

The Role of Customer Value as Intervening in Repurchase Decisions: The Case of Skincare Indonesia

Feliks A.B.K. Panjaitan^{1*)}; Hotman Panjaitan²⁾

^{1*)} feliksabkp@uho.ac.id, Universitas Halu Oleo Kendari, Indonesia

²⁾ hotman_pp@untag-sby.ac.id, University of 17 August 1945 Surabaya, Indonesia

*) Corresponding Author

ABSTRACT

Objectives: Companies can more easily communicate product information by using digital marketing. Indonesian manufacturers of skincare products use digital marketing to advertise and promote their goods to a larger target audience. The objective of this study is to assess the potential mediating role of customer value in the relationship between digital marketing, product quality, brand perception, and the decision-making process of repurchasing products.

Methodology: A quantitative research approach using purposive sampling of 210 research respondents from the population of Indonesian skin care product consumers based in Surabaya. Analysis was carried out using structural equation models, with Warp PLS 5.0 software.

Finding: The results demonstrate that customer value does not mediate the relationship between digital marketing and repurchase decisions. The influence of brand perception and product quality on decisions to repurchase goods is mediated by customer value. Research findings also indicate that in comparison to digital marketing, factors such as product quality and brand image have a favorable impact on customer value.

Conclusion: It is important to assess and improve how skin care products are marketed and promoted online. Brand perception, product quality, and customer value can increase customer repeat purchases. These findings have implications for the skin care business and highlight the need to prioritize factors that contribute to customer value to drive sales and increase customer repurchase decisions.

Keywords: digital marketing, product quality, brand image, customer value, repurchase decision.

Submitted:

2023-04-27

Revised:

2024-02-27

Accepted:

2024-02-21

Article Doi:

http://dx.doi.org/10.22441/jurnal_mix.2024.v14i1.004

INTRODUCTION

Everyone, especially ladies, pays attention to having healthy skin. Having healthy facial skin might make women seem more assured. Even if you take good care of your skin, depending on your treatment, it can still help you with issues like acne, dull skin, skin whitening, and much more. With the advancement of modern technology, skin care may now be performed at home with over-the-counter items in addition to professional salons.

Manufacturers of skin care products create products to address identified skin disorders while considering the wide range of client requests. Even a single manufacturer can create numerous varieties of skincare products.

Numerous locally produced, original skincare items available today can compete on the market and are on par with international skincare goods in terms of quality. The Food and Drug Supervisory Agency of the Republic of Indonesia (BPOM-RI) closely monitors skin care products in Indonesia. Once these goods have been deemed safe, they can be sold on the market. Many skincare products have currently been approved as safe by BPOM-RI. Avoskin, Somethinc, Wardah, Whitelab, Scarlett Whitening, MS Glow, and many more skin care items are available in Indonesia.



Figure 1. Top 5 best-selling skincare in Indonesia (2022)

Source: <https://kompas.co.id/article/top-5-brand-perawatan-wajah/> accessed on 26/04/2023, at 09.25)

According to the data mentioned earlier (Fig.1), Something, a local skincare brand with total sales of 53.2 billion, will be the most popular skincare product worldwide in 2022. Skintific, a foreign skincare brand, will come in second place with total sales of 44.4 billion, and Scarlett Whitening, another local skincare brand, will take third place with total sales of 40.9 billion. This data also shows that local skincare products can become skin care products trusted and in

demand by the public. Even local skincare product customers are growing despite the fierce rivalry with skincare goods from outside.

Digital marketing is one of the options for promoting and selling business items due to recent technological breakthroughs. According to Yasmin et al. (2015), digital marketing is often used to advertise goods or services and connect with consumers online. Through digital marketing strategies, businesses can sell and promote their products to a larger audience to develop and connect information between companies and consumers; digital marketing uses the Internet and other interactive technologies (Coviello et al., 2001; Daj & Chirca, 2009; Urban, 2003; Nofrialdi, 2021). According to Deepa (2021), internet marketing can improve brand perception.

One of the elements that customers consider when purchasing a product is the brand image of that product; in fact, some consumers give the brand image of a product more consideration than price or other criteria. According to Schiffman & Kanuk (2013), brand image is a perception that lasts for a very long time is created via experience, and is largely consistent. As a result, one key factor influencing consumer behavior in favor of a brand image is consumer attitudes and behaviors. Several businesses maintain and enhance product quality to retain their brand image. When a brand has a positive reputation, customers are more likely to return for more. According to Cretu & Brodie (2007), brand image impacts the caliber of goods and services. Sakdiah (2018) demonstrates how customer value affects decisions to repurchase.

Consumers often take into account product quality with factors such as digital marketing, brand image, and customer value. One advantage of the product will be its superior level of quality and its ability to seamlessly integrate with its designated purpose. According to Mowen & Minor (2002), Product quality refers to the comprehensive evaluation made by consumers regarding the efficacy of a certain good or service (Marlapa, E. 2020). Consumers' perceptions of product quality that differ from expectations may have a negative effect on the business. Local skincare is being encouraged by fierce competition to maintain product quality improvements to fulfill consumer expectations. According to Beneke et al. (2013), there is a relationship between product quality and customer value.

Convincing clients to repurchase skincare goods in the context of fierce market competition poses challenges since they are prone to swiftly switch to an alternative brand they perceive as superior, even in response to minor errors. Repurchase decision is the propensity of customers to purchase a particular brand or act in ways connected to their past product repurchase intentions (Best & Coney, 2004). Psychological characteristics can affect a consumer's decision to repurchase an item (Blackwell et al., 2006; Mothersbaugh & Hawkins, 2016). Consumer loyalty to the brand or product in question can result from consumers repurchasing local skincare goods they have already used. Ho & Chung (2020) state that customer equity influences repurchase intention. According to Bayu et al. (2019), product quality affects consumers' propensity to repurchase. (Sutia et al., 2019; Okataviar C et al, 2022) Additionally, it was demonstrated that the utilization of online marketing strategies and the establishment of brand awareness exert a significant impact on customers' inclination to engage in repeat purchases of items.

The present study aims to investigate the potential mediation effect of customer value on the relationship between brand image, product quality, digital marketing, and repurchase decisions.

This study is intriguing because previous studies on the relationship between repurchase decisions and digital marketing have produced contradictory findings, both positive and negative (Alwan & Alshurideh, 2022; Manchanda et al., 2006). The inclusion of customer value as an intervening element makes this research gap an interesting topic for additional study, because not many researchers have made customer value an intervening variable.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

1. Relationships in digital marketing, customer value, and buying decisions

Digital marketing is a branch of information technology that serves as a means to facilitate communication and foster relationships between organizations and their customers. Enhancing comfort and convenience for individuals or many clients entails facilitating the accessibility of product-related information. Conversely, the provision of comfort and ease for businesses entails the capacity to inform customers about distinctive and appealing promotions that cater to a wide-ranging clientele.

Ilyas et al. (2021) study demonstrates the impact of digital marketing on customer value, and Ilyas et al. (2020) study claimed that brand awareness affects consumers' propensity to make repeat purchases. In the study conducted by Ginting et al. (2022), it was shown that consumer buying behavior is influenced by both product distinctiveness and digital marketing. However, the research did not find any significant impact of customer value on consumer buying behavior. Consumer buying behavior also has an impact on consumer repurchase intentions.

According to research from Wandoko & Panggati (2022), information quality and trust positively impact customer repurchase intentions. Information quality, customer repurchase intents, and relationships with digital influencers are all mediated by customer trust. The description previously explained leads to the following theoretical assumptions being proposed:

H1: The impact of digital marketing on customer value is significant.

H2: Through customer value, digital marketing significantly influences consumers' repurchase decisions.

2. The connection between brand perception, customer value, and choice to repurchase

The level of trust that customers place in a brand can be gauged by examining the personal experiences of individual consumers who have made purchases of the product. The development of a favorable brand image in the subconscious of consumers might be indirectly influenced by their pleasant experiences with the product. The establishment of consumer trust in a brand can be further bolstered by a positive reputation associated with the product, so serving as a catalyst to encourage repeat purchases.

According to Amelia & Ayani (2020), brand perception affects customer value and retention. Prasetya & Farida (2021) state that brand image affects consumer value and repeat purchase choices. According to Wang & Wu (2012), business image and perceived value impact customer loyalty and switching costs. Cuong (2022) demonstrates how brand perception, purchasing behavior, and repurchase intentions are influenced by product quality. The study

conducted by Surianto et al. (2020) presented empirical findings that demonstrate the impact of customer relationship management (CRM) initiatives on repurchase intentions, mediated by the channels of corporate image and brand awareness. [Genoveva & Samukti \(2020\)](#), and [Lutfie & Marcelino \(2020\)](#) show that brand image influences purchasing decisions. The description previously explained leads to the following theoretical assumptions being proposed:

H3: The brand image exerts a significant influence on the perceived value of customers.

H4: Through customer value, brand image substantially impacts repurchase decisions.

3. Relationship between consumer value, product quality, and the decision to repurchase

The evaluation of quality is contingent upon one's familiarity with products or services and is gauged by its alignment with the requirements and preferences of the client. In contrast, the comprehensive attributes of a product, including those that impact its ability to meet explicit or implicit needs, are commonly known as its product quality (Kotler, 2001).

Ketut (2018), posits that there exists a reciprocal relationship between brand image and product quality, as well as repurchase intention. Specifically, brand image has a direct impact on product quality and repurchase intention, while repurchase intention, in turn, exerts an influence on brand image. According to Widyaningrum et al. (2022), product quality impacts customer value. Hakim & Susanti (2017) state that the perceived product quality results greatly influence customer value. Munisih & Soliha (2015) have research results showing that product quality positively impacts customer value. According to Manik et al. (2023), The active engagement of firm management in the development of quality improvement initiatives will provide substantial enhancements in product quality, hence conferring advantageous outcomes for the organization. [Supriadi et al. \(2021\)](#) prove that product quality influences purchasing decisions. While [Sudarman et al. \(2021\)](#) prove that brand image mediates the relationship between product quality and customer loyalty. The description previously explained leads to the following theoretical assumptions being proposed:

H5: The quality of a product has a substantial impact on the perceived value by customers.

H6: Through the value of the customer, product quality has a big impact on decisions to repurchase.

4. Customer value and the decision to make another purchase are related

According to Weinstein (2012), customer value refers to the subjective assessment made by customers about various aspects of the products and services they opt for. This assessment encompasses the evaluation of these features, their functionality, and the anticipated impact of using the chosen product on their objectives and intentions. Customer value can be described as the disparity between the overall value perceived by customers and the total costs incurred by customers. The overall value perceived by customers encompasses the benefits that customers anticipate receiving from a specific product or service. On the other hand, the total costs incurred by customers encompass the costs that consumers expect to bear to assess, acquire, utilize, and dispose of a product or service (Kotler, 2001).

According to Correa et al. (2021), perceived value is positively correlated with perceived pleasure and trust, which in turn raises the likelihood that a consumer will make a repeat

purchase. According to Fang et al. (2016), perceived value is a key driver of repurchase intention. According to empirical data, the relationship between relational benefit (i.e., product quality and e-service quality) and perceived value can affect how likely consumers are to make another online purchase based on age and gender. However, buying motivation affects this effect. Meanwhile, Astini & Yuyus (2020), show that product price influences purchasing decisions. The description previously explained leads to the following theoretical assumptions being proposed:

H7: Repurchase decisions are significantly influenced by customer value.

5. Framework for Research

The research framework that describes the relationship between research variables can be built based on the literature review and the debates previously stated, with the following details, 3 independent variables (Digital Marketing, Brand Image, and Product Quality), 1 dependent variable (Repurchase Decision) and Customer Value as intervening variable, this can be seen in Figure 2.

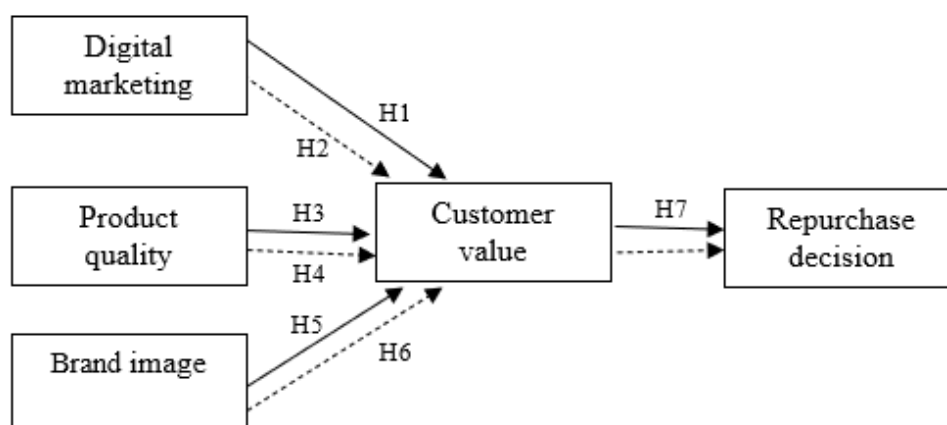


Figure 2: Research Framework

METHOD

This study employs a causal approach. All users of skin care products created locally in Indonesia in Surabaya make up the research population. 210 respondents were included in the sample (10 times the number of indicators) using a purposive sampling technique. The SEM (Structural Equation Modeling) results were calculated utilizing analysis tools provided by Warp PLS (Warp Partial Least Square). Users must be at least 17 years old and have used local skincare products at least once to meet the sample criterion.

The present study used a survey instrument using a Likert scale comprising five levels. Each indication also makes use of two statement elements. Accessibility, interaction, amusement, credibility, irritability, and informativeness are six indicators used in digital marketing factors (Smith, 2011). Three indicators measure brand image variables: strength, originality, and

favorable (Keller et al., 2011). The assessment of variable product quality encompasses four key factors, namely performance, features, reliability, and compliance (Kotler, 2001). According to Panjaitan & Panjaitan (2021), The determination of customer value factors is predicated upon four key indications, namely emotional value, social value, performance value, and financial value. According to Ho & Chung (2020), the elements influencing repurchase decisions can be categorized into four indicators: transactional interest, referential interest, preferred interest, and explorative interest.

RESULTS

Table 1 includes information about respondents' The variables of interest in this study include gender, age, education level, marital status, and length of local skincare use.

Table 1. **Characteristics of respondents (N = 210)**

Characteristics		Frequency	Percent
Gender	Male	-	-
	Female	210	100,0
Age	17-30 years	089	42,4
	31-40 years	072	34,3
	41-60 years	049	23,3
Education Level	High school level	102	48,5
	Bachelor	076	36,2
	Master	032	15,3
Status	Mate	094	44,8
	Single	116	55,2
Been using it for a long time	1 – 2 years	158	75,2
	3 – 4 years	043	20,5
	> 4 years	009	04,3

Source: Data Processed from Questionnaire (2022)

Analysis of the descriptive data from 210 respondents reveals that all respondents are female. Age-based characteristics of respondents were dominated by those between 17 and 30 years old (42.4 percent) and those between 31 and 40 years old (34.3 percent). High school was the most common level of education among respondents (48.5 percent), followed by a bachelor's degree (36.2 percent) and a master's degree (15.3 percent). A significant proportion of the participants, specifically 75.2 percent, reported utilizing skincare goods sourced from local markets for a duration ranging from one to two years. Additionally, 20.5 percent of the respondents indicated using these products for a period of three to four years, while a smaller fraction of 4.3 percent reported using them for a duration exceeding four years.

The model's goodness of fit is assessed by utilizing the average path coefficient (APC), average R squared (ARS), and average variance inflation factor (AVIF) values. The results of the analyses are displayed in Table 2. Where AVIF and APC display the multicollinearity of the independent variables and their relationships. The model is suitable, according to the results from this evaluation.

Table 2. The goodness of fit model

Result	P-Value	Criteria	Description
APC	0.311	< 0,001	Supported
ARS	0.334	< 0,001	Supported
AVIV	1.294	< 5.000	Supported

Source: WarpPLS Outputs

1. Research Variable Validity Test

The figures presented in Table 3 indicate that the factor loading and AVE (average variance extraction) values for each indicator are above the threshold of 0.5. Consequently, the measurements and indications about the convergent validity of the research variables were deemed good.

Table 3. Loading Factor values, and AVE

Research variables	Indicator	Outer Loading Factor Value	AVE
<i>Digital Marketing</i> (Digi-X1)	Digi-X1.1	0.852	0.872
	Digi-X1.2	0.860	
	Digi-X1.3	0.872	
	Digi-X1.4	0.782	
	Digi-X1.5	0.681	
	Digi-X1.6	0.699	
Brand image (Bran-X2)	Bran-X2.1	0.652	0.733
	Bran-X2.2	0.857	
	Bran-X2.3	0.772	
Product Quality (Prod-X3)	Prod-X3.1	0.805	0.799
	Prod-X3.2	0.829	
	Prod-X3.3	0.615	
	Prod-X3.4	0.733	
<i>Customer value</i> (Cust-Z)	Cust-Z.1	0.839	0.877
	Cust-Z.2	0.795	
	Cust-Z.3	0.774	
	Cust-Z.4	0.777	
<i>Repurchase decision</i> (Repu-Y)	Repu-Y.1	0.808	0.752
	Repu-Y.2	0.788	
	Repu-Y.3	0.818	
	Repu-Y.4	0.811	

Source: Results of data processing (WarpPLS Outputs)

When examining the correlations among latent variables generated by WarpPLS, it is observed that the values of AVEs (square roots of average variance retrieved) are arranged diagonally. The observed value of the predicted variable is greater than the observed value of the correlated variable within the same group, suggesting the presence of discriminant validity. According to Table 4, the diagonal block has a greater value compared to the corresponding block. Hence, it may be concluded that every variable fulfills the criteria for discriminant validity.

Table 4. Correlations among latent variables

Variable	Digi-X1	Bran-X2	Prod-X3	Cust-Z	Repu-Y
Digi-X1	0.610	0.108	0.334	0.292	0.503
Bran-X2	0.108	0.730	0.474	0.456	0.113
Prod-X3	0.334	0.474	0.632	0.681	0.300
Cust-Z	0.292	0.456	0.614	0.681	0.390
Repu-Y	0.503	0.113	0.300	0.390	0.743

Source: The result of the WarpPLS output

2. Research Variable Reliability Test

Table 5 presents two metrics, namely composite reliability and Cronbach's alpha, which are employed to assess the dependability of the research variables.

Table 5. Reliability Test Results

Cut Off Value		Digi-X1	Bran-X2	Prod-X3	Cust-Z	Repu-Y	Notes
Cronbach's Alpha	> 0.6	0.622	0.668	0.642	0.611	0.722	All items meet the requirements
Composite Reliability	> 0.7	0.743	0.753	0.793	0.780	0.829	

Source: The result of the WarpPLS output

Note: Digi-X1= Digital marketing; Bran-X2= Brand image; Prod-X3= Product quality; Cust-Z = Customer value; Repu-Y = Repurchase decision.

Based on the data shown in Table 5, it can be observed that the Cronbach alpha values for each variable are above the threshold of 0.6. Furthermore, the value of composite reliability is above the threshold of 0.7. All constructions have therefore met the specified criteria.

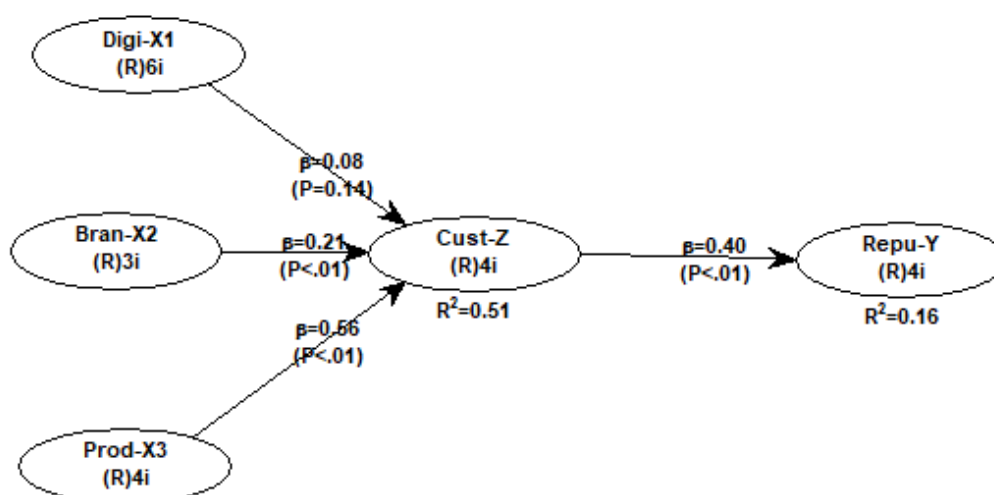


Figure 3. Coefficient of research model path (B= coefficient; p=probability; R²=determination)

Source: The result of the WarpPLS output

3. Hypothesis testing

Hypothesis testing is conducted by utilizing the anticipated level of significance for the model parameters stated in Table 6.

Table 6. Hypothesis Testing

Hypothesis	Standardized Coefficient	P-Values	Decision
H1: Digi-X1 → Cust-Z	0.082	0.136	reject
H2: Digi-X1 → Cust-Z → Repu-Y	0.033	0.271	reject
H3: Bran-X2 → Cust-Z	0.205	0.003	accepted
H4: Bran-X2 → Cust-Z → Repu-Y	0.081	0.044	accepted
H5: Prod-X3 → Cust-Z	0.560	0.000	accepted
H6: Prod-X3 → Cust-Z → Repu-Y	0.222	0.000	accepted
H7: Cust-Z → Repu-Y	0.396	0.000	accepted

Source: The result of the WarpPLS output

Digital marketing has a 0.082 effect on customer value with a p-value of 0.136. Through a customer value of 0.032, digital marketing impacts consumers' decisions to repurchase products. This demonstrates that hypotheses H1 and H2 are rejected.

A p-value of 0.003 suggests a significant influence of brand image on customer value, with an effect size of 0.205. The choice to repurchase is influenced by brand image, as indicated by a customer value of 0.081. This finding provides evidence that H3 and H4 are acknowledged.

A p-value of 0.000 suggests a statistically significant association between product quality and customer value, with a correlation coefficient of 0.560. A customer value of 0.222 signifies that the quality of a product significantly influences consumers' inclination to engage in repeat purchases. This observation provides evidence for the recognition of H5 and H6.

The influence of customer value on the decision to repurchase is 0.396, with a statistically significant p-value of 0.000. This finding provides evidence that the approval of H7 has been established.

DISCUSSION

According to this research result, digital marketing, product quality, brand perception, and customer value can largely account for repurchase decisions for skincare products made in Indonesia. The results of this study also demonstrate that customer value plays a constructive intervening role in the relationship between product quality, brand perception, and choice to repurchase. To enhance clarity, the subsequent sections will give a systematic discussion and analysis of the research findings sequentially:

1. *Digital marketing's impact on customer value and repurchase decisions via customer value*

This research's findings indicate that digital marketing only slightly influences customer value. Therefore, digital marketing is considered not to increase consumer value. According to respondents, this data shows local skin care product companies must use improved digital marketing strategies. This is seen in respondents' responses, who claimed that access to social media is not yet convenient because the internet connection still needs to be supported. Likewise, two-way communication could have worked better; frequently, contacting the seller

is exceedingly challenging. Published advertisements must accurately represent the goods, making it impossible for customers to profit financially. Online advertising frequently has problems, such as alteration of the advertisement to cause fraud or a negative consumer experience.

In addition, individuals who have used local skincare products for between one and two years account for 75.2 percent of respondents who have used them for that time. This further demonstrates that respondents need to be made aware of the long-term advantages of regional skincare products. Given that 42.4 percent of the respondents are still between the ages of 17 and 30, the respondents appear to be youthful if we focus on their age-related traits. Similarly, if we consider the degree of education, 48.5 percent have completed high school. The findings of Ilyas et al., (2021), which demonstrate the impact of digital marketing on customer value, are different from those of this study. According to Wandoko & Panggati (2022), consumer trust and information quality favor repurchase intention.

The amusement indication disproportionately impacts digital marketing, but the irritation indicator has a minimal impact. So, irritation still requires significant consideration. To address this issue, it is important to notify as many people as possible—especially those using local skincare products—that they suit tropical climates.

A non-significant indirect effect of digital marketing on repurchase decisions through customer value was also discovered in this study. This shows that customer value is a weak intervening variable in the relationship between digital marketing and business reputation. Consequently, the augmentation of digital marketing utilization and customer value has the potential to elevate the significance of repurchase determinations.

2. The impact of brand perception on consumer value and repurchase decisions via consumer value

The findings of this study indicate a substantial impact of brand image on the perceived value of customers. This enhances the customer's perceived value in the brand. This information demonstrates that the reputation of local skincare brands is respectable and positive. This is evident from respondents' responses, which included statements on how well-known and simple-to-remember numerous local skincare products and their reputation as high-quality cosmetic brands. It also differs from other products because it has different traits or qualities that set it apart. Using skincare developed in Indonesia has several advantages and leaves people with a favorable impression. According to Amelia & Ayani (2020) and Prasetya & Farida (2021), this research demonstrates the impact of brand image on customer value and retention.

The strengths indication has the slightest influence on how consumers perceive a brand, whereas the uniqueness indicator has the most prominent influence. Therefore, strength still requires careful consideration. This worry can be addressed by making certain skincare products profitable and safe for consumers. Additionally, local skincare companies must be promoted to develop a reputation as high-quality cosmetic labels. Furthermore, this research has revealed a noteworthy indirect association between brand image and repurchase intentions through the mediating factor of customer value. This finding suggests that there may be a stronger relationship between brand image and the decision to repurchase and that customer value may serve as a more effective intervening variable.

3. Customer value and repurchase decisions as a result of the relationship between product quality and customer value

The findings of this study indicate that there is a significant relationship between product quality and customer value. This demonstrates how improved product quality increases consumer value. This proof demonstrates the high quality and popularity of local skincare products. This is evident in respondents' responses, who said that the quality of the skincare products created in Indonesia is good and well-liked by consumers. Furthermore, it is worth noting that the local skincare products in question have undergone rigorous testing and have obtained certificates from BPOM-RI, ensuring their safety and quality. The efficacy of regional skincare products extends to individuals across many age groups and in diverse climatic conditions, facilitating the enhancement of the user's skin aesthetics. According to Munisih & Soliha (2015), Hakim & Susanti (2017), and Widyaningrum et al. (2022) studies, there is a relationship between product quality and customer value. This research supports these findings.

The dependability indication makes the most negligible contribution to the product quality variable, whereas the features indicator makes the most significant contribution. As a result, brand reliability still requires careful consideration. This focus can be achieved by improving the functionality of regional skincare products, ensuring that they work quickly, are gentle on the face, and offer the most outstanding level of comfort when applied. Additionally, attempt to produce local skincare products following the required composition criteria. According to research on the relationship between product quality and customer value, the higher the product quality, the higher the customer value. This research also found that customer value indirectly influences customers' repurchase decisions for a product. This finding demonstrates that the association between product quality and repurchase decisions is mediated by the intervening variable of customer value. By using this approach, the enhancement of client and product value can be achieved, hence rendering repurchase decisions more advantageous.

4. The impact of customer value on decisions to repurchase

The findings of this study indicate that the consumer's perception of value has a significant role in influencing their intention to repurchase skincare products from local sources. Therefore, it can be deduced that the concept of customer value plays a crucial role in influencing the choice to engage in repeat purchases. This data demonstrates that local skincare products have a high perceived value among consumers, encouraging repeat purchases. This is evident from the respondents' responses, indicating they were content and happy utilizing local skincare products. You can rely on local skincare products to meet your demands and deliver advantages. Proud to utilize skincare items from the area. It is believed that regional skincare products exhibit a superior level of quality and originate from a multitude of reputable enterprises. Locally produced skincare products are just as high-quality as those produced elsewhere. The cost of local skincare products is reasonable and consistent with their high quality, and they are also simple to find because there are so many of them available. The results of this investigation align with the conclusions reported in other research conducted by Fang et al. (2016) and Correa et al. (2021).

Performance value indicators have a very minor impact on the formation of customer value variables, while emotional value indicators exert a dominant influence on this process. Therefore, it is vital to give thorough deliberation to the performance value. To effectively

tackle this matter, it is imperative to ensure that consumers are adequately informed and educated regarding the superior quality of locally made skincare products, dispelling any misconceptions of their inferiority compared to those manufactured outside. The utilization of skincare products sourced from the local region is deemed to be safe and efficacious in improving the aesthetic appeal of facial skin.

According to the study, customer value and the decision to repurchase have a good association. This explains that raising customer value will support raising the value of the decision to repurchase.

CONCLUSIONS AND RECOMMENDATIONS

The findings of this study indicate that digital marketing does not exert a significant influence on consumer value, although brand image and product quality are indeed influential factors. The variable of customer value serves as an appropriate intermediate in the association between brand image, product quality characteristics, and the determination to engage in repurchase behavior. In the context of digital marketing, customer value serves as an intermediary metric that requires assistance in establishing a connection between various digital marketing variables and the likelihood of customers making repeat purchases. This finding illustrates that enhancing brand impression, product quality, and customer value can increase the probability of consumers engaging in repeat purchases.

The product quality variable impacts customer value most among the three predicted factors. This indicates that the quality of local skincare products is satisfactory and matches customer expectations. Since digital marketing has yet to be able to raise customer value, it needs to be assessed and improved.

Future research should broaden its focus and investigate the effects of other variable factors, including corporate image, promotions, and other factors that still need to be the focus of this study but which may have a significant impact on consumers' decisions to repurchase products.

REFERENCES

- Alwan, M., & Alshurideh, M. (2022). The effect of digital marketing on purchase intention: Moderating effect of brand equity. *International Journal of Data and Network Science*, 6(3), 837–848.
- Amelia, R., & Ayani, S. (2020). Optimalisasi membangun brand image terhadap customer loyalty melalui customer value dan customer retention sebagai variabel intervening. *Jurnal Ekonomi Bisnis*, 26, 268–279.
- Astini, R., & Yuyus Yustian, K. (2020). Pengaruh Product Price, Individual Personality Differences, Environmental Friendliness Pada Keputusan Pembelian. *Jurnal Ilmiah Manajemen*, 10(1), 141-149.
- Astini, Rina, Ishrat, Kehkashan, Ramli, Yanto, Tafiprios, Chong Kwong, Wing, and Ooi Chee, Keong. Nexus among Crypto Trading, Environmental Degradation, Economic Growth and Energy Usage: Analysis of Top 10 Cryptofriendly Asian Economies. *International Journal*

- of Energy Economics and Policy. Volume 13, Issue 5. pp. 339-347. DOI: <https://doi.org/10.32479/ijeeep.14545>
- Astini, Rina, Salim, Ansa Savad, Deitiana, Tita, and Ramli, Yanto. (2023). Fintech Growth in Asia: A Shift Towards a Net-Zero Carbon Economy. *Przestrzeń Społeczna (Social Space)*. Volume 23, No. 3. pp.123-148
- Bayu, R., Noor, Y. L., & Diah, K. (2019). Analysis of the effect of brand image, product quality, and after-sales service on repurchase decision of Samsung smartphones. *Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), 19–32.
- Beneke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013). The influence of perceived product quality, relative price and risk on customer value and willingness to buy: a study of private label merchandise. *Journal of Product & Brand Management*.
- Best, H., & Coney, C. B. (2004). *Building Marketing Strategy*. Boston, McGrawHill Irwin.
- Blackwell, D. R., Miniard, W. P., & Engel, F. J. (2006). *Consumer Behavior*, South-Western. Thomson Learning.
- Correa, C., Alarcón, D., & Cepeda, I. (2021). “I am Delighted!”: The Effect of Perceived Customer Value on Repurchase and Advocacy Intention in B2B Express Delivery Services. *Sustainability*, 13(11), 6013.
- Coviello, N., Milley, R., & Marcolin, B. (2001). Understanding IT-enabled interactivity in contemporary marketing. *Journal of Interactive Marketing*, 15(4), 18–33.
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230–240.
- Cuong, D. T. (2022). The Relationship Between Product Quality, Brand Image, Purchase Decision, and Repurchase Intention. *Proceedings of International Conference on Emerging Technologies and Intelligent Systems: ICETIS 2021 (Volume 1)*, 533–545.
- Daj, A., & Chirca, A. (2009). The adoption of digital marketing in financial services under crisis. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V, 2*, 161.
- Deepa, E. (2021). Digital Marketing A Catalyst In Creating Brand Image Through Customer. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(4), 1308–1315.

- Fang, J., Wen, C., George, B., & Prybutok, V. R. (2016). Consumer heterogeneity, perceived value, and repurchase decision-making in online shopping: The role of gender, age, and shopping motives. *Journal of Electronic Commerce Research*, 17(2), 116.
- Genoveva, G., & Samukti, D. R. (2020). Green Marketing: Strengthen The Brand Image And Increase The Consumers' purchase Decision. *Mix Jurnal Ilmiah Manajemen*, 10(3), 367-384.
- Ginting, Y. M., Sinaga, A. M. R., & Nainggolan, R. D. (2022). Analysis the Influence of Digital Marketing, Product Differentiation, Customer Value, Service Quality to Purchase Decision and Repurchase Intention of Millennial Generation at Shopee Online Shop. *SEIKO: Journal of Management & Business*, 4(3), 134–153.
- Hakim, L., & Susanti, N. (2017). Influence of Customer Relationship Management, Brand Equity, Perceived Product Quality, Perceived Price on Customer Value and Purchase Intention (Studies Philips Light Bulb in Batam). *International Journal of Economics and Finance*, 9(7), 122–131.
- Hartono, Sri, Ramli, Yanto, Astini, Rina, Widayati, Catur, and Ali, Anees Janee. (2024). The Clinical Information System That Effects The Patients' Satisfaction Of The Healthcare Services. *Jurnal Manajemen*. Volume 28, No. 1. pp. 1-22. DOI: <https://doi.org/10.24912/jm.v28i1.1463>
- Ho, M. H.-W., & Chung, H. F. L. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*, 121, 13–21.
- Lutfie, H., & Marcelino, D. (2020). Creating online purchase decision and brand image based on advertising effectiveness with epic model. *MIX: Jurnal Ilmiah Manajemen*, 10(3), 346-366.
- Ilyas, G. B., Munir, A. R., Tamsah, H., Mustafa, H., & Yusriadi, Y. (2021). The influence of digital marketing and customer perceived value through customer satisfaction on customer loyalty. *Journal of Legal, Ethical and Regulatory Issues*, 24, 1–14.
- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *The Journal of Asian Finance, Economics and Business*, 7(9), 427–438.
- Imaningsih, Erna Sofriana, Ramli, Yanto, Widayati, Catur, Hamdan, and Yusliza, Mohd Yusoff. (2023). The Influence of Egoistic Values, Biospheric Values, and Altruistic Values on Green Attitudes for Re-intention to Use Eco-Bag: Studies on Millennial Consumers. *Przestrzeń Społeczna (Social Space)*. Volume 23, No. 3. pp.123-148. pp. 357-376

- Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.
- Ketut, Y. I. (2018). The role of brand image mediating the effect of product quality on repurchase intention. *Russian Journal of Agricultural and Socio-Economic Sciences*, 83(11), 172–180.
- Kotler, P. (2001). *Marketing management, millenium edition*. Prentice-Hall, Inc.
- Manchanda, P., Dubé, J.-P., Goh, K. Y., & Chintagunta, P. K. (2006). The effect of banner advertising on internet purchasing. *Journal of Marketing Research*, 43(1), 98–108.
- Manik, E., Sidharta, I., Coenraad, D. P., Komara, A. T., Satria, R. O., & Riadi, F. (2023). Assessing total quality management and its impact on product quality: A cross-sectional study on textile industries in Bandung, Indonesia. *International Journal of Applied Economics, Finance and Accounting*, 15(2), 71–79.
- Marlapa, E. (2020). Quality of Service and Community Disciplinary Officer with Quality Products for Variable Interviening Customer Satisfaction: National Savings Bank Syariah Branch Bogor Regency Cigombong. *International Review of Management and Marketing*, 10(4), 132–139.
- Mothersbaugh, L. D., & Hawkins, I. Del. (2016). *Consumer behavior: Building marketing strategy*. McGraw-Hill.
- Mowen, J. C., & Minor, M. (2002). *Perilaku konsumen*. Jakarta: Erlangga, 90.
- Munisih, S., & Soliha, E. (2015). Pengaruh Kualitas Produk Terhadap Nilai Pelanggan Dan Kepuasan Pelanggan Dan Dampaknya Pada Loyalitas Pelanggan Apotek Dela Semarang. *Prosiding Seminar Nasional & Call For Papers. Fakultas Ekonomika Dan Bisnis. Universitas Stikubank Semarang*.
- Nofrialdi, R. (2021). Online Shopping Behavior Model: Determining the Factors Affecting Repurchase Intention. *Journal of Law, Politic and Humanities*, 1(2), 88–97.
- Oktaviar, C., Arief, H., & Pertiwi, D. A. L. The Influence of Brand Awareness, Trust, and Digital Marketing on Operational Decisions on Laser Vision Correction (LVC) SMILE (Small Incision Lenticule Extraction) Method..
- Panjaitan, F., & Panjaitan, H. (2021). Customer value is reviewed in terms of customer relationship learning and customer engagement: Evidence from banking industry. *Accounting*, 7(1), 89–94.

- Prasetya, D. E., & Farida, N. (2021). Pengaruh Brand Image Dan Service Quality Terhadap Repurchase Intention Melalui Cutomer Value Sebagai Variabel Intervening (Studi Pada Pengguna Jasa Bus PT. Pahala Kencana Cabang Kudus Jurusan Kudus-Jakarta Kelas Eksekutif). *Jurnal Ilmu Administrasi Bisnis*, 10(1), 697–706.
- Ramli, Yanto, Imaningsih, Erna Sofriana, Rajak, Adnan and Ali, Anees Janee. (2022). Environmental Sustainability: To Enhance Organizational Awareness towards Green Environmental Concern. *International Journal of Energy Economics and Policy*. Volume 12, 4. pp.307-316. DOI: <https://doi.org/10.32479/ijeep.13275>
- Ramli, Yanto, Kurniawan, Deden, Imaningsih, Erna Sofriana, Yuliantini, Tine, and Anah, Sri. (2022). Imposing Green Management to Enhance the Organizational Awareness against the Environmental Sustainability. *International Journal of Energy Economics and Policy*. Volume 13, Issue 1. pp. 518-528. DOI: <https://doi.org/10.32479/ijeep.14001>
- Ramli, Yanto and Kartini, Dwi. (2022). *Manajemen Strategik dan Bisnis*. Bumi Aksara. Jakarta. Indonesia
- Sakdiah, H. (2018). Pengaruh Nilai Pelanggan dan Pengalaman Pelanggan Terhadap Kepuasan Pelanggan dalam Mempengaruhi Keputusan Pembelian Ulang (Studi pada Pelanggan Toko ATK dan Accessories USU BERSAMA). Universitas Sumatera Utara.
- Schiffman, L. G., & Kanuk, L. L. (2013). *Consumer Behavior, Eight Edition*, 2004. Prentice Hall, India.
- Smith, K. T. (2011). Digital marketing strategies that Millennials find appealing, motivating, or just annoying. *Journal of Strategic Marketing*, 19(6), 489–499.
- Shiratina, Aldina, Ramli, Yanto and Hanifah, Haniruzila. (2022). SME Innovation and Social-Media on Intention to Visit Ternate City with Destination Image as the Moderating Variable. *Jurnal Bisnis dan Manajemen*. Volume 23, No. 1. pp. 66-78. DOI:<https://doi.org/10.24198/jbm.v23i1.733>
- Shiratina, Aldina, Ramli, Yanto, Imaningsih, Erna Sofriana, Rajak, Adnan and Ali, Anees Janee. (2023). The Role of Entrepreneurial Marketing and Relationship Marketing that Strengthen the Women Entrepreneurs' Business Performance. *Indonesian Journal of Business and Entrepreneurship*. Volume 9 No. 2. pp. 177-185. DOI: 10.17358/IJBE.9.2.177
- Sudarman, E., Madiistriyatno, H., & Sudarman, I. (2021). Investigations of customer loyalty: Strengthening product quality, brand image and customer satisfaction. *MIX: Jurnal Ilmiah Manajemen*, 11(01), 78-93.

- Supriadi, Y. N., Arieftiara, D., Desmintari, D., & Ahman, E. (2021). Membangun Citra Merek Perusahaan Dan Kualitas Produk Dalam Memediasi Pengaruh E-Wom Pada Keputusan Pembelian Melalui Aplikasi Digital. *Mix: Jurnal Ilmiah Manajemen*, 11(3), 311-330.
- Surianto, M., Setiawan, M., Sumiati, S., & Sudjatno, S. (2020). Cause-related marketing campaigns and repurchase intentions: The mediating role of brand awareness, consumer attitude and corporate image. *Management Science Letters*, 10(14), 3235-3242.
- Sutia, S., Adha, S., & Fahlevi, M. (2019). Why do customers intend to repurchase transportation online in Indonesia? *E3S Web of Conferences*, 125, 23010.
- Urban, G. (2003). *Digital marketing strategy: text and cases*. Prentice-Hall, Inc.
- Wandoko, W., & Panggati, I. E. (2022). The influence of digital influencer, e-WOM and information quality on customer repurchase intention toward online shop in e-marketplace during pandemic COVID-19: The mediation effect of customer trust. *Journal of Relationship Marketing*, 21(2), 148-167.
- Wang, C., & Wu, L. (2012). Customer loyalty and the role of relationship length. *Managing Service Quality: An International Journal*, 22(1), 58-74.
- Weinstein, A. (2012). *Superior customer value: Strategies for winning and retaining customers*. CRC press.
- Widyaningrum, H. W., Farida, N., & Prihatini, A. E. (2022). Pengaruh Product Quality dan Service Quality terhadap Brand Switching Melalui Customer Value (Studi pada Mantan Pelanggan Indihome di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 11(2), 281-289.
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, 1(5), 69-80.