The Mediating Role of Brand Image in the Influence of Influencer Credibility and E-WoM on Repurchase Intention of Skincare Products in Denpasar City

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Abstract

Increasing women's awareness of the importance of appearance and self-image, especially in the professional world has encouraged the use of skincare products as part of personal branding and professionalism strategies. Products such as Wardah (a local brand) and Skintific (a global brand) are among the top choices for costumers. The purpose of this study is to examine the influence of influencer credibility and electronic word of mouth (e-WOM) on the intention to repurchase skincare products, either directly or through the mediation of brand image. The study also aims to identify any differences in repurchase intention between the two brands in the skincare product category. The theoretical framework used is the Stimulus-Organism-Response (S-O-R) model, with influencer credibility and e-WOM as the stimuli, brand image as the organism, and repurchase intention as the response. This research adopts a quantitative approach with a causal-associative design, using questionnaire-based surveys. The population consists of users of Wardah and Skintific products in Denpasar City who have purchased the products at least once in the past six months. As the population is considered infinite, sampling was conducted using a non-probability purposive sampling technique. A total of 150 respondents were selected based on specific criteria. The questionnaire was distributed online via Google Forms, and the data were analyzed using the SEM-PLS method. The results show that influencer credibility does not have a significant effect on either repurchase intention or brand image. In contrast, e-WOM has a positive and significant effect on both variables. Brand image plays an important role in increasing repurchase intention and partially mediates the relationship between e-WOM and repurchase intention but does not mediate the relationship between influencer credibility and repurchase intention. Additionally, there is no significant difference in repurchase intention between users of Wardah and Skintific. These findings highlight the critical role of customer reviews in shaping brand perception and repurchase behavior in the skincare industry.

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1 Introduction

Attention to appearance is a priority for many women, along with the growing awareness of the importance of self-image in social and professional life. Good physical appearance is not only seen as an aesthetic factor but also as an element that influences others' perception of a person's personality, competence, and credibility (Smith & Brown, 2020). Awareness of the importance of self-care encourages an increase in the use of *skincare* products among women. A study from Park & Lee (2021) found that *skincare* not only serves to improve aesthetics, but also serves as a symbol of discipline and cleanliness that contributes to the way others judge one's professionalism.

The increasing need for *skincare* in the community, especially among women, to support their appearance in the world of work, has created great opportunities for business people in the beauty industry. This ever-increasing demand is driven by the changing consumption patterns of modern women who prioritize personal care products as part of personal branding and skin health investments. According to *a report by Euromonitor International* (2021), the global *skincare* industry is experiencing significant growth, with the working women segment being one of the potential markets. In Indonesia, this phenomenon can also be seen from the increase in sales of beauty care products, which reached IDR 8.9 trillion in the first quarter of 2024, an increase of 42% compared to the same period the previous year (Databoks Katadata, 2024).

This trend shows that people are increasingly looking for products that are not only aesthetically effective but also capable of protecting against external factors such as pollution and UV rays. Competition between *skincare brands* is becoming increasingly fierce, with brands trying to capture consumers' attention through innovation and effective marketing strategies. One interesting example is the comparison between *Skintipic*, a global *skincare* brand, and *Wardah, a* local brand that has been present in the Indonesian market for a long time. *Skintific* is a Canadian skincare brand and launched its products for the first time in Indonesia in 2021. As for the local brand that is of concern, Wardah, which has the advantage of presenting cosmetic products that suit the needs and preferences of Indonesian consumers who understand the characteristics of skin and tropical climate in Indonesia (Mahatama & Wardana, 2021).

These two brands have their own advantages that appeal to consumers with different preferences, the advantages of these two products can also be seen through limited survey data conducted by researchers and top skincare brand data in Indonesia. The author conducted a limited survey using 5 *skincare brands,* namely *Skintific, Wardah,* The Originote, Ms Glow, and Somethinc. The results of a limited survey of 50 *skincare users,* which were conducted using five *skincare brands*, namely *Skintific, Wardah,* The Originote, Ms Glow, and Somethinc, found that 55.3% of respondents used *Skintific,* while 26.3% used *Wardah.* Data shows *that skincare* brands *Skintific* and *Wardah* dominate the five *brands* above.

Based on these data, it has an influence on the high interest of people in buying *Skintific* and *Wardah* products, apart from having good product quality, also influenced by effective online marketing strategies, especially through the use of *influencers* with high credibility. Influencer credibility, which includes expertise, trust, and appeal, plays a crucial role in shaping consumers' positive perception of a product, thus driving intent to buy again. Research by Sokolova & Kefi (2019) shows that *influencers* who are considered trustworthy, experienced, honest, and expert can influence the attitudes and behaviors of their audiences, including buying interest. In addition, Adrianto & Kurnia (2021) found that influencer credibility plays a role in shaping consumer trust in brands, which ultimately increases repurchase intent.

According to a study conducted by Susanti (2020), consumer trust in *influencers* has a positive influence on purchase intent, which can also have an impact on repurchase intention. Several studies show that influencer credibility does not always have a significant influence on the intention to repurchase *skincare products*. Research by Cahyadiningrum & Rahardjo (2023) found that influencer credibility does not have a significant effect on purchase intent on body care products. Other research shows that marketing through *influencers* does not have a significant impact on the purchase intention *of certain skincare* products. These findings show that there is a research gap regarding the influence of influencer credibility on the intention to repurchase *skincare* products, so it is necessary to review other factors that can influence repurchase decisions.

Another factor that plays an important role in repurchase decisions is *electronic word-of-mouth* (e-WoM). The development of digital technology has made e-WoM one of the main sources of information for consumers in assessing the quality and benefits of a product. Reviews, comments, and testimonials from users on platforms such as *Google Review*, Shopee, and Tokopedia provide direct *insight* into consumer experience of *skincare products* such as *Wardah* or *Skintific*. Thus, understanding the influence of e-WoM on repurchase intent becomes increasingly relevant in this study e-WoM plays an important role in forming a positive attitude towards brands, which drives purchase intent and

repurchase intent. Although the use of *influencers* and e-WoM is becoming increasingly popular in *skincare marketing*, not all of these strategies are effective in encouraging consumer repurchase intent. According to Nugroho et al. (2022), revealed that influencer credibility does not always have a significant influence on repurchase intentions. So that the variable that can be used as a mediator between influencer credibility and e-WoM is the brand image variable (Ayu et al., 2020).

Based on the above background, although there have been many studies that have discussed influencer credibility and e-WoM as an important role in influencing consumer repurchase intentions, both directly and through brand image. However, previous studies have shown that there is variation in the influence of these two variables on repurchase intentions, especially in local *skincare* products. Therefore, it is important to conduct further research to find out the influence of variables and their mediation role is (Yao et al., 2025).

Literature Review and Research Hypothesis

S-O-R Theory

The S-O-R theory is *Stimulus-Organism-Response*. The principle of this theory is that the response is the response of the individual when receiving stimuli from the media. One can expect or estimate an effect relationship between mass media messages and *audience* reactions. It can also be said that the effect caused is a special reaction to *the response stimulus*, so one can expect and estimate the correspondence between the message and the communicator's reaction. (Huda, 2019).

Hierarchy of Effects Model

According to Kotler & Keller (2021), this Hierarchy of Effects model was created to show the process, or steps, that make advertisers assume that consumers go through the purchase process more clearly. According to the Hierarchy of Effects model, from seeing an ad to making a purchase, consumers always follow a very regular flow of the process. Consumer decision-making in buying and consuming certain products/brands begins with awareness or introduction to the product.

Brand Image

Brand image is a description of the alliance and buyer's trust in a particular brand (Tjiptono, 2019:49). According to Kotler & Keller (2021), brand image is the impression that the customer's brain has about a brand comes from the experience of a particular brand that creates a brand image in the consumer's mind. A positive image of consumers is very likely to buy the brand again, and can be a foundation for companies to grow a positive company image (Wardhana, 2022).

Influencer Credibility

The concept of influencer credibility plays an important role in the field of marketing. Credibility is *a* characteristic of a person who is able to influence the audience according to the persuasive message conveyed. Influencer credibility can be stated as the audience's perception of the quality of one's communication (Sokolova & Kafi, 2019). The function of influencer credibility is to be able to encourage consumer reactions related to endorsement brands, where their credibility is an efficiency aspect of *the use of influencers* (Kinasih, 2021).

Electronic word of mouth (E-WoM)

Electronic word of mouth (E-WoM) refers to every positive or negative opinion from potential consumers, regular consumers, and former consumers regarding a product or service marketed by a company that is disseminated via the internet (Puteri & Djuwita, 2021). E-WoM has an important role in influencing the formation of consumer attitudes and behaviors. It is also mentioned that E-WoM has a strong influence on purchases compared to other traditional communication media such as advertising and the purchase of editorial recommendations (Pamunggar, 2023).

Repurchase intention

Repurchase intention is the action of consumers to buy or not to buy a product (Kotler & Keller, 2021). Repurchase intent (repurchase intent) is defined as a reaction from customers to an object that shows the customer's desire to make a repeat purchase (Agustina & Julitriarsa, 2021). Repurchase intent is included among the most important factors in consumer purchase decisions specifically, consumers who make repeat purchases, namely customers who make purchases twice, three times, and repeatedly—are consumers who already have an emotional and functional bond to the brand (Renaningtyas et al., 2022).

The influence of influencer credibility on repurchase intention

Credibility can affect which content will be seen or ignored by media users on social media. This is related to the internalization process, namely the credibility of influencers that can make media users share the same values and attitudes as influencers (Sokolova & Kefi, 2019). Research conducted by Alfiana & Na'im (2023) shows that there is a significant influence on influence of influencer credibility involvement on repurchase intentions. Research shows that factors such as trustworthiness, attractiveness, and expertise from influencers strengthen consumers repurchase intent (Suriyadi, 2021; Permana & Astuti, 2025). Influencers who have a good reputation and high engagement tend to increase brand loyalty and repurchase interest (Aprilia & Arifin, 2023; Hebrani et al., 2024). Other research shows that influencer credibility does not significantly affect repurchase intent if it is not supported by other variables such as brand image or trust (Wijayanti et al., 2024).
H1: The credibility of influencers has a positive and significant effect on repurchase intentions.

The effect of e-WoM on repurchase intention

Research by Lăzăroiu et al. (2020) shows that electronic word of mouth (e-WOM) plays an important role in shaping consumer repurchase intentions through its influence on consumer attitudes, satisfaction, and trust in the context of social commerce. Setiawan & Maulana (2024) also emphasized that e-WOM has a significant effect on the intention to repurchase local products, mediated by customer satisfaction, so that satisfied consumers tend to recommend products and make repeat purchases. Research according to Putri & Hasib (2022) shows that there is a positive and significant influence of e-WOM on repurchase intentions. Other research, according to Sari et al. (2021) shows that there is a positive and significant influence of e-WOM on repurchase intentions. Research shows that e-WOM helps increase consumer trust, satisfaction, and loyalty, which ultimately drives repurchase intent (Ekawati et al., 2023; Adinda & Sari, 2024). However, there is research that states that e-WOM has a positive but not significant effect on repurchase intent (Riansyah et al., 2023).
H2: E-WOM has a positive and significant effect on repurchase intentions.

The influence of influencer credibility on brand image

Influencer credibility, including aspects of expertise, trust, and appeal, contributes significantly to building a strong brand image among consumers (Alfiannor, 2024; Marendra & Wicaksono, 2022). Some studies have also shown that collaborating with influencers who have relevant values and audiences can increase consumer trust in brands and generate positive brand perception (Rahmawati et al., 2024). Research by Hermanda et al. (2019) shows that social media influencers play a role as a third party who provides product recommendations through social media, so that they can influence consumer perceptions, attitudes, and behaviors in building brand image. Meanwhile, research by Zaharani et al. (2021) revealed that in the context of micro-influencers, credibility attributes such as attractiveness, expertise, and trust have a significant influence on brand image, which then drives consumer purchase intent. In line with that, Nugroho et al. (2022) emphasized that strong influencer credibility is able to increase brand image in the eyes of Gen Z, especially in the cosmetics industry, so that it mediates the influence on purchase intentions. In addition, ÇELİK, (2022) found that influencer attraction has an important role as a moderator in influencing brand image on brand loyalty, strengthening the emotional connection between consumers and advertised brands.
H3: The credibility of influencers has a positive and significant effect on brand image.

The influence of e-WoM on brand image

Putra et al. (2020) show that e-WOM shapes consumers' positive perception of brands, which ultimately influences purchase intent. Kadek et al. (2020) found that e-WOM has a significant influence on brand image, where the positive perception formed through e-WOM will improve the brand image in the eyes of consumers. Research shows that consistent positive reviews are able to strengthen a brand image by creating consumer trust and preference for certain products or services (Muthi & Utama, 2023; Rahmawati et al., 2024). However, some studies show that e-WoM alone is not enough to build a strong brand image without the support of other factors such as product quality or consumer experience (Purwianti, 2021). Other studies have also highlighted that the effects of e-WoM can differ depending on the intensity of social interaction and the relevance of the message conveyed (Rahmadhani & Widodo, 2023).
H4: e-WOM has a positive and significant effect on brand image.

The influence of brand image on repurchase intention

Brand image is how consumers perceive and trust a brand that is embedded in their minds. Research by Fatmalawati & Andriana (2021) shows that brand image has a significant influence on the interest in repurchasing cosmetic products of PT. Paragon Technology and Innovation, where consumers' positive perception of the quality and excellence of the brand encourages them to continue to choose the product. Setiawan & Maulana (2024) affirm that brand image significantly affects e-WOM and customer satisfaction, which ultimately has a strong impact on repurchase intent. In addition, (Sunarwia et al., 2023) Atdriansyah et al. (2023) confirmed that brand image affects the intention to repurchase Somethinc products, emphasizing the importance of strengthening brand perception in the eyes of consumers. Zaharani et al. (2021) also show that brand image can significantly increase consumer repurchase interest.
H5: Brand image has a positive and significant effect on repurchase intention.

The role of brand image mediates the influence of influencer credibility on repurchase intention

Brand image strengthens the influence of influencer credibility by creating a positive perception of the brand, which influences consumer preferences and loyalty (Muthi & Utama, 2023). Zaharani et al.'s (2021) research states that in local culinary products, brand image strengthened by influencer credibility drives repurchase interest significantly. Kamil & Albert (2020) in a study on the Sushi Masa Jakarta restaurant found that authentic images formed through positive influencer reviews influenced repurchase decisions, despite challenges such as price and location. Meanwhile, Maharani et al. (2021) highlight the importance of positive attitudes towards brands formed through endorsements, which strengthen repurchase intentions in the cosmetics market. Finally, Cut Nurvajri et al. (2022) concluded that while the direct influence of influencers on repurchase intent is not always significant, brand image is a key element that connects the two by leveraging customer satisfaction as a driver.
H6: Brand image mediates positively and significantly the influence of influencer credibility on repurchase intention.

The role of brand image mediates the influence of e-WoM on repurchase intention

Research shows that e-WoM influences consumer perception of brands by creating trust and loyalty, which in turn amplifies its influence on repurchase intent (Muthi & Utama, 2023). Zaharani et al. (2021) show that e-WOM managed by micro-influencers effectively builds a positive brand image, which ultimately encourages the repurchase of local culinary products on social media. Nugroho et al. (2022) also mentioned that e-WOM, along with influencer credibility, influences brand image, which is a bridge to repurchase loyalty among Gen Z. Finally, Atdriansyah et al. (2023) confirmed that the indirect influence of e-WOM on repurchase intentions through brand image is significant on Somethinc products, demonstrating the importance of online communication strategies in creating a strong brand perception.
H7: Brand image mediates positively and significantly the influence of e-WOM on repurchase intention.

Difference Test

A comparison between two brands of skincare products, in this case, a global (Skintific) and a local (Wardah) brand, becomes important to identify the extent of the difference in the customer's repurchase intent. In the context of two different brands, repurchase intent is influenced not only by previous experience but also by brand positioning,

promotional strategies, and consumer perception of the value offered (Chandra et al., 2021). Previous research conducted by Suetrong (2023) on the cosmetics industry in Thailand showed that there was a significant difference in repurchase intentions between two local brands caused by differences in trust and perceived usefulness. Meanwhile, Saran & Swamy (2018) state that the perception of the uniqueness and emotional quality of a brand significantly influences repeat purchase intentions.

H8: There is a significant difference in repurchase intention between Skintific customers and Wardah customers.

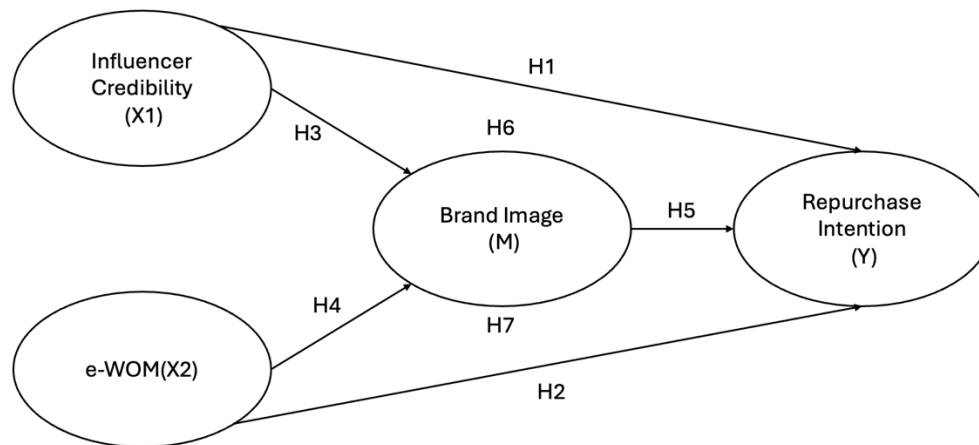The conceptual relationship between research variables can be described as in Figure 1.

Figure 1. Conceptual Framework

2   Materials and Methods

Sample and Sampling Method

This study employed a sample of 150 cosmetic product users in Denpasar City, consisting of 82 users of the Skintific brand and 68 users of the Wardah brand. The sample was selected using a purposive sampling method, and data were collected through a questionnaire distributed via Google Forms on the WhatsApp and Instagram platforms.

Data Collection and Analysis Procedure

Before distribution, an instrument validity and reliability test was conducted. The validity results showed a Product-Moment correlation coefficient ranging from 0.668 to 0.856, which is considered valid as each item had a significance value below 0.05. The reliability test yielded Cronbach's Alpha coefficients between 0.791 and 0.866, indicating that all variables are reliable, as the values exceeded the threshold of 0.70.

Research Instrument Feasibility Test

Based on the results obtained, all indicators demonstrate correlation values above 0.60, and each variable has a Cronbach's Alpha value exceeding 0.70. These findings indicate that all variables and indicators used in this study are both reliable and valid, making them suitable for further analysis.

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The collected data were then analyzed both descriptively and inferentially using the SEM-PLS method. The analysis was conducted in two main stages: (1) evaluation of the measurement model (*outer model*), which assesses the validity and reliability of the constructs, and (2) evaluation of the structural model (*inner model*), which tests the relationships between latent variables and examines the proposed hypotheses.

3 Results and Discussions

3.1 Result

This study uses the PLS-SEM method with the help of SmartPLS 3.0 software. Model evaluation is carried out in two stages, namely: Measurement Model Evaluation and Structural Model Evaluation.

Evaluation of Measurement Models (Outer Model)

The measurement model is evaluated based on validity and reliability. Validity assessments for reflective indicators were conducted through convergent validity and discriminant validity, while reliability was assessed using composite reliability (Hair et al., 2017).

Convergent Validity

Convergent Validity is used to measure the extent to which a construct is positively correlated with other indicators in the same construct (Hair et al., 2017). The outer loading value is considered to meet the requirements for convergent validity if it has a value of > 0.70. Based on the results of the analysis in Table 1, all indicators have a loading factor value above 0.708, so it can be concluded that all indicators of the research variables are valid convergently.

Table 1
Convergent Validity Result

No		Influencer Credibility (X1)	e-WOM (X2)	Brand Image (M)	Repurchase Intent (Y)
1	**X1.1**	0,830			
2	**X1.2**	0,887			
3	**X1.3**	0,739			
4	**X2.2**		0,791		
5	**X2.2**		0,841		
6	**X2.3**		0,743		
7	**X2.4**		0,823		
8	**X2.5**		0,837		
9	**M.1**			0,839	
10	**M.2**			0,854	
11	**M.3**			0,825	
12	**Y.1**				0,856
13	**Y.2**				0,872
14	**Y.3**				0,810
15	**Y.4**				0,750

Discriminant Validity

Discriminant validity in this study was assessed using the Fornell-Larcker Criterion approach. The Fornell-Larcker Criterion is obtained by comparing the root value of the Average Variance Extracted (√AVE) with the correlation value between constructs.

Table 2
Discriminant Validity

No		Influencer Credibility	e-WOM	Brand Image	Repurchase Intent
1	Influencer Credibility	0,821	0,709	0,569	
2	e-WOM		0.808	0,766	
3	Brand Image			0.840	
4	Repurchase Intent	0.703	0.741	0.703	0.823

This shows that each construct, namely brand image, e-WOM, influencer credibility, and repurchase intention, has a good uniqueness, and there is no overlap between constructs. Thus, all constructs in this study are declared to meet *the requirements of discriminant validity*, so that the research model can be continued to the evaluation stage of the structural model (*inner model*).

Composite Reliability

A variable is considered reliable if *Cronbach's Alpha* and *composite reliability* values > 0.70.

Table 3
Cronbach's alpha dan *Composite Reliability*

No		Cronbach's Alpha	Composite Reliability
1	Influencer Credibility	0,791	0,877
2	e-WOM	0,866	0,904
3	Brand Image	0,759	0,861
4	Repurchase intent	0,841	0,894

All variables in this study showed good results, influencer credibility had a Cronbach's Alpha value of 0.791 and composite reliability of 0.877, e-WOM had a Cronbach's Alpha value of 0.866 and composite reliability of 0.904, brand image had a Cronbach's Alpha value of 0.759 and composite reliability of 0.861, repurchase intention had a Cronbach's Alpha value of 0.841 and composite reliability of 0.894.

Evaluation of Measurement Model (Inner Model)

The structural model (inner model) is a model to predict causal relationships between variables. In PLS, it is evaluated using the R-Square model for the dependent construct, the path coefficient value, or P-values, for each path for the significance test between constructs in the structural model. The R-Square value means the better the prediction model of the proposed research model. Then the next is the path coefficient estimate, which is estimated value for the path relationship in the structural model obtained by the bootstrapping procedure.
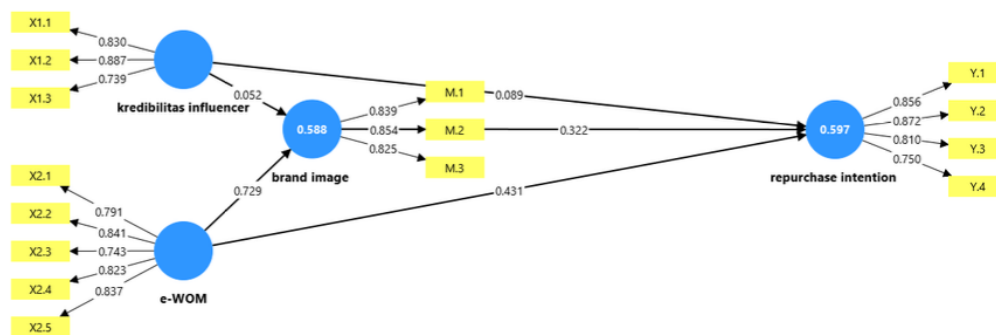

Figure 2. SEM-PLS Model Results

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The higher the R-squared value, the better the model's ability to predict endogenous variables. In addition, the estimated value of the path coefficient is obtained through a bootstrapping procedure to see the strength and direction of influence between constructs in the structural model.
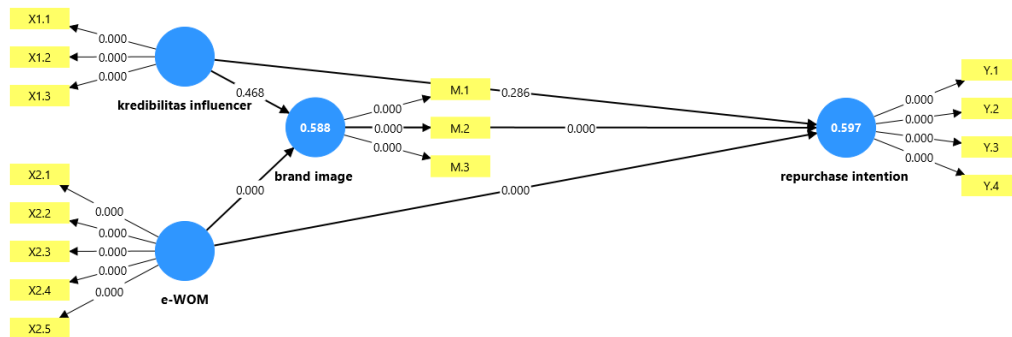

Figure 3. Results of Inner Model

The results of the bootstrapping test above will be explained in more detail as follows.

R-Square

The determination coefficient (R-square) is used to see how much influence independent variables have in explaining variations of dependent variables within the model. The higher the R-square value, the greater the proportion of variation of the bound variable that can be explained by the free variable.

Table 4
Determination Coefficient Test Results (R^2)

	R-square	R-square adjusted
Brand image	0,588	0,583
Repurchase Intent	0,597	0,588

The R-square value for the brand image variable is 0.588. This means that 58.8% of the variation in brand image can be influenced by the variables that affect it in the model (i.e. e-WOM and influencer credibility), while the R-square value for the repurchase intent variable is 0.597, which means that 59.7% of the variation in repurchase intent can be explained by the brand image, e-WOM, and influencer credibility variables.

Q-Square predictive relevance

Based on the value of the determination coefficient that has been obtained, *the predictive relevance* (Q²) value can be calculated using the following equation:

$Q^2 = 1-((1-R^2_{\text{brand image}})(1-R^2_{\text{repurchase intention}}))$
$Q^2 = 1- ((1-0,588)(1-0,597))$
$Q^2 = 1-(0,412 \times 0,403)$
$Q^2 = 0,834$

A *Q²* value greater than 0 indicates that the model has good predictive relevance, meaning that the model can explain most of the variance in endogenous variables. Based on the results of the above calculations, the *Q²* value of 0.834 is obtained, which means it is greater than 0 (zero) which has a range of 0 < Q2 < 1, indicating that this research model has good predictive relevance. Thus, the model is feasible to use to predict brand image variables and repurchase intentions.

Path Coefficient

Table 5
Path Coefficient

No	Hypothesis	Path Coefficient	t-*statistics*	p-*values*	Information
1	Influencers Credibility → Repurchase Intent	0,089	1,067	0,286	Insignificant
2	e-WOM → Intention to Repurchase	0,431	4,348	0,000	Significant
3	Influencer Credibility → Brand Image	0,052	0,726	0,468	Insignificant
4	e-WOM → Brand Image	0,729	3,803	0,000	Significant
5	Brand Image → Repurchase Intention	0,322	3,803	0,000	Significant

In this study, the direct relationship between exogenous variables (influencer credibility and e-WOM) and endogenous variables (brand image and repurchase intent) was evaluated through the path coefficient value, which shows the direction and strength of influence between variables. If the p-value is ≤ 0.05, then the relationship between variables is considered significant.

Table 6
Specific Indirect Effect

No	Hypothesis	*Original sample* (O)	T *statistics* (|O/STDEV|)	*P values*
1	Influencer credibility -> brand image -> repurchase intent	0.017	0.717	0.473
2	e-WOM -> brand image -> repurchase intention	0.235	3.318	0.001

The results of the indirect influence test showed that brand image plays a significant mediator in the relationship between e-WOM and repurchase intention. This can be seen in Table 6, where the p-value = 0.001 < 0.05 and the t-statistic value = 3.318 > 1.96, so that the relationship between e-WOM and repurchase intention through brand image is declared significant.

Table 7
Mediation Test Result

Variable	Information	Conclusion
Influencer credibility (X1) -> brand image (M) -> repurchase intent (Y)	Insignificant	*No Mediation*
e-WOM (X2) -> brand image (M)-> repurchase intention (Y)	Significant	*Partial Mediation*

The results of the indirect effect test in Table 5.13 show that the path influencer credibility → brand image → repurchase intention is not significant (p = 0.473; t = 0.717), indicating no mediation by brand image. In other words, brand image does not mediate the influence of influencer credibility on repurchase intention. In contrast, the path e-WOM → brand image → repurchase intention is significant (p = 0.001; t = 3.318), indicating partial mediation. This means brand image partially mediates the effect of e-WOM on customers' repurchase intentions.

Table 8
Different Test Results

Brand	N	*Mean*	Std. Dev	Sig. (2-tailed)	Conclusion
Wardah	68	4,1801	0,546		
Skintific	82	4,0122	0,738	0,122	no significant difference
	Difference Test				

A differential test was carried out to find out whether there was a significant difference between the repurchase intention of Wardah and *Skintific* brand customers. Based on the results *of the Group Statistics* analysis, the average (*mean*) repurchase intention for the *Wardah* group is 4.1801 with a standard deviation of 0.54609, while for *the Skintific*

group, the average is 4.0122 with a standard deviation of 0.73797. This shows that descriptively, the average repurchase intention score of *Wardah* consumers is higher than that of *Skintific consumers*.

Furthermore, based on the results of *the Independent Samples Test*, a significance value (*Sig. 2-tailed*) was obtained of 0.122 for the assumption *of equal variances assumed*, and of 0.112 for *equal variances not assumed*. This significance value is greater than 0.05, so it can be concluded that there is no significant difference between the repurchase intention of *Wardah* and *Skintific* consumers. In other words, although on average *Wardah* consumers show higher repurchase intentions, the difference is not statistically significant.

Hypothesis Testing

Influencer credibility has no significant effect on brand image or repurchase intention of Wardah or Skintific skincare products, while electronic word of mouth (e-WOM) has a positive and significant effect on both, with brand image proven to mediate the influence of e-WOM but not mediate the influence of influencer credibility, and there is no significant difference in repurchase intention between the two brands.

e-WOM has a positive and significant effect on the intention to repurchase skincare products, with a path coefficient value of 0.431, t-statistic of 4.348, and p-value of 0.000. Since the p-value $\leq$ 0.05 and the t-statistic > 1.96, this hypothesis is accepted, which means that the more positive the customer's perception of e-WOM, the greater their tendency to repurchase skincare products.

The credibility of influencers had no significant effect on brand image, with a p-value of 0.468 (> 0.05) and a t-statistic of 0.726 (< 1.96). Although the path coefficient (β) of 0.052 indicates a positive relationship direction, the effect is weak and not statistically significant. Thus, this hypothesis is not supported by data and is declared unacceptable in this study.

e-WOM has a positive and significant effect on the brand image of skin care products, with a path coefficient value of 0.729, t-statistic of 11.149, and p-value of 0.000. Since p $\leq$ 0.05 and t > 1.96, this relationship is statistically significant. This means that the more positive the consumer perception of e-WOM, the stronger the brand image formed, so this hypothesis was accepted in this study.

Brand image has a positive and significant effect on the intention to repurchase skin care products, with a path coefficient of 0.322, t-statistic of 3.803, and p-value of 0.000. Since the p-value $\leq$ 0.05 and the t-statistic > 1.96, this relationship is statistically significant. This means that the more positive the consumer's perception of the brand image, the higher their tendency to make a repeat purchase. Thus, this hypothesis is accepted in this study.

Indirect Impact Testing

Brand image did not significantly mediate the influence of influencer credibility on repurchase intention, with a path coefficient value of 0.017, t-statistic of 0.717, and p-value of 0.473 (> 0.05). This means that brand image does not play a mediator role in the relationship, so this hypothesis is not accepted in this study.

Brand image significantly mediated the influence of e-WOM on the intention to repurchase skin care products, with a path coefficient of 0.235, t-statistic of 3.318, and p-value of 0.001. Because the p-value < 0.05, this hypothesis is accepted, which means that the more positive the consumer perception of e-WOM, the stronger the brand image formed, thereby significantly increasing customers repurchase intention (Errmann & Arango, 2025).

Different Test Testing

The test results showed that although the average repurchase intention of *Wardah* consumers (4.18) was higher than *that of Skintific* (4.01), the difference was not statistically significant (Sig. 2-tailed = 0.122 > 0.05). It can be concluded that there is no difference in repurchase intentions between the two *Wardah* and *Skintific brands*.

3.2 Discussion

H1: The analysis shows that influencer credibility has no significant effect on repurchase intention. Despite high levels of perceived trustworthiness, expertise, and attractiveness, influencer endorsements alone are not enough to drive repeat purchases in the skincare category. This suggests that customers prioritize personal experience and peer validation over promotional content.

H2: e-WOM significantly and positively influences repurchase intention. Customers place strong trust in user reviews and recommendations, especially when it comes to skincare. Positive e-WOM builds confidence in product quality and encourages continued use.

H3: Influencer credibility does not significantly impact brand image. Although influencers may be viewed as credible, this does not directly translate into stronger brand perception. Skincare customers demand product proof and consistent performance beyond public endorsements.

H4: e-WOM positively influences brand image. User-generated content is seen as more authentic and relatable, making it a powerful driver of how a brand is perceived. Real experiences shared by users help shape a trustworthy and favorable brand image.

H5: Brand image significantly affects repurchase intention. A strong brand image built on trust, perceived quality, and emotional connection leads to higher customer repurchase intention.

H6: Brand image does not mediate the relationship between influencer credibility and repurchase intention. This indicates that while influencers may attract attention, their impact does not extend deeply enough to shape brand perception or influence repeat buying behavior.

H7: Brand image significantly mediates the effect of e-WOM on repurchase intention. e-WOM not only directly influences purchase decisions but also helps build a strong brand image, which in turn reinforces and encourages repurchase intentions.

H8: No significant difference was found in repurchase intention between Wardah and Skintific customers. Both brands seem to have similar levels of customer repurchase intentions, indicating that despite different brand positions, they perform equally in retaining repeat buyers.

4 Conclusion

Based on the research objectives, problem formulation, research results, and discussions that have been presented, the conclusion in this study is, Influencer credibility does not have a significant effect on brand image or repurchase intention of Wardah or Skintific skincare products, while electronic word of mouth (e-WOM) has a positive and significant effect on both, with brand image proven to mediate the influence of e-WOM but does not mediate the influence of influencer credibility, and there is no significant difference in repurchase intentions between the two brands.

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