

# The Influence of Online Customer Reviews and Customer Trust on Repurchase Intention for Skintific Products in South Tambun

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## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh online customer review dan customer trust terhadap repurchase intention pada produk Skintific di wilayah Tambun Selatan. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner online kepada konsumen Skintific yang sesuai dengan kriteria penelitian. Karena jumlah populasi tidak diketahui secara pasti, teknik pengambilan sampel dilakukan menggunakan metode non-probability sampling dengan pendekatan purposive sampling. Jumlah sampel yang digunakan sebanyak 105 responden, yang ditentukan berdasarkan rumus Hair. Data penelitian dianalisis menggunakan SPSS versi 26 melalui uji validitas, uji reliabilitas, uji normalitas, analisis regresi linear berganda, uji hipotesis secara parsial, serta analisis koefisien determinasi. Hasil penelitian menunjukkan bahwa online customer review tidak berpengaruh signifikan terhadap repurchase intention konsumen Skintific di wilayah Tambun Selatan. Sebaliknya, customer trust terbukti memiliki pengaruh positif dan signifikan terhadap repurchase intention. Temuan ini menunjukkan bahwa keputusan konsumen untuk melakukan pembelian ulang lebih banyak dipengaruhi oleh kepercayaan terhadap merek, kualitas produk, dan pengalaman pembelian sebelumnya dibandingkan ulasan yang dibaca secara online. Oleh karena itu, Skintific perlu lebih memprioritaskan strategi peningkatan kepercayaan konsumen, namun tetap mengelola ulasan online sebagai faktor pendukung dalam membentuk persepsi konsumen.

**Kata Kunci:** Online Customer Review, Customer Trust, Repurchase Intention, Skintific.

## ABSTRACT

*This study investigates how online customer reviews and customer trust shape consumers' intentions to repurchase Skintific products in South Tambun. The research was designed using a quantitative approach, with primary data gathered through an online questionnaire distributed to Skintific consumers who met predetermined criteria. Because the exact population size was unknown, the sample was selected through non-probability sampling with a purposive sampling technique. A total of 105 valid responses were obtained based on the Hair formula. The data were processed using SPSS version 26 through validity and reliability testing, normality testing, multiple linear regression, partial hypothesis testing, and coefficient of determination analysis. The findings reveal that online customer reviews do not significantly encourage repurchase intention among Skintific consumers in the study area. In contrast, customer trust has a positive and significant effect on repurchase intention. These results indicate that repeat purchasing is more strongly driven by consumers' confidence in the brand, product quality, and previous experience than by the reviews they read online. Therefore, Skintific should prioritize efforts to strengthen consumer trust while continuing to manage online reviews as a supporting element in shaping consumer perceptions.*

**Keywords:** Customer Trust, Online Customer Reviews, Repurchase Intention, Skintific

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## INTRODUCTION

The skincare industry in Indonesia has grown rapidly, accompanied by increasing public awareness of personal appearance and self-care. Technological development has also made online purchasing easier and more flexible, allowing consumers to shop from almost anywhere. E-commerce has become a practical channel that benefits both sellers and buyers. Through e-commerce platforms, consumers can repurchase products that suit their needs and explore other products they may require (Zuhdi et al., 2021)

The data in Figure 1 present the ten best-selling beauty brands in 2024 based on sales across Tokopedia, Shopee, and Blibli. Referring to data released by Kompas.co.id for the period of March 13 to April 2, 2024, and reported by CNBC Indonesia (2024), Skintific occupied the lowest position among the ten listed brands based on the number of products sold, with 126,096 units. This condition suggests that consumer dissatisfaction and other related factors may have contributed to lower sales and may influence repurchase intention for Skintific products

One factor that may influence repurchase intention is online customer review. Before making a purchase through either online or offline channels, consumers often search for product information and compare available alternatives. (Prasetya, 2024) found that several irresponsible sellers engage in fraudulent practices such as falsifying orders, followers, ratings, and likes in order to increase sales. This situation may be worsened by mass negative comments from competitors or subjectively dissatisfied consumers, which can shape the perceptions of potential buyers (Oktafiani & Hargyatni, 2025). Such information becomes an important basis for prospective consumers in assessing whether a product meets their expectations. (Hops.ID, 2024) reported that several Skintific users felt that the product benefits did not match the claims communicated by the brand.

As a form of electronic word of mouth, positive reviews are often perceived as credible and trustworthy, thereby influencing consumer perceptions of product credibility and quality. Conversely, negative reviews shared by consumers can weaken purchase intention among potential buyers (Purwanto, 2021). This condition highlights the importance of building strong relationships with consumers in order to encourage brand loyalty. (Irawan & Nurlinda, 2023) demonstrated that online customer reviews have a positive effect on repurchase intention. The more favorable consumers' impressions of online product reviews are, the higher their tendency to repurchase the product.

Customer trust is another crucial factor in encouraging repurchase intention. In online transactions, limited direct interaction between consumers and producers makes trust a central element in decision-making. Without physical contact, consumers rely heavily on digital information, making a high level of trust essential in determining whether they will repurchase a product (Wakhidah, 2018). (Mahani, 2024) stated that customer trust significantly influences repurchase intention; the stronger the trust consumers have, the higher the likelihood that they will purchase the product again.

Based on previous studies and empirical findings, repurchase intention for Skintific products may be influenced by online customer review and customer trust, both of which shape consumer perceptions of the brand. Consumer experiences shared through online reviews can affect trust and later influence consumer decisions, including the decision to repurchase (Saputra & Hartono, 2024). Therefore, this study was conducted under the title "The Influence of Online Customer Reviews and Customer Trust on Repurchase Intention for Skintific Products in South Tambun."

## LITERATURE REVIEW

### Repurchase Intention

According to (Ibzan, 2016), repurchase intention refers to a customer's decision to buy a product or service again from the same seller or service provider in the future, while considering possible circumstances and conditions that may occur. (Phillip et al., 2003) defines repurchase intention as an individual's evaluation of whether they will purchase a particular service again from the same company by taking into account current situations and potential future conditions. Repurchase, or repeat purchasing, is described as a concrete action in which customers buy or reuse a product they have previously consumed (Bila et al., 2024). In addition, repurchase intention can be understood as a customer's willingness or tendency to buy a product or service again from the same brand or store after evaluating available alternatives, influenced by emotions, feelings, and the level of satisfaction gained from previous purchasing experiences (Auditya, 2025). Based on these definitions, repurchase intention can be concluded as the customer's willingness, decision, or tendency to make repeat purchases of products or services from the same seller, brand, or company in the future. This intention is shaped by the customer's evaluation of current conditions, possible future situations, emotional responses, and satisfaction with previous purchasing experiences. Therefore, repurchase intention reflects a customer's tendency to engage in repeat buying behavior after considering various alternatives and past experiences.

### Online Customer Review

(Lackermair et al., 2013) explains that online customer review is a digital form of word of mouth (e-WOM), consisting of positive or negative statements made by potential, current, or former customers regarding a product or company, which are accessible to the public through the internet. (Lestari et al., 2023) states that online customer reviews provide a feature that allows consumers to view opinions and evaluations from other buyers regarding a product, company service, and producer-related information. Furthermore, (Himawan, 2022) defines Online Customer Review (OCR) as consumer-generated reviews containing information or evaluations of a product based on several aspects. Similarly, (Virawanti & Sudarwanto, 2023) describe online customer reviews as consumer evaluations that present information about various aspects of a product.

From these definitions, Online Customer Review (OCR) can be understood as a form of electronic word of mouth that contains both positive and negative opinions from potential, existing, or former customers about a product or company. These reviews are widely available on internet-based platforms and serve as a reference for consumers to assess other buyers' experiences with products, services, and producers. Online customer reviews provide evaluations from various perspectives, which can help consumers in making more informed purchasing decisions.

### Customer Trust

According to (Gemilang & Sutedjo, 2023), trust refers to the willingness of a company or party to rely on its business partner. Customer trust reflects the extent to which consumers believe in a brand or product, including their perception of its quality, reliability, and integrity (Putri & Saputra, 2023). In addition, customer trust is also defined as consumers' belief in the integrity and capability of a brand or company to fulfill its promises and meet customer expectations (Laksana, 2024). Meanwhile, (Panggabean et al., 2025) explains that customer trust refers to consumers' willingness to accept transaction risks based on positive expectations and confidence between parties who may not have previously known each other.

Based on these explanations, customer trust can be concluded as consumers' confidence in a brand, company, product, or service, which includes their belief in its quality, reliability, integrity, and ability to meet expectations. This trust indicates that customers believe the company can consistently deliver on its promises. Moreover, customer trust also involves consumers' willingness to accept potential risks in a transaction because they have positive expectations and

confidence in the good intentions of the company or related parties, even when there is no prior direct relationship between them.

## RESEARCH METHOD

This study applied a quantitative approach to identify the influence among variables and to test hypotheses developed from previous theories. The variables examined in this study consisted of online customer review and customer trust as independent variables, while repurchase intention served as the dependent variable.

The population consisted of all Skintific product users in South Tambun, whose exact number was unknown. Therefore, the study used non-probability sampling with a purposive sampling technique. Respondents were selected based on specific criteria that matched the research objectives. The sample size was determined using the Hair formula, which is commonly used when the population size cannot be identified with certainty. Following the guidance of (Kumanireng & Utomo, 2023), the 15 indicators used in this study were multiplied by seven, resulting in a total sample of 105 Skintific users in South Tambun. Data collection was conducted online by distributing questionnaires through various social media platforms using Google Forms. The questionnaire consisted of two sections. The first section contained demographic questions used to identify respondents' basic characteristics, including age, gender, education level, and income. The second section contained statements related to the research variables and used a five-point Likert scale ranging from strongly disagree to strongly agree. In total, 15 statement items represented the three research variables. The collected data were analyzed using multiple linear regression with SPSS version 26. The analysis procedures included validity and reliability testing, normality testing, t-test for partial hypothesis testing, F-test for simultaneous testing, and coefficient of determination analysis (R<sup>2</sup>) to measure the extent to which online customer review and customer trust explain repurchase intention.

## RESULT AND DISCUSSION

### Data Description

This study involved 105 respondents selected using purposive sampling, a procedure based on criteria considered relevant to the research objectives. The respondents consisted of millennials and Generation Z consumers who had experience using Skintific products in South Tambun. These criteria ensured that respondents had direct experience with the brand and could provide appropriate evaluations of online review orientation and trust. In terms of demographic characteristics, most respondents were female, indicating that women represented a dominant proportion of Skintific consumers in this study. In addition, most respondents were senior high school/vocational high school graduates, and most were above 20 years old or belonged to the millennial generation. The primary data collected from the questionnaire were analyzed using SPSS version 26.

Table 1. Respondent Demographic

Category	Subcategory	Number of Respondents
Age	< 20 years	21
Age	> 20 years	84
Gender	Male	35
Gender	Female	70
Last Education	Elementary/Junior High/Senior High School	68
Last Education	Bachelor's Degree	37
Income	< 5,000,000	46
Income	> 5,000,000	59

The demographic table provides an overview of the respondents' characteristics. A total of 84 respondents were aged 20 years or above, while 21 respondents were under 20 years old. This finding indicates that most Skintific consumers in this study were within the millennial age group. In terms of gender, female respondents dominated the sample with 70 respondents, while male respondents accounted for 35 respondents.

### Normality Test

The normality test was conducted to determine whether the regression model involving the dependent and independent variables followed a normal distribution. The results are presented below..

Table 2. Normality Test Result

Indicator	Significance
Monte Carlo Sig.	0.057

The normality assumption is considered acceptable when the significance value is greater than 0.05. The data in this study produced a significance value of 0.057, which is above 0.05. Therefore, the data can be considered normally distributed.

### Multicollinearity Test

The multicollinearity test was used to assess whether there was an excessive correlation between the independent variables in the regression model. The results are shown in Table 3

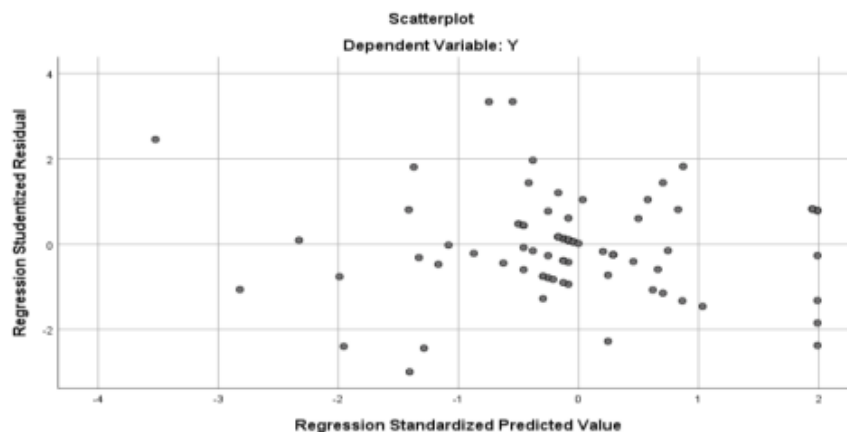
Table 3. Multicollinearity Test Result

Variable	Tolerance
Online Customer Review (X1)	0.665
Customer Trust (X2)	0.665

The tolerance values for both independent variables were above 0.10 and the VIF values were below 10. These results indicate that the regression model did not experience multicollinearity problems.

### Heteroscedasticity Test

The heteroscedasticity test was conducted to determine whether the residual variance differed across observations. The test results are presented in figure below.



The scatterplot shows that the points are randomly distributed without forming a clear pattern and are spread above and below zero on the Y-axis. Thus, the heteroscedasticity test criteria were met, indicating that the model did not show heteroscedasticity problems.

### Multiple Linear Regression Test

Using coefficient of determination analysis, the extent to which the independent variables influence the dependent variable in this study can be identified. The results are presented in the following table:

Table 4. Multiple Linear Regression Results

Variable	Unstandardized Coefficient B
Constant	5.067
Online Customer Review (X1)	0.075
Customer Trust (X2)	0.663

The multiple linear regression analysis produced an equation showing that the constant value for repurchase intention (Y) was 5.067. This means that when online customer review (X1) and customer trust (X2) are held at zero, the baseline value of repurchase intention is projected to be 5.067.

The regression coefficient for online customer review (X1) was 0.075. This indicates that every one-unit increase in online customer review contributes positively to repurchase intention by 0.075 units. Conversely, a decrease in this variable would reduce the dependent variable by the same magnitude.

Customer trust (X2) had a coefficient of 0.663, meaning that an increase in customer trust has the potential to increase repurchase intention by 0.663 units. Similarly, a decline in customer trust would reduce consumers' intention to repurchase in a comparable proportion.

### Validity and Reliability Tests

Table 5. Validity Test Results

Variable	Statement Item	Correlation Coefficient (r)	Sig.	Conclusion
X1.1	Online Customer Review	0.555 > 0.190	0.000 < 0.05	Valid
X1.2	Online Customer Review	0.584 > 0.190	0.000 < 0.05	Valid
X1.3	Online Customer Review	0.779 > 0.190	0.000 < 0.05	Valid
X1.4	Online Customer Review	0.738 > 0.190	0.000 < 0.05	Valid
X1.5	Online Customer Review	0.683 > 0.190	0.000 < 0.05	Valid
X2.1	Customer Trust	0.660 > 0.190	0.000 < 0.05	Valid
X2.2	Customer Trust	0.743 > 0.190	0.000 < 0.05	Valid
X2.3	Customer Trust	0.647 > 0.190	0.000 < 0.05	Valid
X2.4	Customer Trust	0.743 > 0.190	0.000 < 0.05	Valid
X2.5	Customer Trust	0.636 > 0.190	0.000 < 0.05	Valid
X3.1	Repurchase Intention	0.686 > 0.190	0.000 < 0.05	Valid
X3.2	Repurchase Intention	0.743 > 0.190	0.000 < 0.05	Valid
X3.3	Repurchase Intention	0.694 > 0.190	0.000 < 0.05	Valid
X3.4	Repurchase Intention	0.584 > 0.190	0.000 < 0.05	Valid

X3.5	Repurchase Intention	0.560 > 0.190	0.000 < 0.05	Valid
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The validity test results show that all questionnaire items had adequate validity and were suitable for measuring each research variable. This was demonstrated by the strong and statistically significant relationship between each item and the total score of the corresponding variable. Validity was assessed by comparing the calculated  $r$  value with the  $r$  table and by evaluating statistical significance. An item is considered valid when the significance value is below 0.05

**Table 6. Reliability Test Result**

Cronbach's Alpha	Number of Items
0.906	15

The reliability test was conducted to assess the internal consistency of the research instrument. An instrument is considered reliable when Cronbach's Alpha exceeds 0.60. The calculation produced a Cronbach's Alpha value of 0.906, which indicates a very high level of reliability. This value shows that the questionnaire items were highly consistent in measuring the intended constructs.

## Hypothesis Testing

### Partial t-Test

The t-test was conducted to determine the extent to which each independent variable individually influenced the dependent variable. This test compares the significance value with an alpha level of 0.05. If the significance value is below 0.05 or the calculated  $t$  value exceeds the  $t$  table, the null hypothesis is rejected and the alternative hypothesis is accepted. Conversely, if the significance value is above 0.05 or the calculated  $t$  value is lower than the  $t$  table, the null hypothesis is accepted and the alternative hypothesis is rejected.

Table 7. t-Test Result

Variable	$t$	Sig.
Online Customer Review (X1)	1.066	0.289
Customer Trust (X2)	6.938	0.000

The t-test was used to examine the partial effect of each independent variable on the dependent variable. The  $t$ -table value was determined using the degrees of freedom formula  $n - k - 1$ , where  $n = 105$  and  $k = 2$ , resulting in  $df = 102$ . At a 5% significance level and  $df = 102$ , the  $t$ -table value was 1.65993. The partial test results are interpreted as follows.

- Online Customer Review (X1): The calculated  $t$  value for online customer review was 1.066, which was lower than the  $t$ -table value of 1.65993. In addition, the significance value was 0.289, which was greater than 0.05. Therefore,  $H_0$  was accepted and  $H_a$  was rejected, meaning that online customer review did not have a significant effect on repurchase intention. In other words, consumers' perceptions of online reviews were not strong enough to directly encourage repurchase intention.
- Customer Trust (X2): The calculated  $t$  value for customer trust was 6.938, which was far above the  $t$ -table value of 1.65993. The significance value was 0.000, which was below 0.05. Therefore,  $H_0$  was rejected and  $H_a$  was accepted, meaning that customer trust had a significant effect on repurchase intention. This result indicates that consumers' trust in the seller, brand, or platform directly influences their decision to repurchase.

## Coefficient of Determination Test

Table 8. Coefficient of Determination Test Results

Model	R Square
1	0.460

## DISCUSSION

- The Influence of Online Customer Review on Repurchase Intention. The data analysis shows that online customer review did not make a significant contribution to repurchase intention in the beauty industry context, with a regression coefficient of 0.075. This finding differs from the study by Az'zahra and Istiyanto (2024), which stated that online customer reviews significantly contribute to repurchase intention. However, this result is consistent with studies by Saputra (2024) and Millah (2022), which concluded that online customer reviews do not significantly affect repurchase intention. This may occur because online customer reviews are not the only factor considered in product purchasing decisions; therefore, they may not directly influence consumers' intention to repurchase.
- The Influence of Customer Trust on Repurchase Intention. The research results indicate a significant positive relationship between customer trust and repurchase intention in the beauty industry, with a regression coefficient of 0.663. This finding is consistent with Melia (2023), who stated that customer trust contributes to repurchase intention. Halal branding, product quality, production processes, and packaging can strengthen consumer trust in the Skintific brand. In this context, consumers' previous experiences with the product, including perceived improvements in appearance and confidence, may encourage them to repurchase.

## CONCLUSION

Based on the research findings, customer trust was proven to have a significant effect on repurchase intention for Skintific products in South Tambun, while online customer review did not show a significant effect. This means that consumers' willingness to repurchase Skintific products is more strongly influenced by their trust in the brand, product quality, and prior experience than by online reviews alone.

Skintific is therefore advised to focus on building and maintaining consumer trust. This can be achieved through transparent product information, consistent product quality, responsive service, and communication strategies involving customer testimonials and collaboration with credible influencers. Although online customer reviews were not significant in this study, the company should still manage reviews carefully because they can shape consumer perceptions, especially among potential new buyers.

Future researchers are encouraged to add other variables, such as brand image, customer satisfaction, customer experience, or perceived value, and to expand the study area and number of respondents so that the findings become more generalizable and representative. Consumers are also encouraged to evaluate online reviews critically and consider their own experiences before making rational and wise repurchase decisions.

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