

A Customer Engagement Model for Enhancing Brand Loyalty and Repurchase Intention Among Skincare Consumers Through Social Media Marketing Activities, E-Service Quality, and E-WOM

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ABSTRACT

This study investigates the effects of social media marketing activities (SMMA), e-service quality, and electronic word of mouth (e-WOM) on customer engagement and examines their subsequent influence on brand loyalty and repurchase intention among skincare consumers using TikTok in Jakarta, Indonesia. A quantitative approach was employed by collecting data from 400 respondents through purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with AMOS. The findings indicate that e-service quality and e-WOM have significant positive effects on customer engagement, whereas SMMA does not significantly influence customer engagement. Furthermore, customer engagement positively affects brand loyalty, which in turn significantly enhances repurchase intention. Among the antecedent variables, e-service quality emerges as the strongest predictor of customer engagement. These findings suggest that skincare companies should prioritize improving digital service quality and encouraging positive electronic word of mouth to strengthen customer engagement, foster brand loyalty, and increase customers' intention to repurchase products through TikTok.

Keywords: Social Media Marketing Activities; e-Service Quality, Electronic Word of Mouth, Customer Engagement, Brand Loyalty, Repurchase Intention

ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh social media marketing activities (SMMA), e-service quality, dan electronic word of mouth (e-WOM) terhadap customer engagement, serta menguji pengaruh customer engagement terhadap brand loyalty dan repurchase intention pada konsumen produk skincare pengguna TikTok di Jakarta. Penelitian menggunakan pendekatan kuantitatif dengan melibatkan 400 responden yang dipilih melalui teknik purposive sampling. Data dianalisis menggunakan Structural Equation Modeling (SEM) berbantuan AMOS. Hasil penelitian menunjukkan bahwa e-service quality dan e-WOM berpengaruh positif dan signifikan terhadap customer engagement, sedangkan social media marketing activities tidak berpengaruh signifikan terhadap customer engagement. Selanjutnya, customer engagement berpengaruh positif terhadap brand loyalty, dan brand loyalty berpengaruh positif terhadap repurchase intention. Di antara variabel anteseden yang diuji, e-service quality merupakan faktor yang paling dominan dalam meningkatkan customer engagement. Temuan ini mengindikasikan bahwa perusahaan skincare perlu memprioritaskan peningkatan kualitas layanan digital dan mendorong electronic word of mouth yang positif untuk memperkuat customer engagement, membangun brand loyalty, serta meningkatkan repurchase intention melalui platform TikTok.

Kata kunci: Literasi Keuangan Digital, Perilaku Keuangan, Sosialisasi Keuangan, Kesejahteraan Keuangan, Penduduk Usia Produktif, Indonesia.

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INTRODUCTION

The growth of digital commerce has also driven the increasing role of social media and social commerce as integral parts of the marketing ecosystem. Social media is now used not only to build brand awareness but also to serve as a channel for communication, interaction, product evaluation, and transactions. Beauty products are among the categories most frequently searched for and purchased through social media platforms because their characteristics align closely with visual communication formats, usage demonstrations, consumer reviews, and experience-based recommendations (DailySocial.id, 2022). Through short videos, live streaming, tutorials, reviews, and user-generated content, consumers can obtain product information quickly while simultaneously interacting directly with brands and other users. In the context of modern marketing, social media has become a strategic element because it facilitates two-way relationships between companies and customers (Hafez, 2021). Unlike conventional media, which largely relies on one-way communication, social media allows customers to respond, ask questions, share experiences, provide reviews, and produce brand-related content. This interactive capability makes social media a relevant means of building customer relationships, creating brand experiences, and driving consumer engagement. The effectiveness of social media is further supported by findings that social media advertising can be more effective than conventional advertising, reportedly reaching 55% higher effectiveness in certain contexts (Park et al., 2018). In addition, more than 92% of businesses have leveraged social media as part of their marketing activities (Chaffey & Smith, 2022).

One approach that has developed within digital marketing is social media marketing activities (SMMA). This concept refers to a series of marketing activities carried out through social media to create value, build interaction, enhance positive brand perceptions, and influence consumer behavior. SMMA is designed to encourage consumer responses through content that is entertaining, interactive, trend-following, personalized, and capable of stimulating the digital spread of word of mouth (Chen & Lin, 2019; Khan, 2022). These activities also enable brands to interact with consumers at various stages of the purchase journey, from information search and alternative evaluation to transactions and post-purchase experiences (Chu et al., 2020). In practice, SMMA functions not only to expand promotional reach but also to build closer and more sustainable relationships between brands and consumers. Activities such as building online brand communities, interacting with followers, presenting relevant content, responding to comments, and utilizing user-generated content can increase the intensity of the relationship between customers and brands. Therefore, SMMA is regarded as an integral part of digital-based customer relationship management (Laroche et al., 2013; Zollo et al., 2020; Seo & Park, 2018). When consumers perceive that the content delivered by a brand is relevant, interesting, and provides room for participation, they tend to show higher engagement in the form of attention, interaction, emotional response, and active participation. Nevertheless, the influence of SMMA on consumer behavior does not always occur directly or uniformly. Ali et al. (2025) found that SMMA dimensions -

including entertainment, interaction, trendiness, customization, and word-of-mouth- positively influence brand loyalty. These findings show that social media marketing activities can strengthen the relationship between consumers and brands.

Good e-service quality can reduce transaction barriers and increase consumers' sense of security, trust, and comfort. Pattanasing and Jiraphanumes (2025) showed that e-service quality has a positive effect on customer engagement, which subsequently plays a role in shaping brand loyalty. It indicates that a reliable and responsive digital service experience is one of the important foundations for building customer engagement.

In addition to electronic service quality, e-WOM also plays an important role in the digital environment. e-WOM encompasses reviews, comments, recommendations, testimonials, and various forms of information shared by consumers through online platforms. Compared with marketing communications originating from companies, e-WOM is often regarded as more authentic because it stems from other users' actual experiences. In the context of skincare products, reviews regarding product effectiveness, ingredient composition, suitability for skin type, safety of use, price, and usage results become critical information in shaping prospective consumers' evaluations. Mada (2020) found that social media marketing and e-WOM have a positive effect on customer engagement. These findings reinforce the argument that consumer engagement is influenced by a combination of brand communication and social interaction among users.

Customer engagement subsequently has important consequences for the formation of long-term relationships between consumers and brands. Consumers who are cognitively, emotionally, and behaviorally engaged tend to have a higher degree of closeness to the brand. Tuti and Sulistia (2022) found that customer engagement has a positive effect on brand loyalty. Sustained engagement enables consumers to build positive experiences, trust, preference, and commitment toward a brand. Once loyalty has been established, consumers tend not to switch easily to competing brands and are more likely to make repeat purchases. The relationship between loyalty and repeat purchases has also been confirmed in previous research. Wahyuningtiyas and Ramadhan (2023) showed that brand loyalty has a positive effect on repurchase intention. This finding confirms that repurchase intention is formed not only through momentary satisfaction but also through relatively stable psychological and behavioral relationships between consumers and brands. Repurchase intention can thus be regarded as the end result of a process that begins with digital experience, engagement, and the formation of loyalty.

Based on a review of prior research, it is evident that the relationships among SMMA, e-service quality, e-WOM, customer engagement, brand loyalty, and repurchase intention have been analyzed partially across various contexts. However, research that integrates all of these constructs into a single sequential model remains limited. Ali et al. (2025), Alvarez et al. (2021), and other related works have provided an important foundation for explaining consumer-brand relationships, but have not fully tested the mechanism connecting digital marketing activities, electronic service quality, inter-consumer communication, customer engagement, brand loyalty, and repurchase intention in the context of social commerce for skincare products. Therefore, this study examines an integrative model to test the effects of SMMA, e-service quality, and e-WOM on customer engagement. Furthermore, this study examines the effect of customer engagement on brand loyalty and the effect of brand loyalty on repurchase intention. This model is expected to provide a more comprehensive understanding of the mechanism through which repurchase intention is formed, particularly among skincare consumers who use TikTok

in DKI Jakarta. In addition to providing a theoretical contribution by testing the relationships among variables within a single integrated model, this study is also expected to yield practical implications for skincare companies in determining marketing strategy priorities, improving digital services, managing consumer reviews, and building customer relationships.

The beauty industry encompasses a wide range of product categories, including hair care, facial care, body care, and decorative cosmetics. Products in this industry are used not only to meet functional needs, such as maintaining health and skin condition, but also to satisfy psychosocial needs related to appearance, self-confidence, self-image, and social acceptance. Consequently, the consumption of beauty products is increasingly regarded as part of a lifestyle, particularly among urban consumers who have high exposure to beauty trends and product information through digital media. In Indonesia, the beauty industry has demonstrated relatively strong resilience and growth, including during periods of economic pressure caused by the COVID-19 pandemic. The industry was reported to have continued growing by approximately 7% during that period, indicating that demand for beauty and personal-care products tends to remain stable across various economic conditions (Adisty, 2022). Industry growth has also been supported by changes in consumption patterns, as consumers increasingly rely on digital channels to search for information, compare products, read reviews, and complete transactions. Online shopping trends have intensified, with beauty products recorded as one of the leading categories in digital sales, accounting for around 52% in 2024 and projected to grow by 17% in 2025 (Tirta, 2025). These developments confirm that digital platforms no longer function merely as promotional channels but have evolved into the primary space in which consumers conduct the entire process of information search, alternative evaluation, purchase, and post-purchase experience sharing.

Indonesia's beauty industry shows strong growth and a promising long-term outlook. The value of Indonesia's beauty industry market is projected to reach approximately USD 8 billion by 2025, with an annual growth rate of roughly 4% through 2030 (Statista, 2025; Bisnisia.id, 2025). This projection indicates relatively consistent demand, supported by growing public awareness of self-care and personal-care needs. The industry's development is supported by Indonesia's substantial demographic potential, including a female population of more than 142 million people. As one of the main subsectors of the beauty industry, the skincare market has grown consistently by around 6% per year. This growth is driven by increasing awareness of skin health and appearance, product technology development, active-ingredient innovation, social media influence, ease of access through e-commerce, and changes in lifestyle and beauty standards (Katadata.id). The expansion of the beauty industry is also reflected in the growing number of companies operating in the sector. The number of cosmetics companies in Indonesia increased from 913 companies in 2022 to 1,010 companies in 2023 (Limanseto, 2024). This increase indicates that competition within the skincare industry is becoming increasingly intense. Every brand is required not only to produce quality products but also to build digital experiences, reliable services, relevant communication, and sustainable relationships with consumers. The five brands examined in this study are Skintific, Ms Glow, Glad 2 Glow, Wardah, and Gloglowing, which are among the brands with a strong presence in Indonesia's online skincare market (Kompas.co.id, 2022).

Amid such competitive conditions, social media has become a dominant marketing channel because it enables brands to reach a wide audience while building closer relationships with consumers (Digima.co.id, 2024). Visual content, product demonstrations, user testimonials, influencer collaborations, and direct interaction can increase brand awareness and reduce consumer barriers to trying products. Social media also enables the formation of two-way communication that can support customer relationship equity, loyalty, and trust. However, consumers' high exposure to marketing

content has also intensified competition for attention. Attractive marketing activities are not necessarily sufficient to generate engagement if they are not supported by service quality and positive social experiences. TikTok, particularly through its TikTok Shop feature, has developed into one of the favorite platforms for skincare consumers and brands. The platform's advantage lies in its integration of short-video content, recommendation algorithms, live shopping, user reviews, real-time communication, and transactions within a single ecosystem. Through the live shopping feature, companies can demonstrate products, explain their benefits and usage, answer consumer questions, and provide promotions directly. This combination can build trust, reduce uncertainty, and accelerate purchase decisions. TikTok's dominance in beauty product commerce is reflected in its contribution to marketplace transactions within the skincare category. During the 2025-2026 period, TikTok Shop reportedly accounted for around 69% of total marketplace transactions in that category (Andini, 2025). This substantial contribution indicates that TikTok is a relevant empirical context for examining how social media marketing activities, electronic service quality, and inter-consumer communication influence engagement and repurchase behavior.

Although the use of TikTok for skincare marketing is becoming increasingly intensive, not all brand marketing activities automatically build customer engagement. Consumers may repeatedly view content, promotions, or recommendations without demonstrating strong emotional or behavioral engagement. On the other hand, easy-to-use services, accurate information, secure transactions, prompt responses, and credible consumer reviews may be more decisive factors in building engagement. This condition creates a need to empirically test the relative contributions of SMMA, e-service quality, and e-WOM to customer engagement. Furthermore, it is also important to explain whether such customer engagement genuinely builds brand loyalty and drives repurchase intention. Repeat purchases are an important indicator of business sustainability because retaining existing customers generally provides greater economic benefits than relying solely on new customer acquisition. Therefore, this study focuses on the process of forming repurchase intention through the sequential relationship between customer engagement and brand loyalty. Based on the discussion above, the research questions are formulated as follows: (1) Does social media marketing activities have a positive effect on customer engagement among skincare consumers?; (2) Does e-service quality have a positive effect on customer engagement among skincare consumers?; (3) Does electronic word of mouth have a positive effect on customer engagement among skincare consumers?; (4) Does customer engagement have a positive effect on brand loyalty among skincare consumers?; and (5) Does brand loyalty have a positive effect on repurchase intention among skincare consumers?

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by Ajzen (1991), is one of the most widely used behavioral theories for explaining how individuals form behavioral intentions prior to performing a particular behavior. TPB is an extension of the Theory of Reasoned Action (TRA), previously introduced by Fishbein and Ajzen (1975). This extension was made by adding the construct of Perceived Behavioral Control (PBC) to explain behaviors that are not entirely under an individual's control. Accordingly, TPB provides a more comprehensive explanation of the behavior-formation process than the previous model (Ajzen, 1991; Fishbein & Ajzen, 2010). According to Ajzen (1991), an individual's behavior is directly influenced by behavioral intention, namely the individual's readiness to perform a particular action. Behavioral intention itself is shaped by three main determinants: attitude toward the behavior, subjective norm, and perceived behavioral control. Attitude describes an individual's

evaluation of the possible consequences of performing a behavior. A positive attitude toward a product, service, or brand increases the likelihood that a person will intend to make a purchase or repeat purchase (Ajzen, 1991). Subjective norm refers to an individual's perception of social pressure or expectations from people considered important, such as family, friends, communities, or reference groups. In the digital environment, subjective norms are increasingly influenced by inter-consumer communication through social media, online reviews, influencer recommendations, and electronic word of mouth (Fishbein & Ajzen, 2010). Meanwhile, perceived behavioral control (PBC) reflects an individual's perception of the ease or difficulty of performing a behavior. This construct is influenced by the availability of resources, prior experience, individual ability, and environmental support that enable an action to be carried out. The higher a person's perception that an action is easy to perform, the greater the likelihood that intention and actual behavior will be formed (Ajzen, 1991). Various studies show that TPB has strong predictive power in explaining consumer behavior, particularly in the contexts of digital marketing, e-commerce, and social media. As one of the most widely applied behavioral theories in marketing science, TPB has been used to explain online purchasing behavior, digital technology adoption, customer loyalty, information-sharing behavior, and repurchase behavior (Fishbein & Ajzen, 2010; Sussman & Gifford, 2019). In this study, TPB is used as the theoretical foundation to explain the psychological mechanism linking social media marketing activities (SMMA), e-service quality, and e-WOM with customer engagement, brand loyalty, and repurchase intention.

Social Media Marketing Activities (SMMA)

Social media is defined as a set of Web 2.0-based applications that enable users to create, share, and exchange user-generated content interactively (Kaplan, 2015). The development of social media has transformed the way companies communicate with consumers, shifting from one-way to two-way communication that enables interaction, collaboration, and active participation. Social media platforms provide opportunities for companies to build closer relationships with customers while more effectively expanding the reach of marketing communication (Chi, 2011). In addition to functioning as a communication medium, social media has also become a strategic means of building long-term relationships with customers, strengthening brand image, and creating shared value between companies and consumers (Kelly et al., 2010). The interactive characteristics of social media encourage the rapid exchange of information, collaboration, and knowledge dissemination, making it an effective medium for building and distributing brand value to consumers (Knoll, 2016). Consequently, integrating social media into marketing communication strategy is no longer regarded as optional but as a strategic necessity for companies to maintain competitiveness in the digital era (Satya et al., 2023). SMMA is a series of marketing activities carried out through social media platforms to create, communicate, and deliver value to consumers while building sustainable relationships with all stakeholders (Yadav & Rahman, 2018). These activities function as a catalyst for driving active interaction, information exchange, two-way communication, personalized recommendations, and the formation of word of mouth in the digital environment. Thus, SMMA is not only oriented toward delivering promotional messages but also plays a role in creating experiences that can enhance customer engagement with a brand. In its implementation, SMMA is realized through various forms of activity, such as the presentation of creative content, digital advertising, influencer collaboration, interactive campaigns, and the use of user-generated content to strengthen the relationship between companies and consumers (Ebrahim, 2020; Chang et al., 2015; Yu & Yuan, 2019). Various studies have developed SMMA dimensions according to their respective research contexts. Yadav and Rahman (2018) operationalized SMMA through the dimensions of interactivity, informativeness, word of mouth, trendiness, and personalization. Sano (2015) used the dimensions of interaction, trendiness, customization, and perceived risk, while Ebrahim (2020) developed the SMMA construct through the dimensions of

trendiness, interaction, customization, and word of mouth. Referring to the study by Ali et al. (2025), this study adopts five main SMMA dimensions - entertainment, interaction, trendiness, customization, and word of mouth - as these are considered most appropriate for describing marketing activities on social media platforms, particularly TikTok, which emphasize entertainment, interaction, personalization, and the digital dissemination of information. A number of studies show that SMMA plays an important role in building customer relationships with brands. Ali et al. (2025) found that SMMA has an indirect positive effect on brand loyalty through the customer-relationship mechanism formed during digital interaction. Meanwhile, Mada (2020) demonstrated that SMMA has a direct positive effect on customer engagement, indicating that social media marketing activities can drive consumer engagement with a brand. These findings suggest that the more effective a company's SMMA, the greater the opportunity to strengthen long-term customer relationships through increased customer engagement and brand loyalty.

E-Service Quality

E-service quality is a construct that describes consumers' perceptions of the quality of service provided through digital platforms as a whole, from information search and the transaction process to post-purchase service in a virtual environment (Wandi et al., 2020). In the context of e-commerce and social commerce, electronic service quality has been recognized as one of the strategic factors that determines a company's success in creating competitive advantage. Good service quality not only increases customer satisfaction but also contributes to customer retention, brand loyalty, and the formation of positive word of mouth (Rita et al., 2019). Companies therefore need to ensure that the entire digital service process delivers an experience that consumers perceive as safe, easy, fast, and trustworthy. According to Rita et al. (2019), e-service quality is formed by four main dimensions: security, responsiveness, reliability, and ease of use. A platform that is easy to use reduces barriers during the purchase process while enhancing consumers' positive experience. These four dimensions complement one another in shaping consumers' perceptions of electronic service quality. The higher the perceived service quality, the more likely consumers are to feel comfortable and confident when interacting with a digital platform. This condition drives the formation of a stronger relationship between customers and companies and increases long-term customer engagement. E-service quality is therefore regarded not only as an operational aspect of digital service delivery but also as a source of competitive advantage capable of enhancing customer engagement, strengthening brand loyalty, and driving repurchase intention through a superior digital service experience (Rita et al., 2019; Wandu et al., 2020).

Electronic Word of Mouth (e-WOM)

e-WOM is defined as all forms of opinions, experiences, reviews, or recommendations conveyed by actual or prospective consumers about a product, service, or company through digital media, making them accessible to the wider public (Sari et al., 2017). Unlike marketing communications originating from companies, e-WOM is regarded as having higher credibility because it stems from consumers' real experiences. e-WOM therefore becomes an important source of information in reducing consumer uncertainty, building trust, and influencing the evaluation process prior to purchase decisions. According to Goyette et al. (2010), e-WOM is formed by three main dimensions: intensity, content, and valence. The effectiveness of e-WOM is therefore determined not only by the volume of conversations that occur but also by the quality of the information conveyed and the accompanying sentiment tendency (Goyette et al., 2010). In the context of digital marketing, these three dimensions collectively explain how e-WOM can influence consumer behavior. Communication intensity expands the reach of information, content quality helps consumers evaluate products, while valence determines the direction

of the perception formed toward a brand. Thus, e-WOM is not only a medium for exchanging experiences among consumers but also functions as an important mechanism that builds trust, increases customer engagement, and strengthens long-term relationships between consumers and brands within the social commerce environment (Sari et al., 2017; Goyette et al., 2010).

Customer Engagement

Customer engagement is a concept that describes the level of customers' cognitive, emotional, and behavioral involvement in interacting with a brand, product, or activity organized by a company. Tuti and Sulistia (2022) define customer engagement as the intensity of individuals' participation and creative involvement in various activities or offerings initiated by the company or by other customers. Hollebeek (2011), meanwhile, explains that customer engagement is the level of motivation, attachment, and emotional and cognitive connection an individual has toward a brand within a particular consumption context. Customer engagement therefore reflects not only the frequency of customer interaction with a brand but also the quality of the psychological relationship formed through sustained experience and involvement. So et al. (2016), customer engagement consists of five main dimensions: enthusiasm, attention, absorption, interaction, and identification. Together, these five dimensions demonstrate that customer engagement is a multidimensional construct that is measured not only by transactional behavior but also by the emotional attachment, attention, participation, and psychological relationship that develop between customers and brands. In the context of digital marketing, customer engagement is regarded as an important indicator of a company's success in building long-term relationships with its consumers. Customers with a high level of engagement tend to interact more actively with the brand, follow various marketing activities, provide feedback, share positive experiences, and demonstrate stronger commitment to the brand compared with customers who have a low level of engagement. This condition makes customer engagement an important mechanism connecting customer experience to the formation of brand loyalty. Tuti and Sulistia (2022) and Pattanasing and Jiraphanumes (2025) shows that customer engagement has a positive effect on brand loyalty. These findings indicate that the higher a customer's engagement with a brand, the greater the customer's tendency to build loyalty, maintain long-term relationships, and demonstrate commitment to continuing to choose that brand in the future.

Brand Loyalty

Brand loyalty is a consumer's commitment to continuously choose and repurchase a particular brand consistently despite the availability of various alternatives from competitors. Brand loyalty is reflected not only in repeat purchasing behavior but also in the psychological attachment, preference, and commitment that develop through consumers' positive experiences with a brand. Han et al. (2018) define brand loyalty as a pattern of repeat purchases formed through a psychological evaluation process when consumers compare various brand alternatives. Shanahan et al. (2019) explain that brand loyalty is a positive response that arises as a consequence of consumer satisfaction with product quality or the experience provided by a brand. Brand loyalty reflects a long-term relationship between consumers and brands built through the accumulation of positive experiences during the consumption process. Oliver (1999), loyalty develops through a gradual process that begins with cognitive loyalty, then develops into affective loyalty, conative loyalty, and finally action loyalty. These stages illustrate that loyalty is not formed instantly but develops as consumers' beliefs, emotional attachment, intentions, and actual behavior toward a brand increase (Zacqualine et al., 2025). The higher the level of loyalty a customer possesses, the smaller the likelihood that they will switch to a competing brand, even when various products with similar characteristics are available. Kotler and Pfoertsch (2010) argue that brand loyalty can be understood through three main aspects: purchasing behavior accompanied by emotional

attachment to the brand, positive assessment of product performance that strengthens the emotional relationship with the brand, and the level of consumer satisfaction that drives the formation of long-term commitment. These three aspects show that brand loyalty is influenced not only by product quality but also by consumer experience, perceived value, and the emotional relationship built during interaction with the brand. In other words, brand loyalty is an important indicator of a company's success in retaining customers. Loyal consumers tend to make repeat purchases, recommend the brand to others, be more tolerant of price changes, and maintain their relationship with the brand even when facing various offers from competitors. Brand loyalty is regarded as a strategic asset capable of creating business sustainability while increasing customer value in the long term. Various prior studies have confirmed the positive relationships among the variables supporting the formation of brand loyalty. Ali et al. (2025) showed that social media marketing activities have an indirect positive effect on brand loyalty. Pattanasing and Jiraphanumes (2025) found that e-service quality and customer engagement have a positive effect -both directly and indirectly- on brand loyalty. In addition, Mada (2020) demonstrated that social media marketing activities and electronic word of mouth have a positive effect on customer engagement, while Tuti and Sulistia (2022) showed that customer engagement has a positive effect on brand loyalty. These findings are reinforced by Wahyuningtiyas and Ramadhan (2023), stated that social media marketing activities and e-service quality have a positive effect -both directly and through brand loyalty- on increasing repurchase intention. Overall, these findings indicate that brand loyalty is a consequence of consumers' positive experience while interacting with a brand and is an important factor in driving repeat purchase behavior.

Repurchase Intention

Repurchase intention is a consumer's tendency or intention to repurchase the same product or brand after having a prior consumption experience. This construct reflects the likelihood that consumers will maintain their relationship with a brand based on an evaluation of purchase experience, satisfaction, and the perceived value of the product or service received. Repurchase intention is therefore often used as an indicator of a company's success in retaining customers while also reflecting the potential sustainability of the relationship between consumers and brands. Wahyuningtiyas and Ramadhan (2023), repurchase intention can be measured through three main dimensions: transactional intention, referential intention, and preferential intention. Transactional intention indicates a consumer's tendency to repurchase a product or brand previously used. Referential intention reflects a consumer's willingness to recommend a product to others as a form of support for a trusted brand. Preferential intention, meanwhile, describes a consumer's level of preference for a brand such that it remains the primary choice despite the availability of various alternative products from competitors. These three dimensions indicate that repurchase intention relates not only to the decision to buy again but also reflects consumers' commitment to maintaining their relationship with a brand. Repurchase intention is formed through a post-consumption evaluation process based on the experience obtained while using a product or service (Yanti et al., 2023). In the digital marketing environment, repurchase intention is also influenced by changes in consumer behavior that increasingly prioritize a practical shopping experience, quickly obtained satisfaction, and the hedonic value perceived during interaction with a digital platform (Mada, 2020). In addition, value perception is an important factor in shaping repurchase intention, particularly when consumers believe that the product purchased provides benefits commensurate with the cost incurred (value for money) and possesses quality that meets expectations (Farasandy & Arafah, 2023). Repurchase intention is therefore essentially the result of a positive evaluation of consumption experience, product quality, and the value perceived by consumers (Wulansari et al., 2025; Riorini et al., 2022). Repurchase intention is an important indicator

demonstrating a company's success in retaining customers after their first purchase. Consumers with high repurchase intention tend to show a more stable relationship with the brand, greater resistance to competitors' influence, and potential contribution to company growth through repeat purchases and recommendations to other consumers. Increasing repurchase intention is therefore one of the primary goals of relational marketing strategy, as it is directly related to the sustainability of customer loyalty and company business performance. An interesting finding by Wahyuningtiyas and Ramadhan (2023) shows that brand loyalty has a positive effect on repurchase intention. Consumers with high loyalty toward a brand tend to maintain their preference through sustained repeat purchases. Brand loyalty is regarded as one of the main determinants bridging consumers' positive experience with the formation of repurchase intention, particularly within the context of digital marketing and social commerce.

Hypothesis Development

The Effect of SMMA on Customer Engagement

SMMA is a series of marketing practices that leverage social platforms such as TikTok to build brand equity and trigger desired consumer responses (Santoso et al., 2017). These activities operate through a hierarchical communication effect: first creating awareness, then generating interest, encouraging interactive participation, and ultimately leading to actions such as content sharing or purchasing. On short-video platforms, SMMA is realized through entertainment, interaction, trendiness, customization, and digital word-of-mouth. These five dimensions simultaneously stimulate consumers not merely to watch but also to respond, comment, and create derivative content, which indicates a high level of engagement. Several empirical studies support this relationship. Kunchala et al. (2025), Verma et al. (2025), Ao et al. (2023), Vinerean et al. (2021), and Yudhi (2020) consistently demonstrate that SMMA has a direct positive effect on customer engagement. Accordingly, the following hypothesis is proposed: H1: SMMA has a positive effect on customer engagement.

The Effect of E-Service Quality on Customer Engagement

E-service quality refers to the quality of digital service that comprehensively facilitates the customer journey, from information search and navigation to transactions and after-sales service (Rita et al., 2019). Its dimensions include technical reliability, access speed, information clarity, interface ease of use, data security, and responsiveness to complaints. This construct has become a significant research focus due to its close ties to key performance metrics such as satisfaction, retention, and loyalty (Deif et al., 2019; Kaur et al., 2023). In terms of engagement, the higher the perceived quality of digital service, the greater consumers' willingness to explore features, interact with brand content, and spend more time on the platform. A smooth and enjoyable digital experience fosters trust and cognitive attachment, which form the foundation of customer engagement. Pattanasing and Jiraphanumes (2025) provide empirical evidence of the positive effect of e-service quality on customer engagement. Based on this foundation, the following hypothesis is formulated:

H2: E-service quality has a positive effect on customer engagement.

The Effect of e-WOM on Customer Engagement

e-WOM encompasses all forms of digital reviews, opinions, or recommendations originating from consumers and accessible to the public at large (Sari et al., 2017). Goyette et al. (2010), its three main dimensions are intensity (the frequency and volume of interaction and content), content (informational value, including product details, price, and quality), and valence (the direction of positive or negative sentiment). e-WOM operates as a credible source of information because it comes from fellow consumers rather than directly from the brand, thereby reducing perceived risk and stimulating curiosity. When consumers are exposed to a sufficient volume of positive, information-rich reviews,

they tend to be motivated to seek further information, try the product, and participate in digital conversations. Mada (2020) demonstrated that all three dimensions positively drive customer engagement. Similar findings were obtained by Sahoo et al. (2025) and Amoako et al. (2024), reinforcing the argument that e-WOM serves as a trigger for engagement. Accordingly, the following hypothesis is proposed:

H3: e-WOM has a positive effect on customer engagement.

The Effect of Customer Engagement on Brand Loyalty

Customer engagement is defined as the intensity of an individual's participation and creative expression in interacting with activities or offerings initiated by a company or by other customers (Tuti & Sulistia, 2022). Beyond mere transactions, engagement encompasses cognitive (attention and information processing), emotional (enthusiasm and affective attachment), and behavioral (active participation and experience sharing) dimensions. High engagement is positioned as a strategic goal because it creates deep experiences that are difficult for competitors to replicate. When consumers repeatedly engage with a brand's content and community, psychological closeness emerges that strengthens preference and commitment. This process fosters brand loyalty - a pattern of repeat purchasing driven by strong positive attitudes and resistance to competitors' appeals. Pattanasing and Jiraphanumes (2025), Tuti and Sulistia (2022), and Kumar et al. (2020) empirically confirm that customer engagement has a positive effect on brand loyalty. Accordingly, the following hypothesis is formulated:

H4: Customer engagement has a positive effect on brand loyalty.

The Effect of Brand Loyalty on Repurchase Intention

Repurchase intention reflects consumers' tendency to purchase products from the same brand again in the future. Wahyuningtiyas and Ramadhan (2023) identify three dimensions: transactional intention (the actual desire to transact again), referential intention (willingness to recommend to others), and preferential intention (prioritizing a particular brand over other alternatives). This intention arises from an accumulation of positive experiences and superior perceived value toward the product. Once brand loyalty has been established, consumers no longer go through a complex evaluation process because their choice has already been internalized. Loyalty - whether cognitive, affective, or conative - makes consumers likely to repeat their purchases, even routinely. Several studies support this relationship. Wahyuningtiyas and Ramadhan (2023), Tuinesia et al. (2022), Aquinia et al. (2020), Tunjungsari et al. (2020), and Cornelia et al. (2020) found that brand loyalty has a positive and significant effect on repurchase intention. Based on the consistency of these findings, the following hypothesis is proposed:

H5: Brand loyalty has a positive effect on repurchase intention.

Conceptual Framework

This study proposes a conceptual model explaining that repurchase intention among skincare consumers on the TikTok platform is indirectly influenced by SMMA, e-service quality, and e-WOM through the formation of customer engagement and brand loyalty. This research model thus provides a comprehensive framework for understanding the mechanism underlying consumers' repurchase behavior within the social commerce ecosystem.

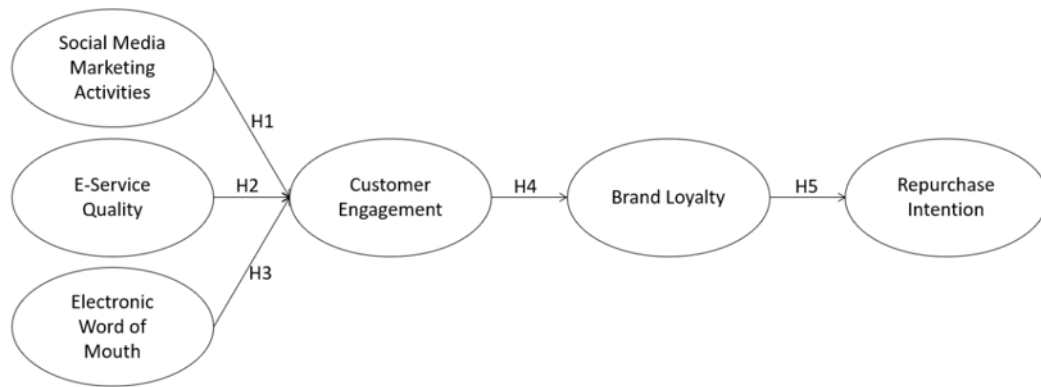


Figure 1. Conceptual Framework

METHODS

This study uses purposive sampling (Sekaran & Bougie, 2018). The population of this study consists of skincare consumers of particular brands who are also active users of the TikTok platform in the DKI Jakarta region, Indonesia. TikTok was selected as the platform context based on its dominant contribution to skincare sales in the marketplace, making it the most relevant context for the focus of this study. Primary data were collected using an online questionnaire (Google Forms) during the period of September 22 to November 3, 2025. The target sample size was 400 respondents with the size of the ratio of 10 respondents per indicator, Hair et al. (2022). The questionnaire was distributed through the social media channels WhatsApp and Instagram.

Table 1. Respondent Profile (N = 400)

Respondent Profile	Characteristic	Frequency	Percentage
Skincare brand consumer: Skintific/Ms Glow/Glad 2 Glow/Wardah/ Gloglowing	Yes	400	100.0%
	Total	400	100.0%
TikTok user and shopper for skincare products	Yes	400	100.0%
	Total	400	100.0%
Skincare Brand	Skintific	84	21.0%
	Ms Glow	80	20.0%
	Glad 2 Glow	76	19.0%
	Wardah	74	18.5%
	Gloglowing	86	21.5%
	Total	400	100.0%
Domicile	Central Jakarta	77	19.3%
	North Jakarta	69	17.3%
	West Jakarta	86	21.5%
	South Jakarta	96	24.0%
	East Jakarta	72	18.0%
	Total	400	100.0%
Gender	Male	175	43.8%
	Female	225	56.3%
	Total	400	100.0%
Age	<18 years	60	15.0%
	18-24 years	73	18.3%
	25-30 years	174	43.5%
	>30 years	93	23.3%
	Total	400	100.0%
Last Education	Senior High School	181	45.3%
	Diploma (D1/D2/D3)	142	35.5%
	Bachelor's Degree (S1)	60	15.0%
	Master's Degree (S2)	17	4.3%
	Total	400	100.0%
Occupation	Student	92	23.0%
	Civil Servant / Military / Police	59	14.8%

Respondent Profile	Characteristic	Frequency	Percentage
	Private Employee	133	33.3%
	Entrepreneur	63	15.8%
	Other	53	13.3%
	Total	400	100.0%
Marital Status	Unmarried	223	55.8%
	Married	177	44.3%
	Total	400	100.0%
Income	< Rp 1,000,000	41	10.3%
	Rp 1,000,000-Rp 3,000,000	45	11.3%
	Rp 3,000,001-Rp 5,000,000	141	35.3%
	> Rp 5,000,000	173	43.3%
	Total	400	100.0%
Total		400	100.0%

Source: SEM (Structural Equation Model) data processing results.

RESULT AND DISCUSSION

Validity, Reliability, and Descriptive Statistics Tests

Data were analyzed using Structural Equation Modeling (SEM) with AMOS software. Based on a sample of 400 respondents, instrument validity was tested using the factor-loading criterion with a minimum threshold of 0.30 (Hair et al., 2019). A question item was considered valid if it met or exceeded this threshold. Reliability was tested using Cronbach's Alpha coefficient. According to Sekaran et al. (2018), an instrument is considered reliable if the resulting value is equal to or greater than 0.60.

Table 2. Results of the Validity, Reliability, and Descriptive Statistics Test

Item	Factor Loadings	Cronbach's α	Mean	Std. Deviation
Social Media Marketing Activities (SMMA)		0.676		
The content I find on social media from the skincare brand I purchase looks attractive.	0.838		3.79	.91542
Gathering information about the skincare brand I purchase through social media is enjoyable.	0.838		4.00	.91902
It is possible to search for specific information about the skincare brand I purchase on social media.	0.825		3.96	.92201
Social media provides customized services.	0.825		3.94	.89877
It is easy to express opinions through social media.	0.751		4.01	.87140
It is easy to communicate or converse with other users through social media.	0.762		4.04	.80169
It is possible to engage in two-way interaction through social media.	0.796		3.98	.88122
I want to share information from social media with my friends.	0.829		4.00	.84664
I want to upload content from my personal social media.	0.829		4.07	.85005
The use of social media is very trendy.	0.851		4.02	.82395
Content on social media is up-to-date information.	0.851		4.07	.85299
E-Service Quality		0.732		
The ordering system for the skincare products I purchase via social media is easy to use.	0.723		4.09	.86871
Social media provides a service guarantee for online ordering.	0.721		4.10	.82747
Social media provides quick confirmation when placing an order.	0.696		3.97	.86948
The social media I use does not share my personal information with other social media platforms.	0.682		4.06	.88348
I can check the availability of the skincare products I order directly.	0.587		4.00	.81188
The social media platform where I purchase skincare products provides a function to calculate prices instantly.	0.589		4.08	.85803
Social media helps me find what I need quickly.	0.628		4.09	.83708
The social media platform where I purchase skincare products provides accurate information about the products I buy.	0.658		4.00	.87716
The social media platform where I purchase skincare products provides up-to-date information about the products I buy.	0.675		4.04	.85182
The social media platform where I purchase skincare products does not	0.697		4.08	.85171

Item	Factor Loadings	Cronbach's α	Mean	Std. Deviation
exaggerate its information.				
The social media platform where I purchase skincare products provides price information.	0.743		4.10	.89722
The social media platform where I purchase skincare products provides information on the basic ingredients of the products I buy.	0.834		4.08	.83561
The social media I use provides educational information for users of the skincare products I buy.	0.782		4.06	.87241
The social media I use provides shipping-cost information for the skincare products I buy.	0.798		4.08	.84581
The atmosphere of the social media site I use is crowded with followers.	0.799		4.13	.82527
The atmosphere of the social media site I use is unique.	0.787		4.13	.84627
The atmosphere of the social media site I use is luxurious.	0.839		4.09	.83585
Electronic Word of Mouth (e-WOM)		0.655		
I talk about the skincare brand I purchase far more often than other skincare brands.	0.679		4.10	.88541
I talk about the skincare brand I purchase to many people.	0.696		4.11	.78705
Customer Engagement		0.647		
I talk about the skincare brand I purchase far more often than other skincare brands.	0.675		4.09	.84950
Time passes very quickly when I interact with the skincare brand I purchase on social media.	0.730		4.14	.83277
When interacting with the skincare brand I purchase on social media, I get carried away by the mood.	0.687		4.07	.84965
When interacting with the skincare brand I purchase on social media, I find it hard to detach myself.	0.700		4.09	.87278
In my interaction with the skincare brand I purchase on social media, I am immersed.	0.671		4.10	.88428
When interacting intensely with the skincare brand I purchase on social media, I feel happy.	0.746		4.13	.86964
Brand Loyalty		0.618		
I prefer the skincare brand I purchase over other alternatives.	0.625		4.11	.85424
I am loyal to the skincare brand I purchase.	0.663		4.19	.78888
The skincare brand I purchase is my first choice for the skincare product category offered.	0.627		4.02	.83290
Repurchase Intention		0.786		
I am interested in repurchasing skincare products of the same brand I have purchased before.	0.583		4.29	.78325
I am willing to repurchase skincare products of the same brand I have purchased before.	0.506		3.89	.83345

Source: SEM (Structural Equation Model) data processing results.

Table 3. Goodness of Fit

Measurement Type	Measure	Value	Recommended Threshold	Conclusion
Absolute fit measures	P-value	0.000	≥ 0.05	Poor Fit
	RMSEA	0.048	≤ 0.08	Good Fit
	GFI	0.927	≥ 0.90	Good Fit
Incremental fit measures	NFI	0.917	≥ 0.90	Good Fit
	TLI	0.950	≥ 0.90	Good Fit
	RFI	0.901	≥ 0.90	Good Fit
	CFI	0.958	≥ 0.90	Good Fit
	IFI	0.958	≥ 0.90	Good Fit
Parsimonious fit measures	AGFI	0.904	$\leq$ GFI	Good Fit

Source: SEM (Structural Equation Model) data processing results.

The goodness-of-fit test results show inconsistency among the absolute fit measures: the p-value indicates a poor fit, while RMSEA and GFI indicate a good fit. All incremental fit measures (NFI, TLI, RFI, CFI, and IFI) achieved good-fit values. For the parsimonious fit measures, AGFI meets the good-fit criterion because its value is below the GFI. The research model can proceed to hypothesis testing because at least one goodness-of-fit criterion has been satisfied, Hair et al. (2019).

Table 4. Hypothesis Test Results

Hypothesis	Estimate	P-Value	Decision
H1: SMMA has a positive effect on customer engagement.	0.017	0.405	H1 Not Supported
H2: E-service quality has a positive effect on customer engagement.	0.790	0.000	H2 Supported
H3: E-WOM has a positive effect on customer engagement.	0.157	0.028	H3 Supported
H4: Customer engagement has a positive effect on brand loyalty.	0.610	0.000	H4 Supported
H5: Brand loyalty has a positive effect on repurchase intention.	0.774	0.000	H5 Supported

Source: SEM (Structural Equation Model) data processing results.

The results show that SMMA do not have a significant effect on customer engagement, so H1 is not supported. This result indicates that social media marketing activities - encompassing entertainment, interaction, trendiness, customization, and word of mouth - have not been able to directly increase consumer engagement with skincare brands on the TikTok platform. In other words, a high intensity of marketing activities carried out by companies on social media does not automatically generate emotional or behavioral customer engagement. From the perspective of TPB (Ajzen, 1991), SMMA should be able to shape a positive attitude toward a brand through the presentation of attractive and interactive content. However, the results of this study indicate that the formation of a positive attitude alone is not sufficient to drive behavioral intention in the form of customer engagement. On the TikTok platform, consumers are confronted with an enormous flow of content, so their attention is influenced not only by companies' marketing activities but also by their actual experiences during the purchase process and interaction with other users. The result differs from Mada (2020) and Ali et al. (2025), which found that SMMA has a positive effect on customer engagement. This difference may be attributable to differences in research context. This study focuses on TikTok users in DKI Jakarta who interact with local skincare brands. TikTok's algorithm, which prioritizes content relevance based on user behavior over company promotion, causes consumers to be more selective in paying attention to marketing content. Under such conditions, success in building customer engagement is no longer determined solely by the quality of marketing activities but also by the customer experience gained while using the platform and the product. This finding therefore implies that skincare companies cannot rely solely on increasing the frequency of content uploads, the use of influencers, or digital promotional campaigns. Marketing strategy needs to be directed toward creating a more authentic, interactive, and valuable customer experience so as to build a stronger emotional relationship with consumers. Social media marketing activities should thus be positioned as a means of building customer experience, rather than merely increasing brand exposure.

The second finding shows that e-service quality has a positive effect on customer engagement, so H2 is supported. The highest coefficient value compared to the other independent variables indicates that e-service quality is the primary determinant of customer engagement among skincare consumers who use TikTok. This finding indicates that electronic service quality is the most decisive factor in building customer engagement, compared with social media marketing activities and electronic word of mouth. Based on TPB, good electronic service quality increases perceived behavioral control - consumers' perception of the ease and their ability to conduct online transactions (Ajzen, 1991). When consumers feel that the process of searching for products, navigating the application, making payments, ensuring transaction security, and receiving deliveries runs smoothly and reliably, they gain greater confidence to continue interacting with the platform and the brand. Digital service quality thus not only increases customer satisfaction but also strengthens their engagement in various brand-related activities. This result is consistent with the findings of Pattanasing and Jiraphanumes (2025), states that e-service quality is an important factor in building customer engagement within the digital environment. In the context of TikTok Shop, fast, responsive, secure, and easy-to-use electronic services provide a positive transaction experience, encouraging consumers to interact more frequently with the brand, follow various

promotional activities, and maintain their relationship with the company. This indicates that skincare companies need to prioritize improving digital service quality as a primary strategy for building customer engagement. Such efforts can be undertaken by simplifying the purchase process, enhancing transaction security, providing accurate product information, delivering responsive customer service, and optimizing the TikTok Shop interface to provide better user experience.

The third test result shows that e-WOM has a positive effect on customer engagement, so H3 is supported. This finding indicates that the higher the intensity of digital communication, reviews, or recommendations regarding skincare products on online platforms, the higher the customer engagement toward the brand. Although its effect is smaller than that of e-service quality, e-WOM remains an important factor in building customer engagement. From the perspective of the TPB, e-WOM is closely related to the formation of subjective norms - an individual's perception of social influence originating from their surrounding environment (Ajzen, 1991). Positive reviews, user testimonials, product usage experiences, and recommendations from other consumers form social norms that encourage individuals to trust a brand more and be motivated to interact with it. On the TikTok platform, communication among users occurs intensively through comments, review videos, live shopping, and user-generated content, thereby reinforcing social influence on consumer behavior. This finding supports the study by Mada (2020), which showed that e-WOM has a positive effect on customer engagement. The results indicate that within the social commerce ecosystem, consumers tend to trust the actual experiences of fellow users more than marketing communications originating entirely from the company. This explains why e-WOM remains able to increase customer engagement even though social media marketing activities do not show a significant effect. Companies need to encourage the f positive e-WOM by providing satisfying customer experiences, managing digital communities, giving consumers space to share their experiences, and developing authentic user-generated content strategies. Such an approach would be more effective in increasing customer engagement than relying solely on company-driven promotional communication.

The fourth finding shows that customer engagement has a positive effect on brand loyalty, so H4 is supported. The finding indicates that the higher a customer's level of engagement with a brand, the stronger the resulting loyalty. This engagement is reflected not only in the frequency of interaction but also in emotional attachment, attention, and customers' active participation in various brand-related activities. From the perspective of TPB, customer engagement reflects behavior that develops from the formation of a positive attitude, supportive social norms, and the belief that interacting with the brand provides benefits to the consumer. This positive experience gradually builds psychological commitment toward the brand, which develops into loyalty expressed through consistent preference for a particular brand. The result is consistent with Tuti and Sulistia (2022) and Pattanasing and Jiraphanumes (2025), state that customer engagement is an important determinant in the formation of brand loyalty. In the TikTok context, customer engagement through interaction, live shopping, comments, and participation in digital communities strengthens the emotional relationship between consumers and brands, thereby increasing customers' tendency to continue choosing the same brand over competing brands. From the company's perspective, it is necessary not only to increase the volume of interaction with customers but also to create experiences capable of building emotional relationships and a sense of belonging toward the brand. Strategies such as customer communities, educational content, two-way interaction, and experience-based loyalty programs become more important than transactional promotional activities.

The fifth test result shows that brand loyalty has a positive effect on repurchase intention, so H5 is supported. The high coefficient indicates that brand loyalty is a highly decisive factor in consumers' intention to repurchase skincare products through TikTok. Referring to TPB, brand loyalty reflects the

formation of strong behavioral intention as a result of positive experience consumers while interacting with a brand. Once consumers have developed confidence, satisfaction, and a strong emotional relationship with a brand, they tend to maintain the same purchasing behavior in the future. Loyalty is thus an important bridge between customer experience and repurchase decisions. This finding is consistent with Wahyuningtiyas and Ramadhan (2023), show that brand loyalty is a primary determinant of repurchase intention. In the context of TikTok Shop, consumers who have developed loyalty toward a brand not only make repeat purchases but are also more willing to recommend the product to others and maintain their preference despite the availability of various alternative products in the market.

CONCLUSION

This study aims to analyze the effects of SMMA, E-Service Quality, and e-WOM on Customer Engagement, as well as the effect of Customer Engagement on Brand Loyalty and Repurchase Intention among skincare consumers who use TikTok in DKI Jakarta. The results show that not all digital marketing factors exert the same influence on customer engagement. Of the three antecedent variables tested, E-Service Quality and e-WOM were shown to have a positive and significant effect on Customer Engagement, whereas SMMA did not show a significant effect. These findings indicate that within the social commerce ecosystem, particularly on the TikTok platform, digital service experience and inter-consumer interaction play a more important role than promotional activities carried out by companies through social media. This study also demonstrates that Customer Engagement serves as an important mechanism in building Brand Loyalty. Consumers with a high level of engagement toward a brand tend to develop stronger emotional relationships, commitment, and preference, thereby increasing their loyalty toward that brand. Furthermore, Brand Loyalty was found to be the primary determinant of Repurchase Intention, indicating that customer loyalty is an important prerequisite for the formation of repurchase intention within the context of digital marketing.

Research Implications

From a theoretical perspective, the findings of this study reinforce the relevance of the TPB in explaining consumer behavior within the social commerce environment. The findings show that the formation of behavioral intention is influenced not only by marketing communication activities but also by the quality of digital service experience and the social influence formed through electronic word of mouth. This study thus extends the application of TPB to the context of digital marketing by demonstrating that customer engagement and brand loyalty are mechanisms that bridge the influence of digital experience on repurchase intention. Practically, this study implies that skincare companies cannot rely solely on increasing the intensity of social media marketing activities to build long-term relationships with customers. Companies need to prioritize improving E-Service Quality through services that are secure, responsive, reliable, and easy to use, while also encouraging the formation of positive electronic word of mouth through satisfying customer experiences. Such strategies will strengthen customer engagement, increase brand loyalty, and ultimately drive sustainable repurchase intention.

Limitations and Suggestions

Nevertheless, this study has several limitations. First, the study was conducted only among TikTok consumers in the DKI Jakarta region, so the results cannot yet be generalized to all social commerce platforms or other regions in Indonesia. Second, the study tested only five main constructs, so other factors that may potentially influence repurchase intention -such as customer satisfaction, perceived value, trust, brand image, and individual consumer characteristics- remain unexamined. Future research is therefore recommended to expand the geographic scope of the study, compare various social commerce

platforms, and develop the research model by adding mediating or moderating variables, so as to obtain a more comprehensive understanding of consumer repurchase behavior within the digital marketing environment.

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