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# The Influence E-WOM And Brand Image On Repurchase Intention Through Consumer Trust In ESQA Cosmetics Products In Pekanbaru

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## ABSTRACT

This study aims to determine the effect of Electronic Word of Mouth (E-WOM) and Brand Image on Repurchase Intention of ESQA cosmetic products in Pekanbaru City, as well as the role of Consumer Trust as an intervening variable. The population in this study consists of people in Pekanbaru City aged 17 to 40 years who have purchased, used, and intend to repurchase ESQA cosmetic products. The sampling in this study was conducted using a purposive sampling technique and the Hair formula, resulting in a total of 130 respondents. The data analysis method used in this study is Structural Equation Modeling - Partial Least Square (SEM-PLS) with SmartPLS version 4.1.1.4 software. The results show that Electronic Word of Mouth (E-WOM) has a significant effect on Repurchase Intention and Consumer Trust in ESQA cosmetic products in Pekanbaru City. Brand Image does not have a significant effect on Repurchase Intention but has a significant effect on Consumer Trust. In addition, Consumer Trust is proven to have a significant effect on Repurchase Intention. Maximizing the Electronic Word of Mouth (E-WOM) strategy through the use of social media and positive consumer reviews to enhance trust in the brand. Considering that Consumer Trust has been proven to be a key factor in driving Repurchase Intention, companies need to build stronger relationships with consumers through product transparency, consistent quality, and responsive service. Furthermore, although Brand Image does not directly affect Repurchase Intention, improving Brand Image remains important to strengthen consumer trust, which in turn can foster sustainable repurchase intentions.

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## 1. INTRODUCTION

The cosmetics industry in Indonesia has experienced rapid growth in line with the increasing public awareness of appearance and personal care. Cosmetics are no longer exclusive to women, the men's cosmetics industry has grown rapidly due to the increasing awareness among men of appearance and modern lifestyle [1]. This trend has encouraged the emergence of various local brands capable of competing

with international products, one of which is ESQA, the first vegan cosmetic brand in Indonesia founded by Kezia Toemion and Angelina Cindy in 2016. ESQA is known for its vegan and cruelty-free concept and has successfully expanded into international markets such as Malaysia, Singapore, and Vietnam [2]. However, at the end of 2023, ESQA's positive image faced a serious challenge due to a boycott issue circulating on social media. One of its founders was associated with alleged support for Israel, which triggered negative reactions among Indonesian consumers [3]. The issue spread widely across digital platforms and had the potential to influence consumer perceptions of the brand, considering the close relationship between brand image and purchasing behavior. The resulting boycott illustrates how perceptions of moral and ethical values can affect consumer trust and their intention to repurchase [4].

In the context of marketing, brand image is an essential factor that reflects consumers' perceptions of a brand's reputation and reliability. A positive brand image can strengthen consumer trust and loyalty, while a negative image may reduce consumers' willingness to make repeat purchases [5]. On the other hand, consumer trust serves as the foundation of a long-term relationship between a brand and its customers. When trust is established, consumers feel more secure in their purchasing decisions and are more likely to remain loyal even when faced with brand related issues or crises [6].

In addition, the development of the internet and social media has given rise to the phenomenon of electronic word of mouth (E-WOM), which refers to the process of sharing consumer information and opinions through digital platforms. E-WOM has become one of the most influential sources of information shaping consumer perceptions and purchase decisions. According to Statista (2020), around 74% of Indonesian consumers consider online reviews highly helpful in making purchasing decisions. In Pekanbaru City, where people are highly active on social media, the role of E-WOM has become even stronger in shaping brand image and consumer trust toward cosmetic products, including ESQA.

The relationship among E-WOM, brand image, consumer trust, and repurchase intention is relevant for further investigation, especially in the context of local brands facing social issues in the digital era. This study aims to analyze the influence of E-WOM and brand image on repurchase intention through consumer trust in ESQA cosmetic products in Pekanbaru City. The results are expected to provide theoretical contributions to the development of consumer behavior literature and practical implications for cosmetic industry players in managing brand reputation and communication strategies amid digital.crises.

## 2. LITERATURE REVIEW

### *2.1 E-WOM*

Electronic Word of Mouth (E-WOM) is one of the most influential factors in product marketing, especially in today's era of rapid technological advancement. E-WOM refers to positive or negative statements and opinions shared via the internet by consumers who have previously purchased a product, which can influence other consumers' purchase decisions. E-WOM is a transformation of traditional Word of Mouth, where interpersonal communication that once occurred through face-to-face interaction has shifted to online communication through digital media [7]. E-WOM refers to statements, either positive or negative, made by individuals who have experienced a product or service, which can be accessed by the public and disseminated through the internet [8]. The indicators used to measure electronic word of mouth include Intensity, Positive Valence, and Content [9].

### *2.2 Brand Image*

Brand image is the perception and belief held by consumers, as reflected in the associations embedded in their memory, which are recalled first when they hear a slogan and remain ingrained in their minds [10]. Brand image is the description of associations and beliefs that consumers hold toward a particular brand. It represents

consumers' perceptions and the trust they place in the brand [10]. Thus, this statement suggests that consumers tend to choose products that are already familiar to them, either through personal experience or information obtained from various sources. Based on the definitions above, it can be concluded that brand image is the impression held by consumers and the public toward a brand, reflecting their evaluation of that brand. The indicators used to measure Brand Image according to Ananda (2010) are recognition, reputation, affinity, and domain [11].

### *2.3 Consumer Trust*

Consumer trust refers to all the knowledge possessed by consumers and the conclusions they draw about an object, its attributes, and its benefits. The object can be a product, a person, a company, or anything toward which an individual holds beliefs and attitudes [12]. Consumer trust is the belief that another party possesses integrity and can be relied upon, and that the trusted party will fulfill all obligations in a transaction as expected [13]. Consumer trust is the belief that another party possesses integrity and can be relied upon, and that the trusted party will fulfill all obligations in a transaction as expected [14]. The indicators of consumer trust are integrity, benevolence, compentence.

### *2.4 Repurchase Intention*

Repurchase intention has emerged as a critical issue that needs to be examined because it directly or indirectly influences customer goals and involves several elements determined by previous purchases and personal decision-making processes [14]. Repurchase is described as the actual action of a customer in buying or using the product again. Once a customer purchases a particular item, there is potential for repeated purchases. This means the customer repeatedly consumes similar products or services from the same seller. Meanwhile, repurchase behavior refers to the actual action, while repurchase intention indicates the customer's decision to engage in future transactions with the seller [15]. From the definitions above, it can be concluded that repurchase intention is the activity of a customer who, after making an initial purchase and forming a positive attitude, tends to make repeated purchases in the future. The indicators of Repurchase Intention are Transactional intention, referential intention, and preferential intention [16].

## 3. METHODS

This study is a quantitative investigation designed to describe phenomena, examine the relationships among variables, and develop generalizations that possess predictive value. The research was conducted in Pekanbaru City, Riau Province, for a period of three months. The population in this study consists of residents of Pekanbaru City who have purchased and used ESQA cosmetic products. The sample taken was 130 respondents, determined using the Hair formula. This research employs a non-probability sampling technique using the purposive sampling method. The respondent criteria in this study include: (1) cosmetic users who have purchased and used ESQA products within the last three months, (2) individuals of productive age between 17 and 40 years old residing in Pekanbaru City, and (3) those who have the intention to repurchase ESQA products. These criteria are based on the assumption that the productive age group represents active users of cosmetic products.

This study examines four variables, E-WOM and Brand Image as independent variables, Consumer Trust as a mediating variable, and Repurchase Intention as the dependent variable. Data were collected using a questionnaire distributed both offline and online (via Google Form) with a Likert scale.

The data collection process also included observation and documentation. Primary data were obtained directly from questionnaires, observations, and field documentation, while secondary data were gathered from documents, literature, and other relevant sources.

Quantitative analysis was performed using descriptive and inferential statistical methods. The relationships among variables were tested using the Structural Equation

Modeling–Partial Least Squares (SEM-PLS) approach with the SmartPLS 4.1.1.4 software. The analytical process involved assessing the outer model (indicator validity and reliability), evaluating the inner model (relationships between constructs), and analyzing indirect effects. Hypothesis testing was carried out using t-tests (partial effects), F-tests (simultaneous effects), and the coefficient of determination ($R^2$) to determine the extent to which the independent variables explain the dependent variable in the research model.

## 4. RESULT AND DISCUSSION

### *4.1. Demographic Profile of the Sample*

This study involved 130 respondents domiciled in Pekanbaru City. Based on gender, the majority of respondents were female (86,9%), while males were (13,1%). In terms of age, most respondents were in the category of 17 – 25 year age range (62,3%), followed by 26 - 35 year age range (17%), and (20,7%) for the 36 - 40 year age range. It shows that younger groups are more familiar with and accustomed to purchasing beauty products such as ESQA cosmetics. Based on education and occupation the results were dominated by respondents who were students (60%), private employees (16,2%), and followed by entrepreneur (11,5%). In terms of income, the largest group was in the range of ≤Rp1.000,000 – Rp2.000,000 (57,7%). The most frequently purchased ESQA cosmetic product among respondents was from the foundation category (43,1%), with the highest purchase frequency being only once every two to three months (37,7%), and mostly through online stores (72,3%).

### *4.2. Measurement Model*

#### *4.2.1. Convergent Validity Result*

Convergent validity refers to the degree of correlation among variables that measure the same construct. There are two main criteria, namely the loading factor and the Average Variance Extracted (AVE). A variable is considered valid if it has a loading factor value greater than 0.7 and an AVE value above 0.5 [17].

**Table 1. Loading Factor Result**

| | E-WOM (X1) | Brand Image (X2) | Repurchase Intention (Y) | Consumer Trust (Z) |
|---|---|---|---|---|
| X1.1 | 0.775 | | | |
| X1.2 | 0.808 | | | |
| X1.3 | 0.833 | | | |
| X2.1 | | 0.758 | | |
| X2.2 | | 0.727 | | |
| X2.3 | | 0.775 | | |
| X2.4 | | 0.796 | | |
| Y.1 | | | 0.916 | |
| Y.2 | | | 0.881 | |
| Y.3 | | | 0.844 | |
| Z.1 | | | | 0.826 |
| Z.2 | | | | 0.889 |
| Z.3 | | | | 0.854 |

*Source: Processed Data by Researcher, 2025*

Based on the data in the table above, all indicators of each variable in this study have loading factor values greater than 0.7. Therefore, they are considered valid as variable measures and demonstrate a good level of validity.

**Table 2. Average Variance Extracted (AVE) Result**

| | *Average Variance Extracted* (AVE) | Keterangan |
|---|---|---|
| *E-WOM (X1)* | 0.649 | VALID |
| *Brand Image (X2)* | 0.584 | VALID |
| *Repurchase Intention (Y)* | 0.775 | VALID |
| *Consumer Trust (Z)* | 0.734 | VALID |

*Source: Processed Data by Researcher, 2025*

The data in the table above show that all research variables have Average Variance Extracted (AVE) values above 0.5. Based on this, it can be concluded that all variables are valid and meet the testing criteria.

#### *4.2.2. Discriminant Validity Result*

Discriminant validity is a critical component of construct validity that serves to verify the degree of distinction between constructs in the measurement model and other constructs that are theoretically unrelated. In practice, discriminant validity testing can be conducted using several main methods, namely the Heterotrait-Monotrait Ratio (HTMT), the Fornell-Larcker criterion, and cross-loading analysis.

**Table 3. Heterotrait-Monotrait Ratio (HTMT) Result**

| | *E-WOM* (X1) | *Brand Image* (X2) | *Repurchase Intention* (Y) | *Consumer Trust* (Z) |
|---|---|---|---|---|
| *E-WOM* (X1) | | | | |
| *Brand Image* (X2) | 0.755 | | | |
| *Repurchase Intention* (Y) | 0.735 | 0.678 | | |
| *Consumer Trust* (Z) | 0.830 | 0.823 | 0.781 | |

*Source: Processed Data by Researcher, 2025*

The table above shows that all correlation values are below 0.9, which is considered sufficient to meet the discriminant validity criteria.

**Table 4. Fornell-Lacker Criterion Result**

| | *E-WOM* (X1) | *Brand Image* (X2) | *Repurchase Intention* (Y) | *Consumer Trust* (Z) |
|---|---|---|---|---|
| *E-WOM* (X1) | 0.806 | | | |
| *Brand Image* (X2) | 0.585 | o.764 | | |
| *Repurchase Intention* (Y) | 0.587 | 0.575 | 0.881 | |
| *Consumer Trust* (Z) | 0.646 | 0.671 | 0.656 | 0.857 |

*Source: Processed Data by Researcher, 2025*

The data in the table show that the square root values of the Average Variance Extracted (AVE) along the vertical and horizontal lines are higher than the correlations between constructs, indicating that the constructs have a good level of validity.

**Table 5. Cross Loading Result**

| | *E-WOM* | *Brand Image* | *Repurchase Intention* | *Consumer Trust* |
|---|---|---|---|---|
| **X1.1** | **0.775** | 0.463 | 0.460 | 0.476 |
| **X1.2** | **0.808** | 0.389 | 0.455 | 0.486 |
| **X1.3** | **0.833** | 0.551 | 0.501 | 0.589 |
| **X2.1** | 0.446 | **0.758** | 0.541 | 0.585 |
| **X2.2** | 0.563 | **0.727** | 0.466 | 0.540 |
| **X2.3** | 0.380 | **0.775** | 0.350 | 0.433 |
| **X2.4** | 0.359 | **0.796** | 0.341 | 0.444 |
| **Y.1** | 0.572 | 0.538 | **0.916** | 0.610 |
| **Y.2** | 0.539 | 0.544 | **0.881** | 0.602 |
| **Y.3** | 0.427 | 0.426 | **0.844** | 0.514 |
| **Z.1** | 0.516 | 0.596 | 0.541 | **0.826** |
| **Z.2** | 0.610 | 0.584 | 0.580 | **0.889** |
| **Z.3** | 0.531 | 0.544 | 0.565 | **0.854** |

*Source: Processed Data by Researcher, 2025*

Based on the results of the cross-loading analysis, all indicators in this study satisfy the discriminant validity criteria. This is shown by the higher loading factor values on their respective main constructs compared to other constructs. These results confirm that each indicator accurately represents the construct it measures without overlap, indicating that the instrument is valid in distinguishing between constructs.

#### *4.2.3. Validity Reliability Results*

Reliability testing is conducted to assess the extent to which an instrument can produce consistent or stable results when used again under the same conditions. Thus, reliability evaluates the internal consistency of the instrument, indicating how well each item within a construct correlates with one another. The reliability test is based on two criteria, namely composite reliability and Cronbach's alpha. Composite reliability measures the reliability of variable indicators, where a variable is considered reliable if its value exceeds 0.7. Similarly, in Cronbach's alpha, a variable is deemed reliable if the Cronbach's alpha value is greater than 0.7.

**Table 6. Cross Loading Result**

| | *Cronbach's Alpha* | *Composite Reliability (rho_a)* | *Composite Reliability (rho_c)* |
|---|---|---|---|
| *E-WOM* (X1) | 0.730 | 0.736 | 0.847 |
| *Brand Image* (X2) | 0.768 | 0.769 | 0.849 |
| *Repurchase Intention* (Y) | 0.855 | 0.867 | 0.912 |
| *Consumer Trust* (Z) | 0.818 | 0.820 | 0.892 |

*Source: Processed Data by Researcher, 2025*

The results of the reliability test in Table 6 show that the Cronbach's Alpha values are greater than 0.7 and the Composite Reliability values for each variable exceed 0.7. The variable indicators demonstrate high internal consistency, confirming that all statement items within each construct are reliable.

#### *4.2.4. Structural Model Evaluation (Inner Model)*

The structural model analysis, or inner model, is a crucial stage in research aimed at testing the causal relationships among latent constructs within the research model. The evaluation of the structural model is conducted based on several parameters, including R-Square, F-Square, and model fit.

**Table 7. R-Square Result**

| | *R-Square* | *R-Square Adjusted* |
|---|---|---|
| *Repurchase Intention* | 0.493 | 0.481 |
| *Consumer Trust* | 0.548 | 0.541 |

*Source: Processed Data by Researcher, 2025*

The R-Square value for the Repurchase Intention variable is 0.493. Therefore, the model can be categorized as having weak to moderate predictive strength. The R-Square value for the Consumer Trust variable is 0.548. Therefore, the model can be categorized as having moderate predictive strength.

**Table 8. F-Square Result**

| | *E-WOM* (X1) | *Brand Image* (X2) | *Repurchase Intention* (Y) | *Consumer Trust* (Z) |
|---|---|---|---|---|
| *E-WOM* (X1) | | | 0.058 | 0.216 |
| *Brand Image* (X2) | | | 0.033 | 0.288 |
| *Repurchase Intention* (Y) | | | | |
| *Consumer Trust* (Z) | | | 0.132 | |

*Source: Processed Data by Researcher, 2025*

The F-Square value, indicates that the influence of E-WOM has a small effect on Repurchase Intention (0.058) and E-WOM has a moderate to large effect on Consumer Trust (0.216). The F-Square value, indicates that the influence of Brand Image has a small effect on Repurchase Intention (0.033) and indicates that the influence of Brand Image has a moderate to large effect on Consumer Trust (0.288). Lastly, The F-Square value of Consumer Trust on Repurchase Intention is (0.132) has a moderate effect on Repurchase Intention.

**Table 9. Model Fit Result**

| | *Saturated model* | *Estimated model* |
|---|---|---|
| SRMR | 0.098 | 0.098 |
| d_ULS | 0.881 | 0.881 |
| d_G | 0.465 | 0.465 |
| *Chi-square* | 327.408 | 327.408 |
| NFI | 0.669 | 0.669 |

*Source: Processed Data by Researcher, 2025*

The NFI (Normed Fit Index) values for both the saturated model and the estimated model are 0.669. When converted into a percentage, this equals 69.9%, indicating that the research model falls into the good category. However, based on the SRMR (Standardized Root Mean Square Residual) value of 0.098, which is less than 0.10, the model is considered to have an acceptable fit [17]. Therefore, it can be concluded that the model fits the data well.

#### *4.2.5. Hypothesis Testing*

Hypothesis evaluation is carried out by examining the path coefficient values, which indicate the level of influence of the independent variables on the dependent variables. Hypothesis testing can also be conducted by comparing the t-statistics value with the t-table value. A hypothesis is considered significant if the t-statistics value exceeds the t-table value and the p-value is below 0.05.

**Table 10. Results of Direct Hypothesis Testing**

| | *Path Coefficient* | *T Statistics (\|O/STDEV\|)* | *P Values* |
|---|---|---|---|
| *E-WOM -> Repurchase Intention* | 0.233 | 2.545 | 0.011 |
| *E-WOM -> Consumer Trust* | 0.386 | 5.120 | 0.000 |
| *Brand Image -> Repurchase Intention* | 0.181 | 1.834 | 0.067 |
| *Brand Image -> Consumer Trust* | 0.445 | 6.186 | 0.000 |
| *Consumer Trust -> Repurchase Intention* | 0.385 | 3.516 | 0.000 |

*Source: Processed Data by Researcher, 2025*

Based on the test results, E-WOM has a positive and significant effect on Repurchase Intention (t = 2.545 > 1.985; p = 0.011 < 0.05). Furthermore, E-WOM also has a positive and significant effect on Consumer Trust (t = 5.120 > 1.985; p = 0.000 < 0.05). Meanwhile, Brand Image does not have a significant effect on Repurchase Intention (t = 1.834 < 1.985; p = 0.067 > 0.05). However, Brand Image has a positive and significant effect on Consumer Trust (t = 6.186 > 1.985; p = 0.000 < 0.05). In addition, Consumer Trust has a positive and significant effect on Repurchase Intention (t = 3.516 > 1.985; p = 0.000 < 0.05).

**Table 11. Results of Indirect Hypothesis Testing**

| | *Path Coefficient* | *T Statistics (\|O/STDEV\|)* | *P Values* |
|---|---|---|---|
| *E-WOM -> Consumer Trust ->Repurchase Intention* | 0.148 | 2.759 | 0.006 |
| *Brand Image -> Consumer Trust -> Repurchase Intention* | 0.171 | 3.316 | 0.001 |

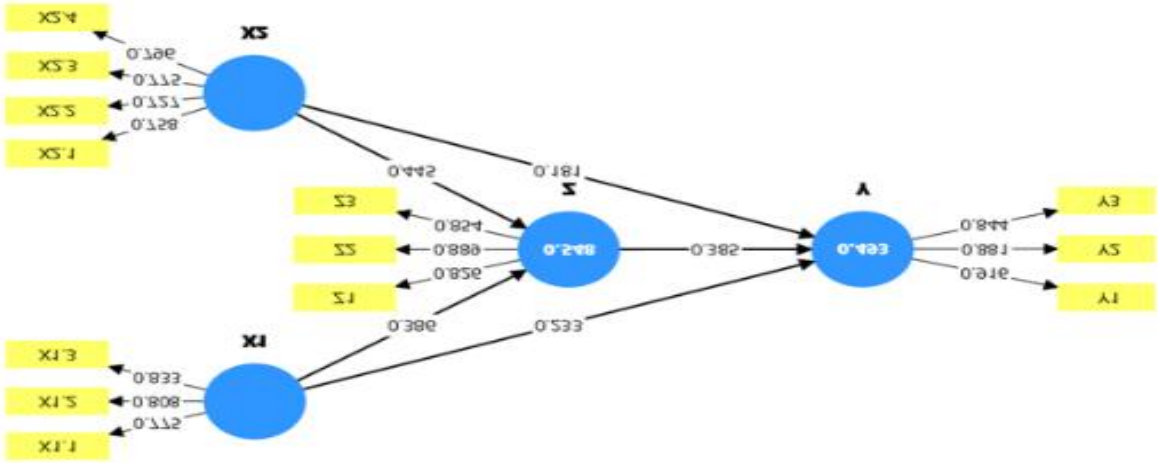
*Source: Processed Data by Researcher, 2025*

Based on the test results, E-WOM has a positive and significant indirect effect on Repurchase Intention through Consumer Trust (t = 2.759 > 1.985; p = 0.006 < 0.05). Furthermore, Brand Image also has a positive and significant indirect effect on Repurchase Intention through Consumer Trust (t = 3.316 > 1.985; p = 0.001 < 0.05). Overall, these results demonstrate that Consumer Trust serves as a significant mediating variable linking both E-WOM and Brand Image to Repurchase Intention.

Based on the test results obtained, the structural model in the form of a SmartPLS diagram can be presented as follows.

***a. SmartPLS Structural Laoding Factor Diagram***

**Figure 1. SmartPLS Structrual Loading Factor Diagram**

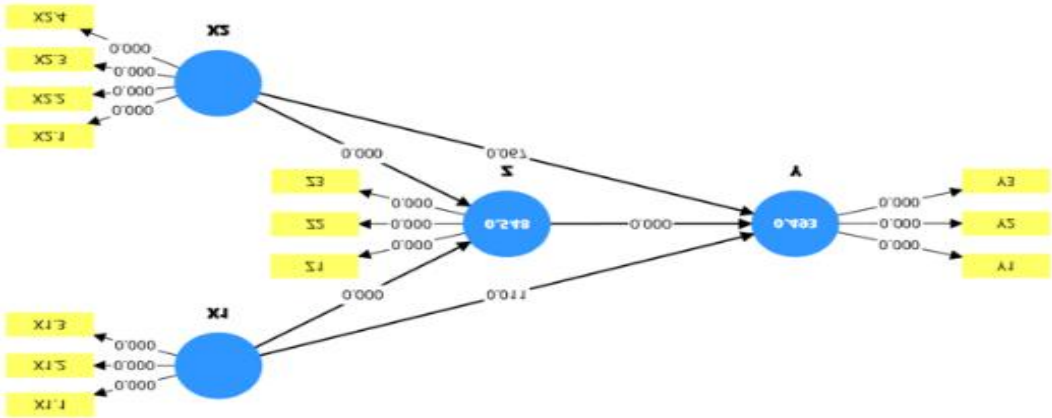


*Source: Processed Data by Researcher, 2025*

One of the main elements in the measurement model (outer model) is the structural loading factor diagram, which illustrates the relationship between latent constructs and their corresponding indicators. The loading factor value represents the degree of contribution of each indicator in representing the latent construct. In general, an indicator is considered valid if it has a loading value greater than 0.70. The higher the loading factor, the stronger the indicator's ability to reflect the measured latent construct. The structural loading factor diagram in SmartPLS visually displays the relationships between indicators and constructs, as well as the model's validity, thereby enhancing the understanding of the research findings.

***b. SmartPLS Bootstraping Diagram***

**Figure 2. SmartPLS Bootstraping Diagram**



*Source: Processed Data by Researcher, 2025*

The bootstrapping method is performed by repeatedly taking random samples from the original dataset to evaluate the accuracy of statistical parameters in the model. This technique produces estimates such as t-statistics, p-values, and confidence intervals, which are used to assess the significance of relationships among constructs. The results of the bootstrapping analysis are presented in a diagram showing the t-statistic values for each path coefficient. The relationships between constructs are considered significant if they meet the criteria of t-table > 1.985 (at a 5% significance level) or p-value < 0.05. Based on these criteria, the researcher can determine whether a hypothesis is accepted or rejected.

**DISCUSSION**

***The Influence of E-WOM on the Repurchase Intention of ESQA Cosmetic Products in Pekanbaru***

The findings of this study indicate that ESQA has the potential to strengthen its E-WOM management through interactive digital campaigns, collaborations with influencers, and consistent product quality that meets market expectations. E-WOM plays a crucial role in shaping a positive brand image and fostering consumer loyalty, ultimately enhancing repurchase intention. Consumer opinions in the digital space have been proven to influence purchasing behavior, as consumers in Pekanbaru tend to rely heavily on online reviews as a primary reference. The more positive the E-WOM received, the stronger the consumers' intention to repurchase ESQA cosmetic products. These findings are consistent with the study by [18], which stated that E-WOM plays a central role in building trust and strengthening repurchase intention. The results also align with the study by [19], which revealed that electronic word of mouth has a positive and significant effect on the repurchase intention of local skincare products in the Jabodetabek area. Positive reviews and genuine experiences from other consumers are perceived as more credible than formal advertisements, thereby fostering confidence that the product is worth repurchasing. In the context of ESQA cosmetics, E-WOM that emphasizes product quality, safety, and user satisfaction creates a strong psychological effect that encourages consumers to remain loyal to the brand.

***The Influence of E-WOM on Consumer Trust in ESQA Cosmetic Products in Pekanbaru***

Practically, these findings highlight the importance for ESQA to manage and strengthen positive E-WOM through increased engagement on social media, providing spaces for experience sharing, and responding actively to consumer feedback. An effective digital communication strategy can make E-WOM not only a promotional tool but also a key foundation for building and maintaining consumer trust. Furthermore, the influence of E-WOM on consumer trust demonstrates that digital interactions play a major role in shaping brand reputation. Trust emerges when consumers perceive that ESQA products consistently deliver on their promises and meet their needs. The more positive the reviews and experiences shared online, the stronger consumers' confidence becomes in the quality and credibility of the ESQA brand. These findings are consistent with the study by [20], which emphasized the role of E-WOM as a credible source of information in shaping consumer perceptions. Similarly, the results align with the research by [21], which found a positive and significant direct influence of both E-WOM and Consumer Trust on online repurchase intention for local skincare and cosmetic products in Indonesia, particularly in Yogyakarta. Unlike conventional advertisements that are often perceived as subjective, consumer reviews are considered more honest and objective, making them more trustworthy. In the context of ESQA, the abundance of positive reviews regarding product safety, effectiveness, and comfort serves as a key factor that drives consumers in Pekanbaru to feel confident and trusting in using and recommending the products.

***The Influence of Brand Image on the Repurchase Intention of ESQA Cosmetic Products in Pekanbaru***

Although Brand Image does not have a significant effect on Repurchase Intention, this factor still plays a strategic long-term role in building consumer loyalty and strengthening the brand's position amid intense competition in the cosmetics industry. The results of this study can serve as input for ESQA to reinforce its brand identity through consistent communication, improved product quality, and the creation of positive consumer experiences, which will strengthen the brand image and potentially encourage future repurchase intentions. The insignificance of Brand Image's influence on Repurchase Intention may be attributed to high market competition, the relatively weak brand image of ESQA in Pekanbaru, and the strong impact of digital and interpersonal recommendations on consumer decisions. This indicates that

consumers tend to focus more on tangible product benefits such as quality, suitability to their skin needs, price, and comfort of use rather than solely on brand perception. Therefore, while a positive brand image may not directly drive repurchase behavior, it remains essential as a foundation for building long-term trust and loyalty. These results contradict the findings of [22], who discovered that Brand Image plays a dominant role in influencing Repurchase Intention. They also differ from the study by [23], which found that Brand Image has a positive and significant effect on the repurchase intention of Y.O.U cosmetic products in Denpasar City. This difference can be explained by the highly competitive cosmetics market in Pekanbaru. The presence of various international and local brands with similar quality has led consumers to base their purchasing decisions more on functional aspects, such as product suitability for their skin, perceived quality, and price affordability. Brand Image has not yet become the primary consideration, as consumers in Pekanbaru tend to be rational and open to trying other products that they perceive as more suitable.

***The Influence of Brand Image on Consumer Trust in ESQA Cosmetic Products in Pekanbaru***

The findings of this study have strategic implications for ESQA to continuously strengthen its Brand Image through consistent marketing communication, maintaining product quality, and delivering excellent service. The trust that has been established among consumers in Pekanbaru should be maintained as an essential asset to increase Repurchase Intention. Thus, a positive brand image not only helps build trust but also serves as a competitive advantage in the increasingly competitive cosmetics industry. The results also emphasize that brand reputation serves not only as a differentiation tool but as a fundamental foundation for building consumer trust. When consumers believe that a brand is committed to product quality and consistency, such trust reinforces loyalty and encourages future repurchase behavior. Overall, these findings confirm that Brand Image significantly influences Consumer Trust in ESQA cosmetic products in Pekanbaru City. The more positive the brand image of ESQA, the higher the level of consumer trust in its products. A consistent and strong brand image in the public eye demonstrates that ESQA not only delivers quality products but also remains committed to meeting consumer needs and expectations. These results are consistent with the findings of [24], who emphasized the role of Brand Image in building Consumer Trust. Brands with a strong reputation are generally perceived as more credible and reliable, making consumers feel secure when making purchases. In the context of Pekanbaru, ESQA's success in maintaining its image as a safe, modern cosmetic brand aligned with the urban lifestyle has strengthened consumers' confidence to continue using its products.

***The Influence of Consumer Trust on the Repurchase Intention of ESQA Cosmetic Products in Pekanbaru***

The practical implications of these findings indicate that ESQA needs to maintain and enhance consumer trust through strategies focused on quality, transparency, and service. Efforts such as ensuring the quality of ingredients, providing honest and clear product information, and responding promptly to customer needs will strengthen the emotional and rational connection between consumers and the brand. The trust built through these positive interactions can serve as a key asset in increasing Repurchase Intention, while also reinforcing ESQA's position as a trusted cosmetic brand among consumers in Pekanbaru. The results also show that Consumer Trust serves as an important link between consumer experience and repurchase behavior. Products that consistently maintain quality and deliver satisfaction strengthen consumers' confidence to remain loyal to the brand. Therefore, this trust holds strategic value in expanding market share and enhancing customer loyalty amid the growing competition in the cosmetics industry. Overall, the findings

confirm that Consumer Trust has a significant influence on Repurchase Intention for ESQA cosmetic products in Pekanbaru City. This positive relationship indicates that the higher the consumers' trust in the product's quality, safety, and benefits, the greater their tendency to repurchase. In ESQA's case, such trust acts as a key factor that drives consumers in Pekanbaru to continue choosing the brand despite the presence of many alternatives in the market. These findings are consistent with the study by [25], which emphasized that the level of consumer trust is one of the main determinants in building loyalty. Trust creates a sense of security and reduces uncertainty in decision-making, making consumers more confident in maintaining a long-term relationship with a brand. In the Pekanbaru cosmetics market, these results highlight that trust in ESQA arises not only from brand claims but also from user experiences that meet expectations and from products that align with the needs of urban consumers who demand high quality and safety.

***The Influence of E-WOM on Repurchase Intention through Consumer Trust in ESQA Cosmetic Products***

Practically, this study highlights the importance for ESQA to manage E-WOM positively through digital strategies, loyalty programs, and active engagement on social media. By maintaining consistency in brand image and product quality, consumer trust can be strengthened, leading directly to an increase in Repurchase Intention. The findings also show that the influence of E-WOM on Repurchase Intention is mediated by Consumer Trust, where positive reviews aligned with real consumer experiences reinforce their confidence in ESQA and encourage continuous repurchasing. Thus, it can be concluded that E-WOM has a significant effect on Repurchase Intention through Consumer Trust. Reviews, recommendations, and other users' experiences have been proven to build consumer trust in ESQA products. This trust then serves as the main foundation that drives repurchase decisions, as consumers feel confident in the quality, safety, and suitability of the products for their needs. These findings are consistent with the study by [26], which stated that E-WOM can enhance consumer trust, which in turn influences Repurchase Intention. Similar results were also found in the study by[26], which concluded that E-WOM has a significant effect on Repurchase Intention mediated by Consumer Trust. However, this study adds a contextual perspective by highlighting the cosmetics market in Pekanbaru, where consumers heavily rely on information from social media and online communities before making purchasing decisions.

***The Influence of Brand Image on Repurchase Intention through Consumer Trust in ESQA Cosmetic Products***

The practical implications of these results indicate that ESQA must continue to strengthen its brand image through product innovation, transparent marketing communication, and responsive customer service to maintain consumer trust. Strong trust not only encourages repeat purchases but also builds long-term loyalty amid intense market competition. The findings of this study confirm that Brand Image has a significant influence on Repurchase Intention through Consumer Trust for ESQA cosmetic products in Pekanbaru City. A positive and consistent brand image fosters consumer confidence in the quality and reliability of the products, ultimately increasing repurchase intention. This phenomenon also highlights consumers today are more selective, prioritizing real evidence from positive experiences and consistent product quality. Therefore, Consumer Trust serves as an essential mediating factor that transforms brand image perception into actual repurchase behavior. Compared to the study by [26], these findings support the view that a positive Brand Image serves as the main foundation for developing consumer loyalty. Furthermore, the research by [27] showed a positive and significant influence of Brand Image on Consumer Repurchase through Trust as an intervening variable.

## 5. CONCLUSION

Based on the results of this study, it can be concluded that Electronic Word of Mouth (E-WOM) has a significant effect on Repurchase Intention for ESQA cosmetic products in Pekanbaru City. This indicates that electronic word-of-mouth communication makes a tangible contribution to encouraging consumers' intention to repurchase. In contrast, Brand Image does not have a significant effect on Repurchase Intention, suggesting that brand image has not yet become a primary factor influencing consumer's repurchase decisions for ESQA products. Furthermore, the results also show that E-WOM and Brand Image have a significant effect on Consumer Trust. These findings confirm that both positive information shared through digital media and a strong brand image can enhance consumer trust in ESQA cosmetic products. In addition, Consumer Trust has been proven to have a significant effect on Repurchase Intention, meaning that the higher the level of consumer trust, the greater their tendency to make repeat purchases. Moreover, the mediation analysis results reveal that E-WOM and Brand Image significantly influence Repurchase Intention through Consumer Trust. This indicates that consumer trust plays an essential role as a bridge in strengthening the impact of digital communication and brand image on repurchase intention. Therefore, it can be concluded that consumer trust serves as a key element linking brand perception and informational experience with repurchase decisions for ESQA cosmetic products in Pekanbaru City

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