	0,071	0,073	0,029	2,415	0,016	Mediated
H14	X1→Z2→Y	0,028	0,028	0,017	1,625	0,105	Non Mediated
	X2→Z2→Y	0,009	0,009	0,014	0,621	0,535	Non Mediated
	X3→Z2→Y	0,014	0,014	0,016	0,849	0,396	Non Mediated
	X4→Z2→Y	0,034	0,032	0,019	1,736	0,083	Non Mediated
Moderation Test							
H15	Z1*M→Y	-0,013	-0,011	0,047	0,277	0,782	Non Moderated
H16	Z2*M→Y	-0,119	-0,119	0,062	1,918	0,056	Moderated

Source: SmartPLS Output (2026)

Referring to table 5.44 of the output of the path coefficient analysis, it can be described in detail the results of the hypothesis test based on the provisions conveyed in the theory of Hair (2017) that if the statistical $t > 1.96$ and $Pvalue \leq 0.05$, then the research hypothesis is acceptable, on the other hand, if the statistical $t < 1.96$ and $Pvalue > 0.05$, then the research hypothesis is rejected. The following are the results of the hypothesis testing:

1. The influence of digital marketing strategies on *Online Customer Review*
The first hypothesis in this study states that digital marketing strategies have a significant effect on *Online Customer Reviews*. Based on the results of direct influence hypothesis testing, a path coefficient value (β) of 0.436 was obtained, with a t-statistic value of $6.847 > 1.96$ and a p-value of $0.000 < 0.05$. Thus, the first hypothesis is declared accepted. A positive path coefficient value (β) shows that the better the implementation of digital marketing strategies, the more positive the *Online Customer Reviews* provided by consumers. This indicates that digital content, online promotion, and effective digital interaction are able to encourage consumers to provide better reviews.
2. The Influence of Digital Marketing Strategy on *Brand Image*
The second hypothesis states that digital marketing strategies have a significant effect on *Brand Image*. Based on the test results, a path coefficient value (β) of 0.182 was obtained, with a t-statistical value of $2.372 > 1.96$ and a p-value of $0.018 < 0.05$, so that the fifth hypothesis was accepted. A positive path coefficient (β) value indicates that an effective digital marketing strategy is able to improve the brand image in the minds of consumers.
3. The Influence of Digital Marketing Strategy on *Repurchase Intention*
The third hypothesis states that digital marketing strategies do not have a significant effect on *Repurchase Intent*. The test results showed a path coefficient value (β) of 0.112, with a t-statistical value of $1.795 < 1.96$ and a p-value of $0.073 > 0.05$, so the ninth hypothesis was rejected. Although the path coefficient (β) is positive, these results show that digital marketing strategies have not directly driven consumer repurchase intent.
4. The effect of product specifications on *Online Customer Reviews*
The fourth hypothesis states that product specifications have a significant effect on *Online Customer Reviews*. The test results showed a path coefficient value (β) of 0.161, with a t-statistical value of $2.204 > 1.96$ and a p-value of $0.028 < 0.05$, so the second hypothesis was accepted. A positive path coefficient value (β) indicates that the clearer and more complete the product specifications conveyed to consumers, the higher the tendency of consumers to provide positive reviews online. This shows that transparent product information is able to increase consumer evaluation after purchase.
5. The Effect of Product Specifications on *Brand Image*
The fifth hypothesis states that product specifications have no significant effect on *Brand Image*. The test results showed a path coefficient value (β) of 0.058, with a t-statistical value of $0.714 < 1.96$ and a p-value of $0.476 > 0.05$, so the sixth hypothesis was rejected. Although the path coefficient (β) is positive, the effect is not significant, which suggests that product specifications alone are not strong enough to directly shape the brand image. The Effect of Product Specifications on *Repurchase Intention*
6. The sixth hypothesis states that product specifications have a significant effect on *Repurchase Intention*. Based on the test results, a path coefficient value (β) of 0.106 was obtained, with a t-statistical value of $2.654 > 1.96$ and a p-value of $0.008 < 0.05$, so that the tenth hypothesis was accepted. A positive path coefficient value (β) indicates that the better the product specifications that consumers feel, the higher the intention to make a repeat purchase.
7. The Influence of *After Sales Service* on *Online Customer Reviews*
The seventh hypothesis states that *After Sales Service* has no significant effect on *Online Customer Reviews*. Based on the test results, a path coefficient value (β) of -0.049 was obtained, with a t-statistical value of $0.613 < 1.96$ and a p-value of $0.540 > 0.05$, so the third hypothesis was rejected. A negative line

coefficient value (β) indicates the opposite direction of the relationship, but because it is not significant, *After Sales Service* has not been proven to affect *Online Customer Reviews*. These findings indicate that consumers tend to leave reviews based on their initial experience using the product, rather than on after-sales service.

8. The Influence of *After Sales Service* on *Brand Image*

The eighth hypothesis states that *After Sales Service* does not have a significant effect on *Brand Image*. Based on the test results, a path coefficient value (β) of 0.090 was obtained, with a t-statistical value of $1.004 < 1.96$ and a p-value of $0.316 > 0.05$, so that the seventh hypothesis was rejected. A positive but insignificant line coefficient (β) value indicates that after-sales service has not been a major factor in shaping the brand image.

9. The Effect of *After Sales Service* on *Repurchase Intention*

The ninth hypothesis states that *After Sales Service* has no significant effect on *Repurchase Intention*. The test results showed a path coefficient value (β) of -0.004, with a t-statistical value of $0.075 < 1.96$ and a p-value of $0.941 > 0.05$, so that the eleventh hypothesis was rejected. Negative and insignificant line coefficient (β) values indicate that *After Sales Service* is not the main consideration of consumers in determining repurchase intentions.

10. The Influence of *Social Value* on *Online Customer Reviews*

The fourth hypothesis states that *social value* has a significant effect on *Online Customer Reviews*. The test results showed a path coefficient value (β) of 0.306, with a t-statistical value of $3.569 > 1.96$ and a p-value of $0.000 < 0.05$, so the fourth hypothesis was accepted. A positive path coefficient (β) indicates that the higher the social value that consumers perceive, such as prestige and social acceptance, the more likely consumers are to leave positive reviews online.

11. The Influence of *Social Value* on *Brand Image*

The eighth hypothesis states that *social value* has a significant effect on *Brand Image*. The test results showed a path coefficient value (β) of 0.223, with a t-statistical value of $2.342 > 1.96$ and a p-value of $0.020 < 0.05$, so that the eighth hypothesis was accepted. A positive path coefficient value (β) shows that the higher the social value felt by consumers, the stronger the brand image formed.

12. The Influence of *Digital Social Value* on *Repurchase Intention*

The twelfth hypothesis states that *social value* has no significant effect on *Repurchase Intention*. Based on the test results, a path coefficient value (β) of -0.002 was obtained, with a t-statistic value of $0.031 < 1.96$ and a p-value of $0.975 > 0.05$, so that the twelfth hypothesis was rejected. A negative line coefficient value (β) indicates the opposite direction of the relationship, but because it is not significant, *social value* has not been proven to directly affect repurchase intention.

13. The influence of digital marketing, product specifications, *After Sales Service*, *social value* with *Online Customer Review* as intervening in *Repurchase Intention*

Discussion

The Influence of Digital Marketing Strategy on *Online Customer Reviews*

The findings of the study can be explained through the *Theory of Planned Behavior* (TPB) as the grand theory in this study. Within the framework of SDGs, digital marketing strategies function as external stimuli that affect consumers' attitudes towards products and sellers. When Millennial consumers are exposed to effective digital marketing strategies such as transparent promotions, authentic testimonials, and interactive communication, their attitude towards skincare products tends to be more positive. This positive attitude further affects the behavioral intention to provide good reviews, which are then realized in the form of actual behavior in the form of positive *Online Customer Reviews*. In addition, the existence of subjective norms in the digital environment, such as the tendency to share experiences in online communities, also strengthens the review behavior of the Millennial Generation.

The results of this study reinforce previous empirical findings while making a contextual contribution to the behavior of the Millennial Generation in purchasing skincare at Shopee. A properly designed digital marketing strategy not only impacts purchase decisions, but also plays a strategic role in shaping a positive online review ecosystem. These reviews ultimately become an important source of information for other consumers and have the potential to strengthen brand competitiveness in an increasingly competitive e-commerce market.

The Influence of Digital Marketing Strategy on *Brand Image*

The results of this study state that digital marketing strategies have a significant effect on *Brand Image* as evidenced by the path coefficient value (β) of 0.182, with a t-statistic value of $2.372 > 1.96$ and a p-value of $0.018 < 0.05$, so that the fifth hypothesis is accepted. The positive path coefficient value shows that the better the implementation of digital marketing strategies, the stronger the skincare brand image formed in the minds of consumers.

Digital marketing strategies play an important role in building brand perception and association. The Millennial generation is known as consumers who intensely interact with digital content, both through social media, online advertising, and *e-commerce* platforms. Consistent exposure to informative digital marketing content, engaging visuals, and interactive communication allows consumers to form a certain understanding and impression of skincare brands. This process gradually builds a positive *Brand Image*, especially in a digital environment where there is minimal physical interaction with the product.

This finding can be explained through the framework of the Theory of Planned Behavior (TPB), especially in the formation of consumer attitudes towards brands. An effective digital marketing strategy serves as a source of information and symbolic experiences that shape consumers' beliefs about the quality, credibility, and uniqueness of the brand. A positive attitude towards the brand then affects the overall perception of the *Brand Image*, which ultimately impacts the purchase intent and behavior. In this context, digital marketing strategies play a role as an external factor that influences behavioral beliefs within the framework of the SDGs.

The results of this study are in line with various previous studies that stated that digital marketing activities have a significant influence on the formation of *Brand Image* (Hasan et al., 2021; Makki, 2023). Other research confirms that consistent and relevant marketing communication is key to building a strong brand image (Keke, 2019; Khare et al., 2012). Another study found that digital-based brand communication and social media contribute positively to brand awareness and *Brand Image*. In context *e-commerce* and the beauty industry, several studies have also shown that digital advertising and quality online interaction are able to strengthen brand associations in the minds of consumers (Dholakia & Uusitalo, 2002; Wahyuni, 2024; Yudhyani, 2024).

The Influence of Digital Marketing Strategy on Repurchase Intention

Digital marketing strategies such as online promotions, digital advertising, and social media activities are effective in attracting attention and encouraging initial purchases, but they do not automatically guarantee repurchases. In the context of skincare products, millennial consumers tend to consider product use experience, compatibility with skin conditions, and post-purchase evaluation before deciding to make a repurchase, so the role of digital marketing becomes relatively limited if it is not followed by adequate functional and emotional value.

These findings are in line with a number of previous studies that have stated that digital marketing strategies do not always have a direct effect on repurchase intent, especially on products with high engagement rates (*high involvement products*) like skincare. Research conducted by stated that there is no influence of digital marketing on repurchase intent (Tantowi, 2025). The results of this study differ from the opinions of Azis et al., (2025) that the result is an influential discovery for a digital marketing, one of which is the purchase intention variable. The findings of this study are also not in line with other studies from Nugroho et al., (2025) who find the same influence positively next According to Putri & Azizah, (2025) stating that there is an influence of digital marketing on repurchase intentions.

Overall, it can be concluded that digital marketing strategies in the context of this study are more effective as an initial trigger (stimulus) than as the main determinant of repurchase. Therefore, skincare business actors at Shopee need to integrate digital marketing strategies with strengthening product quality, managing consumer reviews, and building a consistent *Brand Image* in order to be able to encourage the *repurchase intention* of the millennial generation in a sustainable manner.

The Effect of Product Specifications on Online Customer Reviews

The results of the study stated that product specifications had a significant effect on *Online Customer Reviews*, as evidenced by the findings of a path coefficient value (β) of 0.161, with a t-statistical value of 2.204 > 1.96 and a p-value of 0.028 < 0.05, so that the second hypothesis was accepted. A positive path coefficient value indicates that the better the product specifications that consumers feel, the more positive the online reviews given by consumers after making a purchase.

These findings can be explained through the framework of *the theory of planned behavior* (TPB), where product specifications play a role in shaping consumer attitudes towards skincare products. Clear, reliable, and relevant specification information will create a positive attitude towards the product, which ultimately influences the behavioral *intention* to provide reviews. When consumers have confidence that the product meets the expectations and claims submitted, they will be more motivated to express that satisfaction in the form of online reviews as actual behavior.

The results of this study provide empirical evidence that product specifications are an important determinant in the formation of *Online Customer Reviews* in skincare purchases by the Millennial Generation at Shopee. The practical implications of these findings emphasize the importance for manufacturers and sellers to present product specifications in an accurate, transparent, and easy-to-understand manner in order to increase consumer satisfaction while encouraging the creation of positive and credible online reviews

The Effect of Product Specifications on Brand Image

The findings of this study are in line with several previous studies that stated that the quality or specifications of products do not always have a direct effect on the *Brand Image*, especially in experience-oriented industries such as skincare and cosmetics (Abidin et al., 2014). Studies show that consumers often

associate *Brand Image* with elements of communication, brand storytelling, and social perception, while functional attributes have more influence on satisfaction and repurchase intent (Sheth et al., 1991). Product specifications play a role as a hygiene factor that is expected to exist, but it is not enough to differentiate brand image in a competitive market.

The results of this study are different from a number of other studies that found that product quality and specifications have a significant influence on *Brand Image*, especially on products with high engagement and a large risk of use (Y. Liu et al., 2021). These differences in findings can be due to the characteristics of the respondents, the context of the platform *e-commerce*, as well as the maturity level of the skincare market at Shopee, where consumers already have standard expectations for product quality (Ngo et al., 2024).

The Effect of Product Specifications on Repurchase Intention

Viewed from the perspective of the Theory of Planned Behavior (TPB), product specifications contribute to shaping attitude toward behavior, which is a positive attitude of consumers towards repurchase decisions. When consumers have a positive experience that is consistent with the claims and specifications of the products offered, then behavioral beliefs will be stronger, thus increasing the intention to repurchase. In addition, transparent product specifications also increase perceived behavioral control, because consumers feel more confident and able to control risks in the use of skincare products.

This result is reinforced by the research argument that product specifications do not affect repurchase intent (Hubbina et al., 2023). The same results were also found that product quality had a positive and significant effect on repurchase intention (Tirtayasa & Ramadhani, 2023). However, the results of this study differ from several other studies that found a non-significant effect of product specifications and quality on *Repurchase Intention*, research conducted by Saidani & Arifin (2012) stating that the quality of the product has a positive effect on the *Repurchase Intention* or repurchase intent. The results of the research conducted by Ariella (2018) stating that the quality of the product has no significant effect on the intention to buy again.

The Influence of After Sales Service on Online Customer Reviews

When viewed through the framework of the Theory of Planned Behavior (TPB), *After Sales Service* does not strongly affect consumers' attitudes towards online review behavior. Because after-sales service is not always experienced by all consumers, this variable does not form consistent *behavioral beliefs* among respondents. As a result, the influence on the *behavioral intention* to write *Online Customer Reviews* is weak and insignificant. In this context, consumer attitudes towards giving reviews are more influenced by the product's core experience and the digital interactions that occur before purchase.

The findings of this study are not in line with previous studies Fardefi et al., (2020) which states that *After Sales Service* have a stronger influence on customer satisfaction and loyalty, but don't always have a direct impact on customer satisfaction. *electronic word of mouth* or *online review* especially in products with a relatively low risk of use. Research by Kadek & Widiarsari, (2025) in context *e-commerce* It also shows that online reviews are more influenced by product quality and value perception than after-sales service aspects, except for durable or high-value products that require ongoing technical support. These findings are fully supported by research that explains that *After Sales Service* does not always contribute to the reviews given by consumers after making a purchase (Kato, 2021; Kurata & Nam, 2010; Shokouhyar et al., 2020).

The results of this research and findings indicate that skincare business actors at Shopee need to prioritize product quality, clarity of specifications, and digital marketing strategies to encourage positive reviews, while *After Sales Service* plays a more supporting role in maintaining consumer satisfaction and trust in general, rather than as the main trigger for *Online Customer Reviews*.

The Influence of After Sales Service on Brand Image

The results of this study are in line with a number of previous studies that found that *After Sales Service* does not have a significant influence on *Brand Image*, especially in fast-moving consumer goods and personal care products that have a high purchase frequency and low after-sales service involvement (Chitcharoen et al., 2013; Jabar et al., 2021; Kadek & Widiarsari, 2025). Some of these studies state that after-sales service plays a greater role in increasing customer satisfaction and loyalty, than in shaping brand image directly.

These findings differ from several other studies Fard & Hosseini (2015) dan Jannah et al., (2025) which shows that *After Sales Service* has a significant effect on *Brand Image*, especially in products with high levels of complexity, large economic value, and high use risks, such as electronics or automotive. These differences in results indicate that the influence of *After Sales Service* against *Brand Image* It depends a lot on the type of product and the context of consumption.

The Effect of After Sales Service on Repurchase Intention

The results of this study are in line with several previous studies that found that *After Sales Service* has no significant effect on *Repurchase Intention* on fast consumption products and personal care products. These findings are reinforced by other studies reporting that *After Sales Service* has no direct effect on *Repurchase Intention*, but work indirectly through mediation variables such as *Brand Image*, *customer satisfaction*, *atau perceived value* (Saputri et al., 2020; L. S. T. Wijaya et al., 2024). The studies confirm that after-sales service is

more relevant on products with high engagement rates and large functional risks, such as electronics or automotive.

These findings differ from a number of other studies that show that *After Sales Service* has a significant effect on *Repurchase Intention*, particularly in the context of premium products or subscription-based services, where post-purchase interactions are an essential part of the consumer experience. The results of this study are not in line with some previous research studies, although various previous studies have shown that *After Sales Service* has a positive effect on *Repurchase Intention*, existing empirical findings still show inconsistencies in results (Kadek & Widiyari, 2025). Several studies have found that after-sales service has a direct and significant effect on repurchase intent through increased consumer satisfaction and trust (Balinado et al., 2021; Hanaysha et al., 2025).

The Influence of Social Value on Online Customer Reviews

These findings can be explained through the framework of the Theory of Planned Behavior (TPB), especially in the component of *subjective norms*. *Social value* reflects an individual's perception of how the social environment views certain consumption behaviors. When consumers believe that sharing positive experiences through online reviews can increase social acceptance or self-image, then these subjective norms will reinforce the behavioral *intention* to provide *online customer reviews*. Social drive and the need for social recognition are important factors in shaping Millennial consumer review behavior.

The results of this study are in line with a number of previous studies that found that social values have a significant effect on electronic word of mouth (e-WOM). Research results Gu & Zhu, (2023) states that *social value* has a positive and also significant impact on buying interest in *social commerce*. Furthermore, it was also explained in the results of the research Revelation (2024) that *social value* has a positive and also significant effect on purchase intention. The results of this study are in line with the findings of the previous study which stated that there was a positive and significant effect between *social value* On the Interest in Online Purchases (Arslanagic-Kalajdzic et al., 2020). *Social value* It also shows that reference groups that can come from friends as well as family can have a strong influence in deciding to buy (Soltani et al., 2023).

The Influence of Social Value on Brand Image

The results of the research that have been carried out state that *social value* has a significant effect on *Brand Image*. The test results showed a path coefficient value (β) of 0.223, with a t-statistical value of 2.342 > 1.96 and a p-value of 0.020 < 0.05, so that the eighth hypothesis was accepted.

These findings indicate that the Millennial Generation interprets skincare brands not only from the functional aspect, but also from the social values inherent in the brand, such as the brand's ability to improve its self-image, social status, and acceptance in the social environment. In the context of buying skincare online at Shopee, brands that are perceived to be able to represent a modern lifestyle, care about trends, and are in line with the values of the digital community tend to form a *stronger Brand Image* in the minds of millennial consumers.

The Influence of Social Value on Repurchase Intention

The results of this study are in line with a number of previous studies that stated that *social value* has no significant effect on *Repurchase Intention* on personal care products and products with high levels of engagement, where individual evaluations are more dominant than social influences. The results of the study are fully supported by the findings that say that *social value* has no significant effect on repurchase interest (Shah & Olivia, 2022). These results are reinforced by research that found that *social value* Unable to be a determining factor in consumers' repurchase intention in choosing products (Pratama et al., 2025; Wati et al., 2020).

These findings are not in line with several previous studies that *social value* has a positive and also significant effect on purchase intention (Kaiwa, 2024). The results of this study are also not in line with the findings of the previous study which stated that there was a positive and significant effect between *social value* On the Interest in Online Purchases (Yulia & Untoro, 2016; Zang et al., 2022). *Social value* It also shows that reference groups that can come from friends as well as family can have a strong influence in deciding to buy (Wang et al., 2024).

Overall, it can be concluded that in the context of buying skincare by the millennial generation at Shopee, *social value* is not a direct determinant in encouraging *Repurchase Intention*. The role of social value is more relevant in shaping initial perceptions and brand image, but it does not directly drive repurchase decisions. Therefore, skincare business actors need to focus more on improving product quality, user experience, and consumer trust to encourage loyalty and repurchase in a sustainable manner.

The Influence of Digital Marketing Strategy, Product Specifications, After Sales Service, Social Value with Online Customer Reviews as Intervening to Repurchase Intention

The findings of this study regarding the mediation test of the *Online Customer Review* variable obtained information that digital marketing strategies and *social value* have a significant effect on *Repurchase Intention* through *Online Customer Review*. The findings of this study were also obtained from the fact that *Online Customer Review* is not able to mediate the influence of product specifications and *After Sales Service* on the *Repurchase Intention* of the millennial generation in buying skincare products at Shopee.

The results of the mediation test in this study show that *Online Customer Review* is able to significantly mediate the influence of digital marketing strategies on *the Repurchase Intention* of the millennial generation in purchasing skincare products at Shopee. These findings indicate that digital marketing strategies do not directly encourage repurchase intent, but work indirectly through the formation and strengthening of positive *Online Customer Reviews*. In other words, digital marketing acts as an initial stimulus that encourages consumers to leave reviews, while those reviews are a key factor that influences repurchase decisions.

The Influence of Digital Marketing Strategy, Product Specifications, After Sales Service, Social Value with Brand Image as Intervening on Repurchase Intention

The results of the study found that *Brand Image* does not play a mediating variable in the relationship between digital marketing strategy, product specifications, *After Sales Service*, and *social value* to *Repurchase Intention*. These findings indicate that while brand image is important in shaping consumer perception, repurchase decisions in the context of *e-commerce* are influenced more by direct evaluative factors, such as user experience and customer reviews, than by brand image as an intermediary mechanism.

The results of this study found the fact that *Brand Image* does not play a mediating variable in the relationship between digital marketing strategy, product specifications, *After Sales Service*, and *social value* to the *Repurchase Intention* of the millennial generation in purchasing skincare products at Shopee. These findings indicate that although several independent variables have been shown to have a significant effect on *Brand Image*, they do not continue significantly in driving repurchase intent through mediation mechanisms.

Emotional Perceived Value Moderation on the Influence of Online Customer Reviews on Repurchase Intention

The results of the research findings were obtained that *Emotional Perceived Value* did not play a role as a moderation variable in the influence of *Online Customer Reviews* on *Repurchase Intention*, so this hypothesis construction was empirically rejected. The value of the interaction coefficient with a negative value indicates that in the direction of the relationship, *Emotional Perceived Value* tends to weaken the indirect influence through *Online Customer Reviews*, but because it is not significant, the moderation effect cannot be empirically proven.

Emotional Perceived Value Moderation on the Influence of Brand Image on Repurchase Intention

Substantively, these results show that the influence of *Brand Image* on repurchase intentions will be stronger when consumers have a positive emotional experience with skincare products. In the context of the millennial generation at Shopee, a positive *Brand Image* such as a brand perception that is trusted, modern, and in accordance with lifestyle does not necessarily directly encourage *Repurchase Intention*. However, when the *Brand Image* is accompanied by emotional values, such as satisfaction, comfort, pleasure, and confidence after using the product, the intention to make a repeat purchase becomes higher. Thus, *Emotional Perceived Value* functions as a psychological reinforcement that activates the influence of *Brand Image* on repurchase behavior.

Viewed from the perspective of the *Theory of Planned Behavior* (TPB), *Brand Image* contributes to forming *attitude toward behavior*, while *Emotional Perceived Value* deepens this attitude through affective aspects. *Emotional Perceived Value* moderation shows that a positive attitude towards brands will be more effective in encouraging *repurchase intention* when consumers experience a pleasant and meaningful emotional experience. This confirms that in repurchase decisions, the affective dimension acts as a catalyst that connects brand perception with behavioral intent.

These findings are in line with a number of previous studies that stated that *Emotional Perceived Value* can strengthen the influence *Brand Image* against *Repurchase Intention* (Wang et al., 2025), especially in products related to personal experiences and self-expression such as skincare. Other studies emphasize that consumer loyalty is not only built through rational perceptions of brands, but also through emotional attachments formed from the experience of using products (Luo & Peng, 2024; Qian & Khong-Khai, 2024). However, these results also extend the findings of previous research by showing that emotional roles become significant when *Brand Image* serves as an indirect path (Shah & Olivia, 2022), not as a mere direct influence (Chou & Chen, 2025).

Conclusion

Based on the data analysis and discussion that has been carried out in this study by testing hypotheses using the SEM-PLS approach, some conclusions from the results of the study can be described as follows:

- 1) Digital marketing strategies have a significant effect on *Online Customer Reviews* for skincare products at Shopee in the millennial generation in East Java. This shows that the effective implementation of digital marketing is able to encourage the formation of more positive consumer reviews.
- 2) Digital marketing strategies have a significant effect on *the Brand Image* for skincare products at Shopee in the millennial generation in East Java, which indicates that digital marketing activities play a role in building the skincare brand image on Shopee.

- 3) Digital marketing strategies do not have a significant effect on *Repurchase Intention* for skincare products at Shopee in the millennial generation in East Java, so the influence of digital marketing on repurchase intention does not occur directly.
- 4) Product specifications have a significant effect on *Online Customer Reviews* for skincare products at Shopee in the millennial generation in East Java, which emphasizes that the quality and clarity of product specifications encourage consumers to provide positive reviews.
- 5) Product specifications do not have a significant effect on *the Brand Image* for skincare products at Shopee in the millennial generation in East Java, so product specifications have not become the main factor in the formation of brand image.
- 6) Product specifications have a significant effect on *Repurchase Intention* for skincare products at Shopee in the millennial generation in East Java, which shows that product suitability and performance encourage repurchase intentions.
- 7) *After Sales Service* does not have a significant effect on *Online Customer Reviews* for skincare products at Shopee in the millennial generation in East Java, so after-sales service has not been the main consideration in providing consumer reviews.
- 8) *After Sales Service* does not have a significant effect on *the Brand Image* for skincare products at Shopee in the millennial generation in East Java, which indicates that after-sales service has not been able to form a strong brand image perception.
- 9) *After Sales Service* does not have a significant effect on *Repurchase Intention* for skincare products at Shopee in the millennial generation in East Java, so after-sales service has not been the main determinant of repurchase intention.
- 10) *Social value* has a significant effect on *Online Customer Reviews* for skincare products at Shopee in the millennial generation in East Java, which shows that social value encourages consumers to express their experiences through reviews.
- 11) *Social value* has a significant effect on *the Brand Image* for skincare products at Shopee in the millennial generation in East Java, which means that social value plays a role in building a brand image among the millennial generation.
- 12) *Social value* does not have a significant effect on *Repurchase Intention* for skincare products at Shopee in the millennial generation in East Java, so social value does not directly encourage repurchases.
- 13) *Online Customer Review* is able to mediate the influence of digital marketing strategy and *social value* on *Repurchase Intention* for skincare products at Shopee in the millennial generation in East Java, but it is unable to mediate the influence of product specifications and *After Sales Service*.
- 14) *Brand image* does not play a mediating variable in the relationship between digital marketing strategy, product specifications, *After Sales Service*, and *social value* to *Repurchase Intention* for skincare products at Shopee in the millennial generation in East Java.
- 15) *Emotional Perceived Value* does not moderate the influence of *Online Customer Reviews* on *Repurchase Intention* for skincare products at Shopee in the millennial generation in East Java.
- 16) *Emotional Perceived Value* is able to moderate the influence of *Brand Image* on *Repurchase Intention* for skincare products on Shopee in the millennial generation in East Java.

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