

Research Article

Feel Beauty, Trust, Buy Again! Investigating Key Drivers of Customer Repurchase Intention in Beauty Brands Industry

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Abstract: The skincare industry in Indonesia is experiencing rapid growth, primarily driven by the significant development of e-commerce and increased consumer awareness of self-care. This surge has resulted in intense competition among brands. This comparative study aims to analyze the role of trust as a mediating variable that connects price fairness, celebrity endorsements, and e-WOM to repurchase intentions for two brands: Somethinc (a science-based brand) and Wardah (a halal-based brand). A quantitative research method was used, involving a survey with a 5-point Likert scale distributed to 150 millennials and Gen Z respondents in Semarang City. The data were analyzed using PLS-SEM (SmartPLS). The findings reveal that both celebrity endorsements and trust have a significant impact on repurchase intentions for both brands. In contrast, price fairness and e-WOM do not have a significant direct effect on either brand. However, the study shows that trust effectively mediates the influence of price fairness, celebrity endorsements, and e-WOM on repurchase intentions. This underscores the vital role of trust in enhancing customer loyalty to Somethinc and Wardah. These findings suggest that strengthening brand trust in skincare products can significantly boost customer loyalty.

Keywords: Celebrity Endorser; Electronic Word-of-Mouth; Price Fairness; Repurchase Intention; Trust

1. Introduction

The beauty industry in Indonesia continues to experience rapid growth in line with the increasing penetration of e-commerce and rising public awareness of the importance of personal care, changes in consumer behavior that increasingly prioritize skin health, appearance, and a healthy lifestyle have driven significant growth across various beauty product segments, this development is inseparable from the digital transformation that enables consumers to easily access information and purchase beauty products through various online platforms (Assidiq & Haliza, 2024).

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Figure 1. Reasons for Purchasing Skincare Products

Sources: Goodstats (2024)

Figure 1 presents the results of a 2024 Jakpat survey on the main reasons Indonesian consumers purchase skincare products, the most frequently considered factor is the product's compatibility with the user's skin, also ranked second is the achievement of satisfactory results, this is followed by product ingredients, indicating that consumers are increasingly aware of the composition of the products they use, both in terms of safety. The benefits of active ingredients, as well as the ease of application, are also cited as reasons for purchase,

suggesting that texture, packaging, and product usage methods serve as practical considerations in daily routines, product price remains an essential factor, highlighting that consumers still align their purchases with their financial capacity. Other influencing factors include product availability, promotions or advertisements, brand commitment to social and environmental issues, brand reputation, packaging appeal (75%), product fragrance, and place of production.

Previous studies have examined the influence of celebrity endorsers, electronic word-of-mouth (e-WOM), and price fairness on repurchase intention. Rusiana *et al.* (2023) investigated the effects of celebrity endorsers and e-WOM on purchase intention on Tokopedia, with brand image as a mediating variable, in contrast Firman *et al.* (2021) found that trust fully mediates the relationship between celebrity endorsement and e-WOM toward purchase intention among Instagram users, also the study by Tirtayani and Aghivirwiati (2024) focused more on price fairness, perceived risk, and perceived value toward repurchase intention among Gen Z consumers in Bali, without considering the role of trust as a mediator.

Azizah and Faisol (2024) examined brand trust as a mediator between brand image and celebrity endorsers on repurchase intention. In contrast Rahmalida & Susan (2024) emphasized the role of beauty influencer marketing and viral marketing in influencing purchase intention for The Originote, with brand trust serving as a mediator, another study by Jayanti *et al.* (2023) investigated the effects of price and consumer testimonials on Whitelab purchasing decisions on Shopee, without testing trust as a mediating variable or comprehensively examining the dimensions of e-WOM.

The primary research gap in this study lies in the simultaneous integration of price fairness, celebrity endorsers, and e-WOM, with trust serving as a mediating variable to predict repurchase intention for two skincare brands is a combination that has not been previously investigated. Wardah which carries a religious, halal, and affordable brand positioning, and Somethinc which focuses on science, ingredient transparency, and the urban Gen Z target market are examined within the same structural model, furthermore prior studies have generally emphasized purchase intention as the primary outcome variable, whereas this research focuses on repurchase intention, which is crucial for fostering long-term customer loyalty.

Another novelty of this study is the use of trust as a mediating variable between price fairness, celebrity endorsers, and e-WOM, influencing repurchase intention within the context of Indonesian skincare brands that employ different positioning and marketing strategies, based on the aforementioned background and research gap, this study aims to investigate the key factors influencing repurchase intention among consumers in the beauty brand industry. The objectives of this research are twofold which is to examine the direct effects of price fairness, celebrity endorsers, and e-WOM on repurchase intention, also to analyze the mediating role of trust in strengthening these relationships across two leading skincare brands, Somethinc and Wardah. To achieve these objectives, seven hypotheses (H1–H7) are formulated, as summarized in the conceptual framework (Figure 2).

This study is expected to provide an academic contribution to the development of marketing science, particularly in relation to consumer behavior in the Indonesian skincare industry. Furthermore, it can serve as a foundation for the advancement of digital marketing theory through a comparative approach between popular local brands with differing communication strategies. From a practical perspective, this research benefits Somethinc and Wardah by offering insights into the factors that influence consumer trust and loyalty, enabling them to design more effective marketing strategies. For marketers and brand managers, the findings highlight the importance of price fairness, endorser credibility, and the strength of e-WOM in building trust. For digital marketing practitioners and influencer agencies, the results are useful for selecting influencers and crafting communication strategies that enhance consumer trust and repurchase intention amid the highly competitive skincare industry.

2. Literature Review

Relationship between Price Fairness and Repurchase Intention for Somethinc and Wardah

Price fairness is a crucial factor in shaping repurchase intention, as when consumers perceive prices to be fair, reasonable, and proportionate to the benefits received, they are more likely to make repeat purchases. A fair price perception fosters satisfaction and strengthens customer loyalty. Do *et al.* (2023) demonstrated that price fairness has a significant positive influence on repurchase intention in the context of e-commerce, while Huong *et al.* (2024) found that price perceptions aligned with product quality play a major role in encouraging repurchase intention among skincare consumers in Vietnam. Based on

this discussion, the following hypothesis is proposed: H1: Price fairness has a positive effect on repurchase intention among consumers of Somethinc and Wardah skincare products

Relationship between Celebrity Endorser and Repurchase Intention for Somethinc and Wardah

Celebrity endorsers are an important factor in shaping repurchase intention, as credible, attractive celebrities who align with the brand image can enhance consumer trust and reinforce positive perceptions of the product. When the endorser has a high level of compatibility with the product, it strengthens consumer confidence and encourages repeat purchases. Pamungkas et al. (2021) found that celebrity endorsers significantly influence purchase decisions for Wardah cosmetics, while Azizah and Faisol (2024) revealed that the presence of celebrities on TikTok Shop can enhance brand credibility and consumer repurchase intention, based on this discussion the following hypothesis is proposed: H2: Celebrity endorsers have a positive effect on repurchase intention among consumers of Somethinc and Wardah skincare products.

Relationship between Electronic Word-of-Mouth and Repurchase Intention for Somethinc and Wardah

Electronic word-of-mouth (e-WOM) plays a crucial role in shaping repurchase intention, as online reviews, testimonials, and recommendations from other users are perceived as authentic and relevant in shaping consumer perceptions of product quality. The credibility, quantity, and quality of e-WOM contribute to building consumer trust and confidence to repurchase. Rusiana et al. (2023) found that e-WOM significantly affects purchase intention on e-commerce platforms, while Jayanti et al. (2024) emphasized that social media testimonials are more trusted than conventional advertisements. e-WOM strengthens long-term relationships between consumers and brands through trust built over time, based on these findings the following hypothesis is proposed: H3: Electronic word-of-mouth has a positive effect on repurchase intention among consumers of Somethinc and Wardah skincare products.

Relationship Between Trust and Repurchase Intention for Somethinc and Wardah

Trust is a fundamental element in shaping repurchase intention, particularly in the skincare industry, which requires high consumer confidence in product quality and safety, trust fosters a sense of security and reduces uncertainty in the purchase decision-making process, thereby encouraging long-term loyalty. Jayaputra and Kempa (2022) showed that trust significantly influences repurchase intention through customer satisfaction, while Supian & Herawati (2024) confirmed that trust strengthens positive consumer experiences, ultimately increasing loyalty and the likelihood of repeat purchases. Based on empirical evidence the following hypothesis is proposed: H4: Trust has a positive effect on repurchase intention among consumers of Somethinc and Wardah skincare products.

Trust as a Mediator Between Price Fairness and Repurchase Intention for Somethinc and Wardah

Trust plays an important mediating role in the relationship between price fairness and repurchase intention, as perceived fair pricing can enhance consumer trust in the brand, when consumers believe that the price paid matches the quality and benefits received, they are more likely to trust that the brand is reliable, thus motivating repeat purchases. Konuk (2017) emphasized that price fairness has a positive impact on trust, which directly influences repurchase intention. Similarly Kim & Im (2017) found that fair price perceptions not only enhance trust but also generate post-purchase satisfaction, which ultimately strengthens customer loyalty, based on these findings the following hypothesis is proposed: H5: Trust mediates the effect of price fairness on repurchase intention among consumers of Somethinc and Wardah skincare products.

Trust as a Mediator Between Celebrity Endorser and Repurchase Intention for Somethinc and Wardah

Trust serves as a crucial mediator in bridging the influence of celebrity endorsers on repurchase intention, as the endorser's credibility, attractiveness, and brand fit can increase consumer trust in the promoted product. Almirah & Indayani (2022) found that brand trust significantly mediates the relationship between celebrity endorsers and repurchase intention. This is consistent with the findings of Amin et al. (2025) who stated that celebrity endorsement boosts repurchase intention through brand trust, particularly in e-commerce contexts where consumer perceptions are heavily influenced by the credibility of public figures, based on these findings the following hypothesis is proposed: H6: Trust mediates the effect of celebrity endorsers on repurchase intention among consumers of Somethinc and Wardah skincare products.

Trust as a Mediator Between e-WOM and Repurchase Intention for Somethinc and Wardah

Trust is an important mediator in bridging the influence of electronic word-of-mouth (e-WOM) on repurchase intention, as credible positive reviews and testimonials in digital media shape perceptions of brand reliability. Matute et al. (2016) emphasized that the quality, quantity, and credibility of e-WOM indirectly affect repurchase intention through trust and perceived usefulness. Prayustika (2023) & Putri (2024) found that trust plays a significant mediating role in the context of products requiring high consumer confidence, such as skincare, based on these findings the following hypothesis is proposed: H7: Trust mediates the effect of electronic word-of-mouth on repurchase intention among consumers of Somethinc and Wardah skincare products.

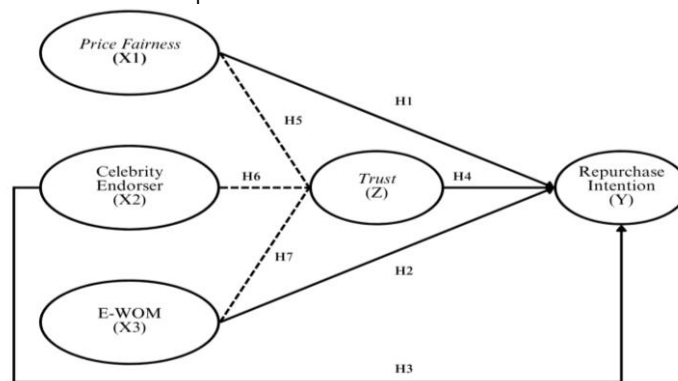


Figure 2. Conceptual Framework

Source: Rahman & Sari (2022); Yulianti & Susantim (2024) Modified

3. Research Method

This study employs a quantitative research method, as explained by Hair et al. (2021), which involves formal questions with predetermined response options. The population in this study consists of all users of Wardah and Somethinc skincare products. Data collection was conducted through an online survey using a structured questionnaire, and respondents' answers were measured using a 5-point Likert scale (where 1 indicates “strongly disagree” and 5 indicates “strongly agree”) (Sekaran & Bougie, 2016). A non-probability sampling technique, specifically purposive sampling, was adopted for the study, and the data were analyzed using Structural Equation Modeling Partial Least Squares (SEM PLS) with SmartPLS. The sample criteria include individuals who have purchased or used Somethinc and/or Wardah skincare products at least three times, reside in Semarang City and are at least 17 years old, follow the official social media accounts of Somethinc and/or Wardah, and are aware of the celebrity endorsers for these brands.

Dia & Hamid (2023) state that an appropriate sample size ranges from five to ten times the number of indicators used. With 23 indicators in this study, the required minimum sample size ranges from 115 to 230 respondents. Using a multiplier of six, the calculated sample size is 138 respondents. The final sample of 150 respondents meets this requirement. The type of data used in this study is primary data obtained directly from the respondents.

Table 1. Questionnaire Item Construction for Each Variable

Variable	Code	Statement	Indicator
Price Fairness	PRF1	The price of this product feels fair compared to its benefits.	Price Fairness
	PRF2	The price of this product is appropriate for its quality.	Price Appropriateness
	PRF3	I consider the price of this product to be reasonable.	Price Rationality
	PRF4	This brand's discounts/promotions feel fair and not misleading.	Promotion Fairness
Celebrity Endorser	CE1	The influencer matches the brand image.	Compatibility
	CE2	The influencer understands the target audience's skin needs.	Compatibility
	CE3	This influencer is trustworthy in giving skincare recommendations.	Credibility
	CE4	I believe the influencer has skincare knowledge.	Credibility
	CE5	The influencer's appearance is attractive.	Attractiveness
	CE6	The influencer's personality makes me interested in the brand.	Attractiveness
E-WOM	EWOM1	I find many online reviews about this product.	Review Quantity
	EWOM2	Consumer comments about this product are shared on many platforms.	Review Quantity
	EWOM3	I trust other consumers' recommendations about this product.	Review Credibility
	EWOM4	Review information about this product is reliable.	Review Credibility

Trust	EWOM5	Consumer reviews about this product cover all the information I need.	Review Quality
	EWOM6	Consumer reviews about this product are accurate and fact-based.	Review Quality
	TR1	I trust that this product's quality is always consistent.	Quality Consistency
	TR2	This product always meets my expectations.	Expectation Fulfillment
	TR3	I believe this product is worth its price.	Value Assurance
Repurchase Intention	TR4	I am confident that this product's ingredients are safe and tested.	Reliability & Safety
	RI1	I intend to repurchase this product within the next six months.	Repurchase Intention
	RI2	The likelihood of me buying this product again is very high.	Repurchase Probability
	RI3	I plan to continue using this product next year.	Continued Usage

4. Results and Discussion

Respondent Profile

The respondents in this study are individuals who have purchased or used Somethinc and Wardah skincare products. The selection of respondents was based on their direct involvement in purchasing or using these products.

Table 2. Respondent Profile

Characteristic	Category	Frequency	Percentage
Gender	Female	122	81.3%
	Male	28	18.7%
	Total	150	100%
Age	21–25 years	129	86.0%
	26–30 years	9	6.0%
	17–20 years	7	4.7%
	> 30 years	5	3.3%
	Total	150	100%
Occupation	University student	118	78.7%
	Entrepreneur	12	8.0%
	High school student	10	6.7%
	Employee	9	6.0%
	Housewife	1	0.7%
Monthly Expenditure	Total	150	100%
	> IDR 1,000,000	23	15.3%
	IDR 751,000 – IDR 1,000,000	40	26.7%
	IDR 501,000 – IDR 750,000	63	42.0%
	IDR 0 – IDR 500,000	24	16.0%
	Total	150	100%

Source: Processed Data (2025)

Based on the respondent profile table, the majority of respondents are female, totaling 122 individuals or 81.3%. This dominance of female respondents reflects the characteristics of the Indonesian skincare market, which is still largely influenced by female consumer preferences. In terms of age, respondents are dominated by the 21–25-year-old group, with 129 individuals (86.0%). This indicates that Somethinc and Wardah have a strong consumer base among young adults, particularly those in higher education or early in their careers.

Regarding occupation, the majority of respondents are university students (78.7%). This finding suggests that Somethinc and Wardah are the preferred choice among young academics who are highly aware of the quality of local products offered at affordable prices. In terms of monthly skincare expenditure, most respondents (42.0%) allocate between IDR 501,000 and IDR 750,000 for skincare. This shows that Somethinc and Wardah consumers are largely in the middle-income segment, with a strong awareness of investing in skincare.

Construct Validity

Convergent validity is considered adequate when standardized factor loadings are ≥ 0.50 and Average Variance Extracted (AVE) is ≥ 0.50 (Hair et al., 2017). In this study, all indicators met the minimum threshold, and the summarized results are presented in terms of loading ranges and AVE values for both Somethinc and Wardah.

Table 3. Convergent Validity Results

Construct	Somethinc		Wardah	
	Outer Loading	AVE	Outer Loading	AVE
Celebrity Endorser	0.774–0.868	0.598	0.759–0.891	0.599
E-WOM	0.704–0.813	0.608	0.677–0.838	0.654
Price Fairness	0.739–0.817	0.656	0.787–0.830	0.672
Repurchase Intention	0.812–0.884	0.713	0.769–0.867	0.698
Trust	0.784–0.838	0.651	0.786–0.877	0.702

Source: Processed Data (2025)

Based on Table 3, all factor loadings for Somethinc and Wardah exceed the recommended minimum of 0.50, with AVE values also above 0.50. These results confirm that each construct is adequately represented by its indicators, thereby establishing convergent validity for both brands.

Construct Reliability

Construct reliability is established when Cronbach's alpha (α) and Composite Reliability (CR) values are ≥ 0.70 , indicating internal consistency and stability across indicators (Hair et al., 2017).

Table 4. Construct Reliability Results

Construct	Somethinc		Wardah	
	Cronbach Alpha	Composite Reliability	Cronbach Alpha	Composite Reliability
Celebrity Endorser	0.865	0.899	0.866	0.899
E-WOM	0.871	0.903	0.895	0.919
Price Fairness	0.825	0.884	0.837	0.891
Repurchase Intention	0.798	0.882	0.783	0.873
Trust	0.821	0.882	0.858	0.904

Source: Processed Data (2025)

Based on Table 4, all Cronbach's alpha and CR values for both Somethinc and Wardah exceed the 0.70 threshold. This demonstrates that each construct has strong internal consistency, and the items reliably measure their respective latent variables.

Discriminant Validity

Discriminant validity was assessed using the Fornell Larcker criterion, which requires that the square root of AVE for each construct (diagonal values) is greater than its correlations with other constructs

Table 5. Fornell–Larcker Criterion Results for Somethinc

Construct	CE	E-WOM	PF	RI	TR
Celebrity Endorser (CE)	0.774	0.772	0.610	0.668	0.645
E-WOM (E-WOM)	0.772	0.780	0.710	0.703	0.717
Price Fairness (PF)	0.610	0.710	0.810	0.600	0.655
Repurchase Intention (RI)	0.668	0.703	0.600	0.844	0.787
Trust (TR)	0.645	0.717	0.655	0.787	0.807

Source: Processed Data (2025)

Table 6. Fornell–Larcker Criterion Results for Wardah

Construct	CE	E-WOM	PF	RI	TR
Celebrity Endorser (CE)	0.774	0.314	0.348	0.491	0.430
E-WOM (E-WOM)	0.314	0.809	0.468	0.500	0.473
Price Fairness (PF)	0.348	0.468	0.820	0.483	0.468
Repurchase Intention (RI)	0.491	0.500	0.483	0.835	0.706
Trust (TR)	0.430	0.473	0.468	0.706	0.838

Source: Processed Data (2025).

The results in Tables 5 and 6 show that, for both Somethinc and Wardah, the square root of each construct's AVE (diagonal values) is greater than its correlations with other constructs. This confirms that all constructs satisfy the Fornell Larcker criterion, thereby establishing discriminant validity. Consequently, the measurement model can be considered robust in distinguishing between different theoretical constructs.

R Square (R²)

According to Hair et al. (2017), the R² value in PLS-SEM analysis is classified into three main categories. First, if the R² value is 0.67 or higher, the construct is considered substantial, indicating that the model has very strong predictive capability. Second, if the R² value ranges from 0.33 to 0.67, the construct falls into the moderate category. Third, if the R² value is between 0.19 and 0.33, the construct is considered weak.

Table 7. R Square Somethinc and Wardah

Construct	Somethinc		Wardah	
	R-Square	R-Square Adjusted	R-Square	R-Square Adjusted
Repurchase Intention	0.673	0.664	0.576	0.564
Trust	0.571	0.562	0.358	0.345

Source: Processed Data (2025)

Based on the table above, the R² value for Repurchase Intention in Somethinc is 0.673, which falls into the substantial category, indicating strong predictive ability. In comparison, the R² value for Repurchase Intention in Wardah is 0.576, which is in the moderate category. The R² value for Trust in Somethinc is 0.571, which is also classified as moderate. Meanwhile, the R² value for Trust in Wardah is 0.358, which likewise falls into the moderate category.

Hypothesis Testing

Hypothesis testing in PLS-SEM is conducted using the bootstrapping method (Hair et al., 2017) where the relationship between constructs is considered significant if the T-statistic > 1.96 and the p-value < 0.05.

Table 8. Results of Direct Hypothesis Testing for Somethinc and Wardah

Path Analysis	Somethinc		Wardah	
	P-value	Result	P-value	Result
Price Fairness → Repurchase Intention	0.803	Rejected	0.087	Rejected
Celebrity Endorser → Repurchase Intention	0.042	Accepted	0.022	Accepted
E-WOM → Repurchase Intention	0.110	Rejected	0.080	Rejected
Trust → Repurchase Intention	0.000	Accepted	0.000	Accepted

Source: Processed Data (2025)

The table above shows that Price Fairness and E-WOM have no significant direct effect on Repurchase Intention for both Somethinc and Wardah skincare products. In contrast Celebrity Endorser and Trust are proven to have a significant effect on Repurchase Intention for both brands.

Table 9. Mediation Hypothesis Testing for Somethinc and Wardah

Path Analysis	Somethinc		Wardah	
	P-value	Result	P-value	Result
Price Fairness → Trust → Repurchase Intention	0.038	Accepted	0.027	Accepted
Celebrity Endorser → Trust → Repurchase Intention	0.025	Accepted	0.047	Accepted
E-WOM → Trust → Repurchase Intention	0.004	Accepted	0.030	Accepted

Source: Processed Data (2025)

The table above highlights the role of Trust as a mediating variable in the relationships between Price Fairness, Celebrity Endorser, and E-WOM on Repurchase Intention. The results show that all mediation hypotheses are accepted. Trust successfully demonstrates its role as a key mediator that strengthens the relationship between the exogenous variables (Price Fairness, Celebrity Endorser, and E-WOM) and the endogenous variable (Repurchase Intention). Although Price Fairness and E-WOM do not have a significant direct effect, their indirect effects through Trust contribute substantially to increasing repurchase intention among Somethinc and Wardah skincare consumers.

Discussion

The Effect of Price Fairness on Repurchase Intention

Based on the results indicate that price fairness does not significantly influence repurchase intention. This finding is consistent with Sari and Astuti (2024), who concluded that perceived fairness in pricing does not directly generate consumer loyalty, and with Wahyuni and Hidayat (2023), who showed that the effect of price perception only becomes meaningful when mediated by satisfaction. Wibowo and Hidayat (2023) similarly argued that fairness matters only when consumers perceive prices as proportional to the quality received, whereas Suhaily and Soelasih (2017) found a direct effect in other product contexts. The insight that can be drawn from this study is that both Wardah and Somethinc cannot depend on price fairness alone to encourage repeat purchases. For Wardah, affordability must be reinforced with consistent product quality, while Somethinc needs to justify its relatively higher prices through ingredient transparency and evidence-based communication.

The Effect of Celebrity Endorser on Repurchase Intention

Based on the results of this study,celebrity endorsement significantly increases repurchase intention. This result supports Almirah and Indayani (2022) and Amin et al. (2025), who showed that endorsements enhance brand trust and reduce uncertainty. The consistency of this finding demonstrates that consumers respond to public figures as validators of credibility and quality. The insight that can be drawn is that Wardah achieves stronger impact when selecting endorsers who embody religious and cultural values that reinforce its halal identity, while Somethinc benefits more from science- and trend-oriented influencers who connect with Gen Z's preference for authenticity and expertise.

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

The findings demonstrate that E-WOM does not directly affect repurchase intention. Instead, its role appears to shape expectations rather than guarantee repeat purchasing behavior. This is consistent with Al-Haddad et al. (2022), who showed that reviews are more influential in the pre-purchase phase, and with Wulandari and Hidayat (2023), who emphasized that actual product experience determines loyalty. The insight that can be drawn is that Wardah can use online reviews to highlight affordability and halal credibility, but consumer loyalty will only emerge if product performance meets expectations. For Somethinc

online discussions about ingredients and efficacy resonate with Gen Z, yet reviews alone are insufficient unless validated by consistent product outcomes.

The Effect of Trust on Repurchase Intention

The results identify trust as the strongest driver of repurchase intention for both brands. This finding supports Lee et al. (2011), who regarded trust as the foundation of loyalty, and Pratama and Yuniarto (2024), who highlighted its central role in high-involvement categories such as skincare. The study confirms that consumers continue purchasing only when they feel confident about safety, quality, and reliability. The insight that can be drawn is that Wardah strengthens loyalty by building trust through halal certification and affordability, which align with cultural acceptance, while Somethinc develops loyalty by emphasizing science-based claims, transparent labeling, and active digital engagement. Both brands demonstrate that long-term repurchase behavior is sustained only when trust is firmly established.

The Role of Trust in Mediating the Effect of Price Fairness on Repurchase Intention

The findings show that trust significantly mediates the relationship between price fairness and repurchase intention. This suggests that fair pricing only translates into loyalty when consumers believe that the brand consistently delivers quality, safety, and value. Such evidence aligns with Konuk (2017) and Kim and Im (2017), who argued that fairness in price enhances post-purchase satisfaction only through increased trust. The insight that can be drawn is that Wardah must emphasize affordability alongside its halal integrity to strengthen trust, while Somethinc should justify its pricing through transparency of ingredients and scientific validation, which reassures consumers that the price reflects tangible product benefits.

The Role of Trust in Mediating the Effect of Celebrity Endorser on Repurchase Intention

From this findings it confirms that celebrity endorsement exerts its influence on repurchase intention both directly and indirectly through trust. This is consistent with Almirah and Indayani (2022) as well as Amin et al. (2025), who found that celebrities contribute to loyalty primarily when they are perceived as credible and trustworthy. In this study, trust emerges as the psychological mechanism that converts celebrity appeal into sustained consumer commitment. The insight that can be drawn is that Wardah should select endorsers who embody religious and cultural values to reinforce halal assurance, whereas Somethinc benefits more from science-driven and relatable influencers who build trust through perceived expertise and authenticity.

The Role of Trust in Mediating the Effect of E-WOM on Repurchase Intention

The results demonstrate that electronic word-of-mouth (E-WOM) affects repurchase intention only when mediated by trust. Reviews and testimonials shape initial perceptions, but repeat purchasing occurs only when these signals are validated by consumer confidence in brand reliability. This finding is consistent with Matute et al. (2016) and Prayustika (2023), who showed that credibility and quality of E-WOM influence loyalty indirectly through trust. The insight that can be drawn is that Wardah can strengthen loyalty when positive online reviews highlight affordable quality and halal assurance, while Somethinc leverages active online communities that discuss ingredients and product efficacy to build transparency-driven trust among Gen Z consumers.

5. Conclusion

Based on the results of this study, seven conclusions can be drawn as follows: First, the findings show that price fairness has no significant effect on repurchase intention among Somethinc or Wardah consumers. The p-value of 0.803 for Somethinc and 0.087 for Wardah ($p > 0.05$), with path coefficients of 0.021 and 0.112 respectively, indicate that price fairness is not a primary factor in driving repeat purchases. This suggests that consumers may not prioritize price fairness as a decisive factor when deciding whether to repurchase from these brands.

Second, the analysis results indicate that celebrity endorsers have a positive and significant effect on repurchase intention for both brands. The p-value of 0.042 for Somethinc and 0.022 for Wardah ($p < 0.05$) confirms the significance of this influence. The presence of credible celebrities can enhance brand image, build trust, and strengthen perceptions of product quality, thereby encouraging consumers to make repeat purchases. This suggests that celebrity endorsements play a crucial role in consumer decision-making, especially in the beauty industry.

Lastly, E-WOM has no significant direct effect on repurchase intention, as shown by the p-value of 0.110 for Somethinc and 0.080 for Wardah ($p > 0.05$). This indicates that the direct correlation between E-WOM and repurchase intention is not statistically significant for either brand. However, Trust plays a significant mediating role between price fairness and repurchase intention, with p-values of 0.038 for Somethinc and 0.027 for Wardah ($p < 0.05$),

and coefficients of 0.147 and 0.125 respectively. This proves that fair price perception can only drive repurchase when consumers trust the product's quality, feel confident in its ingredients, and believe in the brand's integrity. Trust also significantly mediates the effect of celebrity endorsers on repurchase intention, with p-values of 0.025 for Somethinc and 0.047 for Wardah ($p < 0.05$). Finally, E-WOM significantly affects repurchase intention only through Trust, with p-values of 0.004 for Somethinc and 0.030 for Wardah ($p < 0.05$), confirming that trust is the key mechanism that strengthens consumer confidence and motivates repurchase decisions.

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