

A New Paradigm for Consumer Retention in the Beauty Industry: Insights from Augmented Reality

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Abstract. This study explores the factors influencing consumer decisions to repurchase products in Indonesia's cosmetics marketplace, highlighting the roles of advertising value, e-experience, e-trust, and e-satisfaction. Data were gathered from 145 respondents across Indonesia using a questionnaire and analyzed with SPSS and Structural Equation Modeling (SEM) through SmartPLS 3. The results indicate that advertising value affects repurchase intention indirectly through e-experience and e-trust, which serve as key mediators. On the other hand, e-satisfaction does not significantly mediate the relationship between advertising value and repurchase intention, suggesting it has a limited role in this context. The research proposes a novel approach to boosting repurchase intention by emphasizing the importance of customer experience, particularly the interactive aspects. Enhancing advertising value by fostering stronger trust and creating engaging experiences is shown to be an effective way to increase repeat purchases in the cosmetics market.

Keywords: e-Repurchase Intention, Advertising Value, e-Experience, e-Trust, e-Satisfaction.

Introduction

Repurchase intention is a post-purchase behavior rooted in customer satisfaction, where satisfied customers are more likely to make repeat purchases (Kotler & Keller, 2016). Consumers who make repeat purchases are valuable assets for companies, as they reflect customer loyalty (Setyorini & Nugraha, 2016; Y. Zhang et al., 2011). Research on repurchase intention has evolved through various models, including service quality, satisfaction, trust, experience, and emotions (Zeithaml, 2000; Fang et al., 2011; Rose et al., 2011). However, these models often lack universal applicability, creating research gaps and opportunities for developing more adaptive frameworks.

With advancements in information technology, consumer behavior has shifted toward e-commerce, enabling transactions without location or time constraints. Data indicate that Indonesia had 213.6 million internet users in 2023, with 88.1% utilizing e-commerce services (APJII, 2023; Lidwina, 2021). Despite high internet penetration, the overall value of e-commerce transactions remains below expectations. For instance, e-commerce transactions in 2022 only reached IDR 436.3 trillion, falling short of the target of IDR 459 trillion (Nur, 2023). This highlights a gap between the potential and actual performance of Indonesia's e-commerce market.

Several factors influence repurchase intention in e-commerce, including product quality, price, brand image, customer experience, trust, and satisfaction (Kotler & Keller, 2016; Monroe, 2018; Fang et al., 2011). Previous studies indicate that customer experience and trust positively affect repurchase intention (Rose et al., 2011; Cunrawasih & Fasyni, 2023). Customer satisfaction also plays a significant role, while advertising value serves as an indicator for evaluating the effectiveness of marketing strategies (Haghirian et al., 2008).

Based on previous research, there is a gap that can be addressed by integrating the variables of customer experience, trust, and satisfaction in enhancing repurchase intention. This study aims to explore the relationships among these variables in the context of e-commerce for cosmetics while

proposing a new conceptual framework that is relevant for current and future applications.

With the phenomena underpinning this research and previous studies examining consumers' repurchase intentions, there is an opportunity for future research to delve deeper into repurchase intentions within different models, particularly in the context of mobile advertising, specifically augmented reality (AR), in the e-commerce industry.

Based on the background described above, the research questions for this study are as follows:

1. What is the overview of Advertising Value, e-Experience, e-Trust, e-Satisfaction, and e-Repurchase Intention in the cosmetics marketplace in Indonesia?
2. How does Advertising Value impact e-Repurchase Intention in the cosmetics marketplace in Indonesia?
3. To what extent does e-Experience mediate the relationship between Advertising Value and e-Repurchase Intention in the cosmetics marketplace in Indonesia?
4. To what extent does e-Trust mediate the relationship between Advertising Value and e-Repurchase Intention in the cosmetics marketplace in Indonesia?
5. To what extent does e-Satisfaction mediate the relationship between Advertising Value and e-Repurchase Intention in the cosmetics marketplace in Indonesia?
6. Do e-Experience and e-Satisfaction jointly mediate the relationship between Advertising Value and e-Repurchase Intention in the cosmetics marketplace in Indonesia?
7. Do e-Trust and e-Satisfaction jointly mediate the relationship between Advertising Value and e-Repurchase Intention in the cosmetics marketplace in Indonesia?

Methods

Objects and Subjects of Research

The research focuses on the cosmetics marketplaces in Indonesia: Lazada, Shopee, and Sephora. These platforms were chosen because they utilize augmented reality applications for selling cosmetics. The research subjects are consumers who have purchased cosmetics from these marketplaces using augmented reality. The research examines the following variables: advertising value as the exogenous variable; e-experience, e-trust, and e-satisfaction as intervening variables; and e-repurchase intention as the endogenous variable.

Population, Sample and Sampling Techniques

The sampling technique used is non-probability sampling, specifically accidental or convenience sampling, which involves selecting individuals or units that are most easily accessible (Suhartanto, 2014). The sample is drawn from cosmetics marketplaces in Indonesia—Shopee, Lazada, and Sephora—that utilize Augmented Reality for marketing their cosmetics. These marketplaces were selected due to their use of Augmented Reality in selling cosmetics. However, the selected samples must still meet the criteria required for this research.

Data Analysis

Techniques

Descriptive Analysis

To gain deeper insights into the research object, descriptive analysis is presented using frequency distribution on a 7-point scale. The researcher calculates the percentage achievement for each indicator by determining the maximum score possible. The results are classified into three categories: low, medium, and high. The classification process is as follows:

- a) With 145 respondents and a minimum response value of 1, the minimum score is $1 \times 145 = 145$.
- b) The maximum response value is 7, making the maximum score $7 \times 145 = 1,015$.

The class interval is calculated as $1,015 - 145 = 870$. This range is divided into three categories (high, medium, and low), with each class having a length of $870 \div 3 = 290$. Based on this calculation, the frequency distribution is shown in Table 1.

Tabel 1. Interpretation Criteria for Answers

N o	Interval Skor	Interval %	Achievement Category
1	214 - 642	14,29 - 42,86	Low
2	643 - 1.070	42,87 - 71,42	Medium
3	1.071 - 1.498	71,43 - 100	High

Source: Data Processing Results, 2024

Verification Analysis

The verificative analysis technique is used to determine the relationships between variables. This study employs the PLS-SEM analysis technique to model multiple variables within the research framework.

Describes the structural model of the research model

Constructs are reflected or formed by latent construct dimensions. Figure 2 below displays the structural model designed in this study.

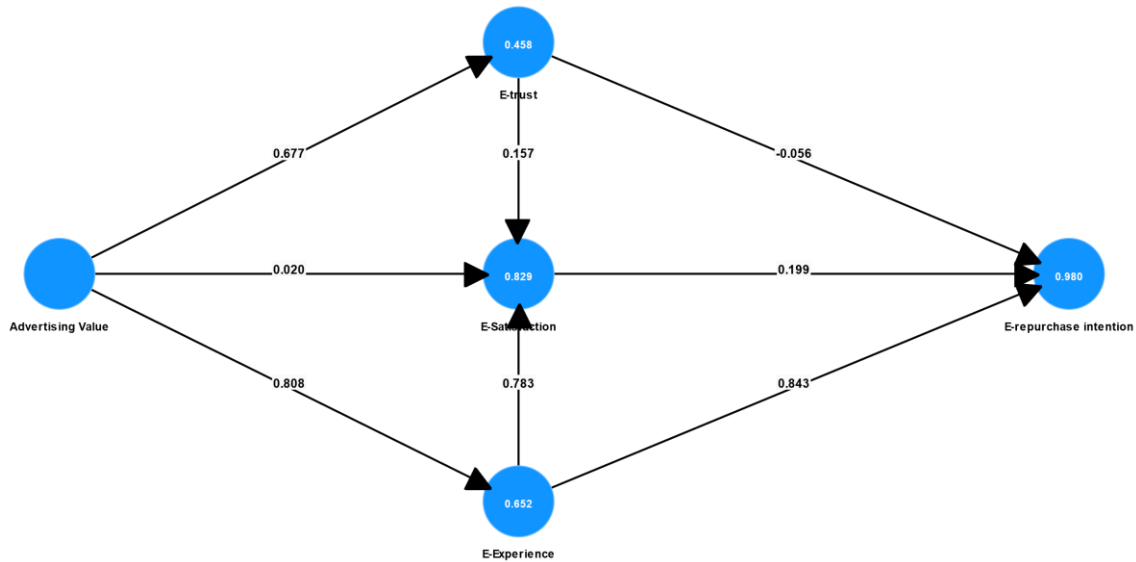


Figure 2. Structural Model of Research

Designing a measurement model for each latent research variable.

The outer model consists of two types of construct indicators: reflective and formative. The measurement results for the outer model of all variables in this study are presented in detail in the appendix.

Data collection and examination

Before data processing and analysis, it is recommended to first examine the collected data, including removing responses with straight-line patterns or identical answers across a proportion of the questions.

Designing a path diagram from a research model

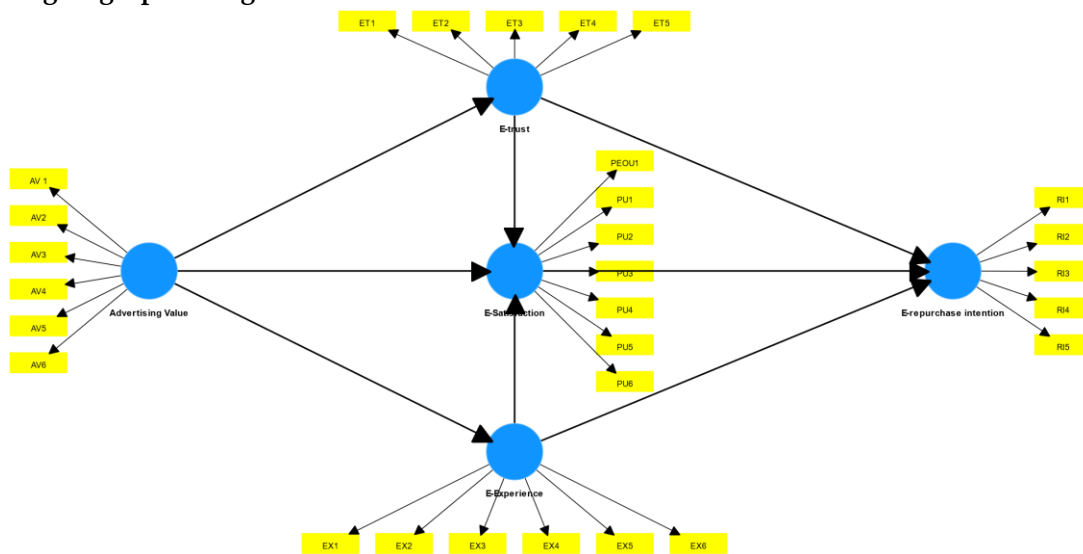


Figure 3. Path Diagram Construction in Research Models

Figure 3. shows the design of the path diagram that occurs in this research model. The diagram is made based on the research objectives and hypotheses proposed, equipped with several literature reviews that support this model.

Assessment of measurement model results (outer model) and Assessment of the results of the structural model (inner model)

The rule of thumb for evaluating the measurement model (outer model) and the structural model (inner model) is based on Hair Jr et al. (2014).

Result and Discussion

A total of 114 respondents participated in this study. The respondents completed the questionnaires either online or offline. The results of the questionnaire distribution in this study will be discussed in this section.

Analysis of Research Variable Description

Based on the recap of the descriptive analysis of the research variables, all variables used in this study demonstrated high score levels. The detailed scores for each variable are presented in Table 2.

Table 2. Recap of the descriptive analysis of the research variables,

NO	Variable	Count of Score	Max Score	Achivment	Category
1	Advertising Value	17431	20972	83%	High
2	e-Experience	12801	14980	85%	High
3	e-Trust	8891	10486	85%	High
4	e-Satisfaction	14079	16478	85%	High
5	e-Repurchase Intention	15989	17976	89%	High

Source: Data Processing Results, 2024

Based on the data presented in Table 2, it is evident that the use of augmented reality across all variables in this study achieved high score levels

Validity and Reliability Test Results

Based on the validity test, it was found that all statement instruments had an r-Calculated value greater than r-Table, with significance levels exceeding 0.05. Therefore, it can be concluded that all

statement items are considered valid and can proceed to the next stage of testing. According to the theory proposed by Hair et al. (2014), an instrument for research variables is categorized as reliable when the Cronbach's Alpha value exceeds 0.7. The reliability test results in this study show that all variables have a Cronbach's Alpha value greater than 0.7. Therefore, it can be concluded that all variables meet the requirements for further testing

Structural Model Analysis Results

Figure 4 represents the full model of the structural model used in this study. The figure illustrates the relationships between latent variables, with the displayed values representing the path coefficients, indicating the magnitude of direct effects. These values will subsequently be used to calculate both direct effects and total effects.

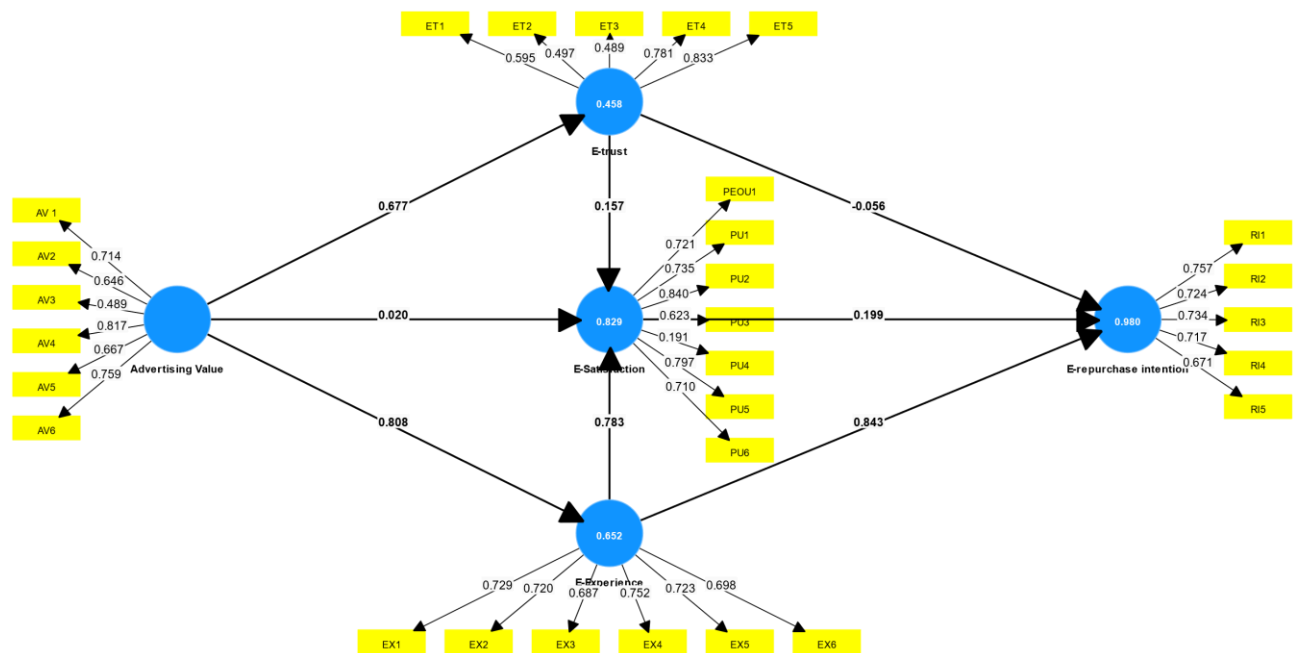


Figure 4. Full Model

Overall, the full model in the SmartPLS 3 software above can be created in the form of an SEM model as follows:

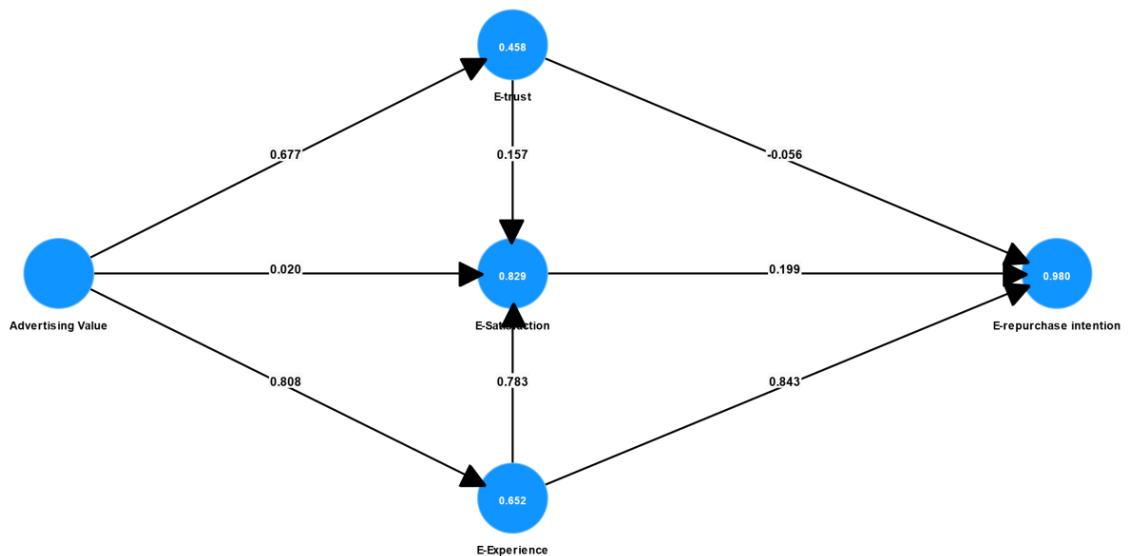


Figure 5. Full

Structural Model Note: * : not significant at the level of 0.01; 0.05 and 0.1

*** : Significant at the level of 0.01; 0.05 and 0.1

The full model illustrated above depicts the relationships between exogenous and endogenous latent variables. The displayed values represent the path coefficients for each relationship, indicating the magnitude of direct effects. These values can then be used to calculate the magnitude of indirect effects and total effects. The values in parentheses represent p-values, which are used to assess the significance of the relationships between variables. Solid lines in Figure 4 indicate significant effects, while dashed lines represent non-significant effects.

Hypothesis Testing

Hypothesis 1: Advertising Value has an influence on e-Repurchase Intention

The test results indicate that there is no positive and significant effect of Advertising Value on e-Repurchase Intention, as the statistical t-value is smaller than the critical t-value at a 5% significance level ($0.424 < 1.96$). Additionally, the influence of Advertising Value on e-Repurchase Intention, based on the path coefficient value of 0.062, is proven to be insignificant with a p-value of $0.699 > 0.05$. This means the hypothesis is rejected.

Hypothesis 2: e-Experience mediates the influence of Advertising Value on e-Repurchase Intention

The test results demonstrate a positive and significant effect of Advertising Value on e-Repurchase Intention mediated by e-Experience. Statistically, this is evident from the t-statistic value of $7.427 > 1.96$ and a p-value of $0.000 < 0.05$. This means that by improving e-Experience, the mediation effect accounts for 46.5% and can increase up to 57.5%.

Hypothesis 3: e-Trust mediates the effect of Advertising Value on e-Repurchase Intention

The test results for the mediation variable show a p-value of $0.009 < 0.050$, indicating significance at a 95% confidence level, and thus, the hypothesis is accepted. This means that the e-Trust variable significantly acts as a mediation variable, mediating the indirect effect of Advertising Value on e-Repurchase Intention. By improving e-Trust, the mediation effect accounts for 19.3% and can increase up to 31.8%.

Hypothesis 4: e-Satisfaction mediates the effect of Advertising Value on e-Repurchase Intention

The test results for the mediation variable show a p-value of $0.665 > 0.050$, indicating insignificance. This implies that e-Satisfaction does not significantly act as a mediation variable in mediating the indirect effect of Advertising Value on e-Repurchase Intention. Thus, the hypothesis is rejected.

Hypothesis 5: e-Experience and e-Satisfaction mediate in parallel the influence of Advertising Value on e-Repurchase Intention

The test results for the mediation variable show a p-value of $0.713 > 0.050$, indicating insignificance. This means that e-Experience and e-Satisfaction do not significantly act as mediation variables in mediating the indirect effect of Advertising Value on e-Repurchase Intention. Thus, the hypothesis is rejected.

Hypothesis 6: e-Trust and e-Satisfaction mediate in parallel the influence of Advertising Value on e-Repurchase Intention

The test results for the mediation variable show a p-value of $0.820 > 0.050$, indicating insignificance. This means that e-Trust and e-Satisfaction do not significantly act as mediation variables in mediating the indirect effect of Advertising Value on e-Repurchase Intention. Therefore, the hypothesis is rejected.

Research Discussion

The research focuses on enhancing consumers' repurchase intentions through cosmetic marketplaces in Indonesia using Augmented Reality, involving five variables: Advertising Value, e-Experience, e-Trust, e-Satisfaction, and e-Repurchase Intention. Among these, the e-Repurchase Intention variable in Indonesian cosmetic marketplaces achieved the highest score compared to the other four variables, although all variables were measured to perform very well.

Based on the results of the data processing carried out, the respondents' perceptions of each variable can be seen as follows:

1. Advertising Value

According to Ducoffe (1995) in the Advertising Value Model (AVM), advertising value is determined by consumers' perceptions of the information provided, the level of entertainment delivered, and the potential irritation caused by the advertisement. The higher the perceived value of an advertisement, the more likely consumers are to respond positively, such as increasing their interest in the promoted product or service.

According to Ducoffe (1995) in the Advertising Value Model (AVM), advertising value is determined by consumers' perceptions of the information provided, the level of entertainment delivered, and the potential irritation caused by the advertisement. The higher the perceived value of an advertisement, the more likely consumers are to respond positively, such as increasing their interest in the promoted product or service.

The Advertising Value variable, as measured, encompasses consumers' overall perceptions of Advertising Value through advertising by Augmented Reality in cosmetic marketplaces in Indonesia, which falls into the high category at 83%. This indicates that the advertising value delivered through Augmented Reality in Indonesian cosmetic marketplaces is regarded positively in terms of the information provided, the entertainment offered, the personalized presentation tailored to individual consumer needs, the credibility of the message conveyed, and the minimal disturbances.

The Advertising Value variable was measured based on six indicators: Informativeness, Entertainment, Irritation, Personalization, Credibility and Persuasiveness. Based on the respondents' recap responses, all Advertising Value indicators achieved high scores, with an average value of 83%. The Entertainment and Personalization indicators scored the highest, at 85%, while the Informativeness indicators had the lowest score, at 79%. The Informativeness indicators achieved a score of 84%, followed by the Credibility indicators with a score of 83%.

2. e-Experience

e-Experience refers to the experience consumers gain when interacting with digital platforms, such as websites, mobile applications, social media, or other internet-based technologies. e-Experience encompasses various aspects that influence consumer satisfaction and behavior in the digital environment, including ease of navigation, interactivity, aesthetic appeal, information quality, and response speed.

According to Novak, Hoffman, & Yung (2000), e-Experience reflects users' cognitive and affective experiences when interacting with a digital environment. This experience can enhance customer engagement and build loyalty toward a brand or an online platform.

The e-Experience variable measured in this study reflects consumers' overall perceptions of e-Experience through Augmented Reality in cosmetic marketplaces in Indonesia, which falls into the high category at 85%. This indicates that consumers' experiences with Augmented Reality in

Indonesian cosmetic marketplaces are rated highly in terms of the quality of information provided, the application's response time to commands, the aesthetic quality of visuals, and the application's interaction with consumers.

The e-Experience variable was measured based on six indicators: Quality of Information, Interactivity, Response Time, Aesthetic Quality, Ease of Use and Emotional Engagement. Based on the respondents' recap responses, all e-Experience indicators achieved high scores, with an average value of 85%. The Quality of Information indicators scored the highest at 87%, while the Quality of Information indicators had the lowest score at 84%. The rest indicators achieved scores of 85%.

3. e-Trust

e-Trust refers to the level of trust consumers have in a digital platform, online service, or internet-based transaction. This trust includes the belief that the digital system is secure, reliable, and has integrity in delivering the promised services or products.

According to McKnight, Choudhury, & Kacmar (2002), e-Trust reflects users' belief that an online entity possesses competence, integrity, and benevolence in digital interactions. This trust is crucial in online transactions, where consumers cannot directly see or touch the product before making a purchase.

Trust can be defined as a sense of confidence and expectation in an individual regarding the online risks they may face. In this study, the e-Trust variable was measured based on five indicators: Reliability, Assurance, Credibility, Benevolence, and Competence. Based on the respondents' recap responses, all e-Trust dimensions achieved high scores, with an average value of 85%. The Credibility indicators scored the highest at 86%, while the Assurance indicators had the lowest score at 83%. The Reliability indicator achieved a score of 85%.

4. e-Satisfaction

e-Satisfaction refers to the level of satisfaction consumers experience after interacting with a digital platform, such as a website, mobile application, or internet-based service. This satisfaction reflects the extent to which consumers' expectations of their online experience are met, including aspects such as ease of use, service quality, response speed, and platform reliability.

Customer satisfaction is one of the key indicators for evaluating a company's performance. According to Kotler and Keller (2016), According to Anderson & Srinivasan (2003), e-Satisfaction is the overall affective evaluation of shopping or interacting in a digital environment. The more positive the experience, the higher the level of customer satisfaction, which ultimately can enhance loyalty and repurchase intention.

Satisfaction refers to the level of an individual's feelings after comparing the results obtained with their expectations. In this study, the e-Satisfaction variable was measured based on six indicators: Performance, Usability, Design, Merchandising, Expectation, and Service Quality. Based on the respondents' recap responses, all e-Satisfaction indicators achieved high scores, with an average value of 85%. Three indicators, namely Performance, Usability, and Merchandising, scored the highest at 86%, while the Design indicators had the lowest score at 85%.

5. e-Repurchase Intention

e-Repurchase Intention refers to consumers' intention or tendency to repurchase a product or service through a digital platform after a previous purchasing experience. This intention reflects

the extent to which a customer is willing to make repeat purchases from a specific e-commerce platform, application, or website, influenced by various factors such as customer satisfaction, trust, user experience, and perceived value.

According to Gefen (2000), e-Repurchase Intention refers to customers' willingness to continue purchasing products or services from the same provider in a digital environment. This intention is often associated with customer satisfaction with their online shopping experience, perceptions of service quality, and trust in the transaction system used.

In this study, the e-Repurchase Intention variable measured encompasses consumers' overall perceptions of e-Repurchase Intention through Augmented Reality in cosmetic marketplaces in Indonesia, which falls into the high category at 89%. This indicates that consumers' repurchase intentions using Augmented Reality in cosmetic marketplaces in Indonesia are rated highly, considering the value received by consumers, ease of use, perceived benefits, company reputation, privacy and Future Purchase Intention.

Discussion of research results on the relationship between variables

The Influence of Advertising Value on e-Experience

The results indicate that the Advertising variable has a significant influence on e-Experience. This suggests that the advertising value of Augmented Reality contributes substantially to consumers' experiences when using this application. The results indicate that the Advertising variable has a significant influence on e-Experience, highlighting the crucial role of advertising in shaping consumer interactions within digital environments. This suggests that the advertising value of Augmented Reality contributes substantially to consumers' experiences when using this application by enhancing engagement, providing valuable information, and creating a more immersive and interactive shopping environment. As a result, well-designed and compelling Augmented Reality advertisements can positively impact consumer perceptions, ultimately leading to a more satisfying and enjoyable user experience.

The Influence of Advertising Value on e-Trust

Based on the statistical analysis, the advertising value variable in Augmented Reality can generate customer trust by 73.9%. This indicates that the advertising value in Augmented Reality significantly contributes to consumers' trust in using the application. Consumer trust is built on reliability, which includes the clarity of visualizations displayed and the interaction between the company and consumers. Credibility is established through the accuracy of the products and the relevance of the information provided. Regarding security, consumers feel confident and trust the safety of their data while using Augmented Reality. This indicates that the advertising value in Augmented Reality plays a significant role in fostering consumer trust in using the application. The development of consumer trust is largely influenced by multiple factors, including the perceived reliability, credibility, and security of the platform. Reliability is built upon the clarity and accuracy of visualizations displayed within the application, as well as the seamless interaction between the company and consumers, which ensures a transparent and user-friendly experience. Credibility is further strengthened through the precision and authenticity of product representations, along with the relevance and consistency of the information provided to consumers, which helps minimize doubts and uncertainties. Additionally, in terms of security, consumers develop a sense of confidence in the protection of their personal data and financial transactions, reinforcing their trust in the application. When these factors align effectively, Augmented Reality not only enhances consumer trust but also encourages greater engagement, repeat usage, and a positive overall perception of the brand.

The Influence of Advertising Value on e-Satisfaction

Customer satisfaction is considered one of the key factors in business success and is a crucial feature in online business activities. The analysis results show that advertising value directly contributes to e-Satisfaction by 78.9%. This indicates that the advertising value in Augmented

Reality has a significant impact on consumers' satisfaction with using the application. This indicates that the advertising value in Augmented Reality has a significant impact on consumers' overall satisfaction when using the application. A well-designed and engaging Augmented Reality advertisement enhances user experience by providing valuable information, interactive features, and visually appealing content that captures consumers' attention. When advertisements effectively convey relevant and accurate product details, consumers are more likely to feel confident in their purchasing decisions, leading to a higher level of satisfaction. Additionally, the seamless integration of Augmented Reality elements, such as personalized recommendations and immersive product demonstrations, contributes to a more enjoyable and engaging shopping experience. As a result, the perceived quality and effectiveness of Augmented Reality directly influence how consumers perceive the application's usefulness, ease of use, and overall desirability, ultimately leading to greater satisfaction and a stronger likelihood of repeat usage.

The Influence of e-Experience on e-Satisfaction

Empirically, this study shows that e-Experience does not contribute to the improvement of e-Satisfaction. This may occur because the experiences perceived by consumers when using Augmented Reality in cosmetic marketplaces in Indonesia—measured by the quality of information, response time, interactivity, and aesthetic quality—do not significantly enhance consumer satisfaction for shopping through Augmented Reality. This may occur because the experiences perceived by consumers when using Augmented Reality in cosmetic marketplaces in Indonesia—measured by key factors such as the quality of information, response time, interactivity, and aesthetic quality—do not significantly contribute to enhancing consumer satisfaction when shopping through Augmented Reality. Although these elements play an essential role in shaping the overall user experience, they may not be sufficient to fully meet consumer expectations or influence their level of satisfaction. Factors such as product availability, pricing, promotional offers, and ease of transaction may hold greater weight in determining consumer satisfaction levels. Additionally, consumers may prioritize tangible benefits, such as product effectiveness and affordability, over the immersive experience provided by Augmented Reality. Furthermore, if the quality of information is perceived as incomplete or the response time is not optimal, it may lead to frustration rather than satisfaction. Therefore, while Augmented Reality offers an innovative and engaging shopping experience, its impact on consumer satisfaction may be limited unless complemented by other factors that directly influence purchasing decisions.

The Influence of e-Trust on e-Satisfaction

Empirically, this study demonstrates that e-Experience does not contribute to the enhancement of e-Satisfaction. This may be due to the consumer experiences with Augmented Reality in cosmetic marketplaces in Indonesia, in terms of information quality, response time, interactivity, and aesthetic quality, not significantly improving consumer satisfaction for shopping through Augmented Reality. This may be due to the fact that consumer experiences with Augmented Reality in cosmetic marketplaces in Indonesia, particularly in terms of information quality, response time, interactivity, and aesthetic quality, do not significantly contribute to enhancing consumer satisfaction when shopping through Augmented Reality. Although these elements play a crucial role in shaping the overall user experience, they may not be the primary determinants of consumer satisfaction in the context of online shopping. Consumers may place greater importance on other factors, such as product authenticity, pricing, ease of payment, delivery speed, and the availability of promotions or discounts. Additionally, if the information provided through Augmented Reality is perceived as insufficient, unclear, or misleading, it may reduce consumer trust and hinder satisfaction levels. Similarly, slow response times or limited interactivity within the application may create frustration rather than a seamless shopping experience. Moreover, while aesthetic quality enhances visual appeal, it may not necessarily translate into higher satisfaction if the overall shopping process remains inefficient or inconvenient. Therefore, while Augmented Reality technology provides an engaging and immersive experience, its impact on consumer satisfaction may be limited unless it is supported by other essential elements that directly influence purchasing behavior and decision-making processes.

The Influence of e-Experience on e-Repurchase Intention

This study has demonstrated that consumers' experience with Augmented Reality in cosmetic marketplaces in Indonesia contributes to e-Repurchase Intention. This means that consumer experiences, reflected in the quality of information, consumer interaction with the company, response time, and the aesthetic quality of Augmented Reality, are positively perceived and influence consumers' intention to repurchase. These findings align with studies conducted by Tommy et al. (2023) and Chusnul & Eka (2023), which indicate a significant effect of customer experience on repurchase intention. To achieve optimal results, companies must ensure that customers are actively engaged through interactions with the company, whether via customer service, social media, or other communication channels. However, this study contrasts with the findings of Herman et al. (2021), which stated that customer experience does not influence repurchase intention in e-commerce in Indonesia. This finding indicates a significant effect of customer experience on repurchase intention, highlighting the importance of creating a positive and engaging shopping journey for consumers. To achieve optimal results and foster long-term customer loyalty, companies must ensure that customers are actively engaged through meaningful interactions with the brand. This can be facilitated through various channels, including responsive and efficient customer service, interactive engagement on social media platforms, personalized email marketing, and other effective communication strategies. By maintaining a strong connection with consumers and addressing their concerns or preferences in a timely manner, businesses can enhance customer satisfaction and encourage repeat purchases.

However, the results of this study contrast with the findings of Sulaeman et al. (2021), which suggested that customer experience does not have a significant influence on repurchase intention in Indonesia's e-commerce sector. This discrepancy may be attributed to differences in industry dynamics, customer expectations, or specific factors affecting online shopping behaviors in various digital marketplaces. It is possible that other variables, such as pricing strategies, product availability, trust in the platform, or external influences like promotions and discounts, play a more dominant role in driving repurchase intentions in certain e-commerce settings. Therefore, while customer experience appears to be a crucial factor in some contexts, further research is needed to explore the underlying conditions that determine its true impact on consumer repurchasing behavior across different digital platforms and industries.

The Influence of e-Trust on e-Repurchase Intention

Empirically, this study has proven that trust contributes to consumers' repurchase intentions. This indicates that consumer trust when using Augmented Reality in cosmetic marketplaces in Indonesia, significantly contributes to e-Repurchase Intention. This implies that the level of satisfaction experienced by consumers directly influences the extent of their intention to repurchase from the e-commerce platform. Which concluded that customer trust does not significantly affect consumers' repurchase intentions in e-commerce in Indonesia. This implies that the level of satisfaction experienced by consumers plays a crucial role in directly influencing the extent of their intention to repurchase from the e-commerce platform. When consumers have a positive shopping experience, characterized by seamless navigation, reliable service, high product quality, and efficient customer support, their likelihood of making repeat purchases increases significantly. High satisfaction fosters a sense of confidence and loyalty toward the platform, encouraging consumers to return for future transactions rather than seeking alternative options. Additionally, satisfied customers are more likely to share positive word-of-mouth recommendations, further enhancing the platform's reputation and attracting new buyers.

However, this study also concluded that customer trust does not have a significant effect on consumers' repurchase intentions in e-commerce in Indonesia. This finding contrasts with conventional theories suggesting that trust is a fundamental factor in driving customer retention. One possible explanation for this result is that Indonesian consumers may prioritize other elements, such as competitive pricing, convenience, promotional offers, and product availability, over trust when deciding to repurchase from an e-commerce platform. Furthermore, the established reputation of major e-commerce platforms may reduce the necessity for individual

trust-building efforts, as consumers assume a baseline level of security and reliability. This suggests that while customer satisfaction remains a key determinant of repurchase behavior, trust alone may not be a decisive factor unless paired with other compelling incentives that encourage repeat transactions. Further research is needed to examine the conditions under which trust may play a more prominent role in influencing consumer behavior in the digital marketplace.

The Influence of e-Satisfaction on e-Repurchase Intention

This study provides empirical evidence that e-Customer Satisfaction does not have a significant impact on e-Repurchase Intention. These findings are consistent with the research conducted by Amirudin and Ani (2021), which examined online repurchase intentions among OVO users transacting with MSMEs. Their study similarly concluded that customer satisfaction does not directly influence repurchase intentions. In line with this, Iqbal et al. (2020) also found that e-satisfaction derived from online shopping experiences does not significantly affect consumers' likelihood of repurchasing from the same store on e-commerce platforms. One possible explanation for these findings is that satisfaction alone may not always be a determining factor for repurchase intention. While a positive shopping experience can enhance consumer perception, it does not necessarily translate into an immediate intent to make another purchase. Consumers may develop repurchase intentions based on other considerations, such as promotional offers, product necessity, brand loyalty, or external market factors, rather than just their satisfaction with a previous transaction. Additionally, some consumers may explore alternative sellers or platforms regardless of their level of satisfaction, especially in a highly competitive e-commerce landscape where price variations, product variety, and discounts play a crucial role in decision-making.

However, these results contradict the conclusions drawn by several other studies, including those by Chen and Chou (2013), Suryandari (2023), and Mohammed et al. (2012), which found a significant positive relationship between customer satisfaction and the intention to continue shopping online. Their research suggests that higher satisfaction levels lead to stronger consumer retention and an increased likelihood of repeat purchases. Moreover, studies conducted by T. Rabi (2016), Paradise et al. (2023), Ginnanjar et al. (2022), Ibzan, Alena, and Syarif (2012), as well as Ecla et al. (2019), provide further empirical support for this perspective, reinforcing the notion that satisfied customers are more inclined to repurchase from the same platform. Given these contrasting findings, it is evident that the role of e-Satisfaction in influencing e-Repurchase Intention may vary depending on contextual factors, such as industry type, consumer behavior patterns, and market dynamics. Future research could explore additional moderating variables that influence the relationship between satisfaction and repurchase intention, providing deeper insights into consumer decision-making processes within the e-commerce sector.

Advertising Value has an indirect effect on e-Repurchase Intention through e-Satisfaction

The Satisfaction variable does not play a significant role in mediating the indirect effect of Advertising Value on e-Repurchase Intention. In other words, e-Satisfaction does not serve as an intermediary factor linking Advertising Value to e-Repurchase Intention. This suggests that while advertising value contributes positively to consumer satisfaction, it does not necessarily translate into a stronger intention to make repeat purchases. Empirical findings indicate that the advertising value offered through Augmented Reality in Indonesia's cosmetic marketplaces has the potential to enhance customer satisfaction. This aligns with previous research that highlights the influence of advertising value on customer satisfaction, particularly among consumers engaged in online transactions. The ability of Augmented Reality to provide engaging, informative, and interactive content can contribute to a more enjoyable shopping experience, thereby increasing overall consumer satisfaction.

However, despite the positive impact of Augmented Reality on satisfaction levels, this does not automatically result in a higher likelihood of repurchasing within these marketplaces. Various external factors may influence consumer decision-making, such as competitive pricing, promotional offers, brand loyalty, or even shifting preferences. Additionally, consumers who are

satisfied with their experience using Augmented Reality technology may still explore alternative platforms or brands, especially in a highly competitive digital marketplace.

Advertising Value has an indirect effect on e-Repurchase Intention through e-Experience
Empirically, this result can be understood as the Advertising Value conveyed through Augmented Reality (AR) in cosmetic marketplaces in Indonesia playing a crucial role in shaping consumers' overall experience with this innovative technology. The integration of AR-based advertising enhances consumer engagement by offering interactive, immersive, and visually appealing content, making the online shopping process more dynamic and enjoyable

Given that Augmented Reality is still a relatively new and evolving technology within Indonesia's cosmetic industry, its novelty factor piques consumer curiosity and encourages them to explore and experiment with Augmented Reality applications during their online shopping journey. The ability to virtually try on products, visualize shades, and assess cosmetic items before making a purchase decision fosters a sense of convenience, reducing uncertainty and enhancing consumer confidence. As a result, consumers are more likely to find value in the Augmented Reality experience, ultimately leading to increased satisfaction and a higher likelihood of engagement with the platform.

Furthermore, the mediation role of Advertising Value within the AR environment significantly contributes to strengthening e-Repurchase Intention. By delivering compelling and personalized Augmented Reality experiences, brands can establish deeper connections with consumers, making them more inclined to return to the platform for future purchases. This effect is particularly relevant in the highly competitive e-commerce landscape, where brand differentiation and experiential marketing play a pivotal role in influencing consumer loyalty and retention.

Therefore, businesses leveraging Augmented Reality in cosmetic marketplaces should focus not only on delivering high-quality and engaging advertisements but also on optimizing the consumer experience by ensuring seamless functionality, fast response times, and relevant product information. Future research could further explore the long-term impact of AR advertising on consumer behavior, as well as identify additional factors that may enhance its effectiveness in driving repeat purchase intentions within the digital beauty and cosmetics industry.

Advertising Value has an indirect effect on e-Repurchase Intention through e-Trust
Empirically, this result can be understood as the Advertising Value presented through Augmented Reality (AR) in cosmetic marketplaces in Indonesia playing a crucial role in fostering consumer trust in the adoption and use of this emerging technology. The effectiveness of AR-based advertising lies in its ability to deliver high-quality, immersive, and engaging content, which enhances consumer perception of the platform's reliability and credibility.

When Augmented Reality successfully provides accurate product visualizations, detailed information, and seamless interactivity, it reassures consumers that the cosmetic products they are exploring align with their expectations. The ability to virtually try on products, assess different shades, and visualize outcomes in real time not only reduces the risk of dissatisfaction but also strengthens consumer confidence in the purchasing process. Moreover, clear and transparent communication within AR advertisements such as product descriptions, ingredient details, and brand authenticity further reinforces trust by minimizing uncertainty and perceived risks associated with online shopping. Given that Augmented Reality is still a relatively new technology in Indonesia's cosmetic industry, the role of Advertising Value becomes even more significant in encouraging consumers to embrace this digital innovation. Consumers tend to be skeptical about new technologies, especially when it comes to making purchasing decisions without physically interacting with a product. However, when Augmented Reality delivers an engaging, informative, and seamless experience, it helps overcome initial hesitation and builds consumer trust, making them more likely to rely on this technology for their beauty and cosmetic needs. Furthermore, the positive impact of Augmented Reality on consumer trust extends beyond just one-time

interactions; it lays the foundation for long-term brand loyalty and repeated engagement with the platform. Trust is a key driver of customer retention, and when consumers feel secure and confident in an Augmented Reality shopping experience, they are more inclined to return for future purchases.

Advertising Value has an indirect effect on e-Repurchase Intention through e-Experience and e-Satisfaction

The variables e-Experience and e-Satisfaction, when considered together, do not play a significant mediating role in the indirect effect of Advertising Value on e-Repurchase Intention. This indicates that while Advertising Value may enhance consumer experience and satisfaction to some extent, these factors alone are not strong enough to drive consumers' intention to make repeat purchases. Although e-Experience represents the overall interaction consumers have with Augmented Reality, including aspects such as interactivity, information quality, and aesthetic appeal, it does not necessarily translate into a higher likelihood of repurchase. Similarly, while e-Satisfaction reflects the level of contentment consumers feel after using Augmented Reality, it does not act as a key determinant in encouraging consumers to return to the platform for future transactions. One possible explanation for this finding is that other external factors, such as pricing strategies, promotional offers, competitive alternatives, and brand loyalty, may have a stronger influence on consumer repurchase decisions. Even if consumers have a positive Augmented Reality shopping experience and express satisfaction with their interactions, they may still seek better deals, discounts, or alternative platforms when making future purchases. This suggests that satisfaction and experience alone may not be sufficient drivers of loyalty in highly competitive e-commerce environments.

Additionally, consumer expectations regarding Augmented Reality may vary, with some viewing it as a supplementary feature rather than a critical factor in their purchasing journey. While Augmented Reality enhances product visualization and engagement, its role in directly influencing repurchase behavior may be limited unless combined with other persuasive elements such as trust, perceived value, and brand commitment.

Conclusion

Based on the findings and discussions conducted, the advertising value delivered through Augmented Reality in cosmetic marketplaces in Indonesia is rated as high or positive by consumers. Additionally, the e-Experience gained through the Augmented Reality application in cosmetic marketplaces in Indonesia is also rated as high, although the quality of information provided still needs improvement. e-Trust towards Augmented Reality in Indonesia's cosmetic marketplace also receives a high rating. This indicates that consumers perceive augmented reality-based advertising as highly credible, yet concerns remain regarding the assurances or guarantees provided by the platform.

e-Satisfaction with the use of Augmented Reality is also high. This demonstrates that the application's performance, ease of use, and merchandising aspects are key factors in enhancing consumer satisfaction, while the design of the application still has room for improvement. Furthermore, e-Repurchase Intention or the intention to make repeat purchases through the Augmented Reality application is also rated highly by consumers. This signifies that ease of use, perceived usefulness, and the company's reputation are the main factors in increasing repurchase intention, whereas the perceived value of the product or service offered still requires enhancement.

However, research findings indicate that the advertising value of Augmented Reality in Indonesia's cosmetic marketplace does not directly influence the increase in e-repurchase intention. Therefore, a deeper investigation was conducted into concepts that could potentially act as mediating variables in the relationship between advertising value and the enhancement of consumers' repurchase intentions. The results show that e-Experience significantly acts as a

mediating variable in the indirect relationship between advertising value and e-repurchase intention. Empirically, this finding can be understood because the advertising value conveyed through Augmented Reality plays an essential role in providing a positive experience for consumers when using the application. Given that augmented reality is a new technology in Indonesia's cosmetic industry, consumers are encouraged to try this application during their online shopping process. This mediation role makes a crucial contribution to increasing consumers' repurchase intentions.

Additionally, e-Trust also significantly acts as a mediating variable in the indirect relationship between advertising value and e-repurchase intention. Empirically, this finding suggests that the advertising value conveyed through Augmented Reality plays a role in building consumer trust in using the application. Building consumer trust in advertising is a crucial aspect for companies since consumers tend to be skeptical of advertisements they encounter. Therefore, companies need to focus on how they can build consumer trust through the value conveyed in their advertisements.

However, this study found that e-Satisfaction does not significantly act as a mediating variable in the indirect relationship between advertising value and e-repurchase intention. Although the advertising value conveyed through Augmented Reality can enhance customer satisfaction, that satisfaction does not necessarily guarantee an increase in repurchase intention in cosmetic marketplaces. This could be attributed to the intense competition among companies offering similar products. Such competition drives companies to adopt various strategies to win consumers. On one hand, these strategies are highly beneficial to consumers as they receive products with greater value compared to the costs incurred. On the other hand, these strategies also encourage consumer behavior that leads to purchases only when promotions are available. This type of behavior does not foster customer loyalty, even when they are satisfied with their shopping experience.

Furthermore, this study also found that e-Experience and e-Satisfaction collectively do not significantly act as mediating variables in the indirect relationship between advertising value and e-repurchase intention. This indicates that although consumer experience and satisfaction increase due to high advertising value, other factors not measured in this study may be more dominant in influencing repurchase intention. Similarly, e-Trust and e-Satisfaction together do not significantly act as mediating variables in the relationship between advertising value and e-repurchase intention. This result further reinforces that although advertising value can influence customer satisfaction and trust, these two factors alone are not strong enough to collectively drive increased repurchase intention without the presence of other influencing variables.

Thus, this study provides insight that while the advertising value in Augmented Reality positively impacts customer experience, trust, and satisfaction, only customer experience and trust play a significant role in increasing repurchase intention. Therefore, companies operating in the cosmetic marketplace industry should focus more on improving customer experience and trust in using Augmented Reality to effectively enhance e-repurchase intention.

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