

# The Influence Of Customer Participation Towards Repurchase Intention With Online Brand Community Trust And Positive eWOM As Intervening Variables In Beauty Haul

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## Abstract.

*E-Commerce Technology Is Advancing Rapidly In Indonesia's Personal Care And Cosmetics Industries. Beautyhaul, The First Personal Care E-Commerce Company In Indonesia, Aims To Strengthen Relationships With Customers And Increase Their Loyalty Through Consumer Involvement In Brand Communities And Word-Of-Mouth (Ewom) Marketing Which Have The Potential To Increase Repurchase Intention. Data Were Collected From A Sample Survey Of 155 Respondents Using Purposive Sampling Method, Which Were Analysed Through Partial Least Squares-Structural Equation Modelling (PLS-SEM) And PLS-Predict. The Coefficient Of Determination R<sup>2</sup> Indicates The Influence Of Independent Variables On Repurchase Intention Is 44%. The Analysis Findings Show That Customer Participation, Positive Electronic Word-Of-Mouth (Ewom) And Online Brand Community Trust Has Positive And Significant Influence On Repurchase Intention On Direct Effect. The Result Shows That Positive Electronic Word-Of-Mouth (Ewom) And Online Brand Community Trust Also Have Positive And Significant Influence As Mediators Between Customer Participation And Repurchase Intention. Based On The Findings Of This Study, Beautyhaul Should Concentrate More On Boosting Customer Participation In Order To Strengthen Repurchase Intention.*

**Keywords:** *E-Commerce, Customer Participation, Online Brand Community Trust, Positive Ewom And Repurchase Intention .*

## I. INTRODUCTION

The advancement of technology in the modern era has significant implications for human welfare. The role of the internet in business can be used as digital marketing for advertising products and services and increasing market share. According to DataReportal (2023), Indonesia is ranked 4<sup>th</sup> globally with the highest digital internet users in January 2023. Digital marketing on social media platforms can be used to promote business and connect with potential customers. Statista (2023) shows that the number of social media users in Indonesia continues to increase. The development of digital technology has also led the emergence of e-commerce platforms. Data gathered from ecommercedb (2024) and SEMrush (2024) shows the summary of e-commerce performance in the personal care category in 2023.

**Table 1.** Indonesia's Personal Care e-Commerce Performance in 2023

<i>e-commerce Website</i>	<i>Year of Establishment</i>	<i>Yearly Net Sales (2023)</i>	<i>Organic Traffic (Des 2023)</i>
femaledaily.com	2020	US\$ 82,5M	1453K
sociolla.com	2015	US\$ 30.1M	532K
beautyhaul.com	2014	US\$ 2,8M	148K

Source : ecommercedb (2024), SEMrush (2024)

According to the data, beautyhaul.com position is still far from becoming the main choice for the Indonesian customer although beautyhaul.com is the first personal care e-commerce platform launched in Indonesia. In navigating the increasingly complex e-commerce landscape, it is critical for BeautyHaul to deeply understand the factors that influence consumer purchase intentions and loyalty. The beauty and personal care industry continues to experience significant growth, prompting BeautyHaul e-commerce to adopt digital marketing strategies through online brand communities. This strategy is designed to reach customers throughout Indonesia, enable active participation in BeautyHaul's digital marketing, and build

customer loyalty through customer trust. Previous research shows that brand trust positively influences online brand community (OBC) trust, and consumers who are part of the OBC tend to trust the brand (Anaya-Sánchez et al., 2020). Studies have been conducted on electronic Word of Mouth (eWOM) that has great potential to increase customer purchase intentions (Indrawati, 2023; Yusuf et al., 2018; Husić-Mehmedović and Mujkić, 2020). Research conducted by Phan Tan (2023) shows that there is a positive relationship between consumer participation and OBC trust, positive eWOM intention and repurchase intention.

This is in line with research by Anaya-Sánchez et al. (2020) which shows that OBC trust has a positive influence on repurchase intention and positive eWOM intention. The research results of Kumar & Nayak (2019) reveal that there is a positive relationship between customer participation and positive eWOM. The research conducted by Rachbini et al. (2021) explains that the eWOM variable has a positive effect on customer repurchase intention. Establishing trust within a brand community becomes essential in an e-commerce environment. Consumers tend to trust brands that build strong communities. Therefore, exploring the role of online brand community trust and positive eWOM as mediators between customer participation and repurchase intention at beautyhaul.com can provide a more comprehensive view. Analysis of the role of social media, the formation of online brand communities, and the impact of electronic Word of Mouth (eWOM) is crucial for business continuity in the modern digital era.

## **II. THEORETICAL FRAMEWORK**

### **2.1 e-Commerce**

Electronic commerce (e-commerce) is the exchange of information and money between one organization and its affiliates that is conducted electronically (Chaffey & Ellis-Chadwick, 2022). E-commerce refers to the use of mobile apps, browsers, and the internet to conduct business between individuals and organizations (Laudon & Traver, 2022).

### **2.2 Customer Participation**

Customer participation is described as a process that assists customers in forming valuable interactions within business operations (Phan Tan, 2023). Consumer involvement in online brand communities has been identified as one of the key drivers of the community's success (Kumar & Nayak, 2019). Individual and collective psychological competencies are used to measure community participation (Kumar & Nayak, 2019). The study conducted by Kumar and Nayak (2019) shown that positive eWOM and brand purchase intention can be more effectively influenced by participation. According to research conducted by Kamboj & Rahman (2017), the degree of social participation of users in online communities is a reliable and useful tool for lowering user motivation to participate actively in online brand communities. Participants' active participation, community trust, and community commitments enhance customers' loyalty (Vohra & Bhardwaj, 2019).

### **2.3 Online Brand Community Trust**

Brand community is an approach to business collaboration with customers to develop a brand through community groups created based on mutual respect (Kotler et al., 2022). Brand community has the ability to increase product loyalty and foster strong relationships with consumers (Mothersbaugh & Hawkins, 2020). An online community is a group of people who communicate around a certain topic over an extended period of time using an online platform (Mothersbaugh & Hawkins, 2020). This kind of interaction can occur in online chat rooms, discussion groups, social media platforms, and business websites. A strong sense of community is created by loyal and committed customers (Kotler et al., 2022). Additionally, brand communities can serve as a source of inspiration and feedback for innovations and better products (Kotler et al., 2022). Building strong relationships between customers and brand community members is crucial for increasing customer loyalty and repurchase intention (Anaya-Sánchez et al., 2020; Martínez-López et al., 2021). In building a community trust brand, a business must effectively foster community and a strong bond among its stakeholders. According to Fernandes & Castro (2020), customer participation in an online brand community, passive or active, have a positive impact on eWOM that can be slow or fast due to self-brand connections.

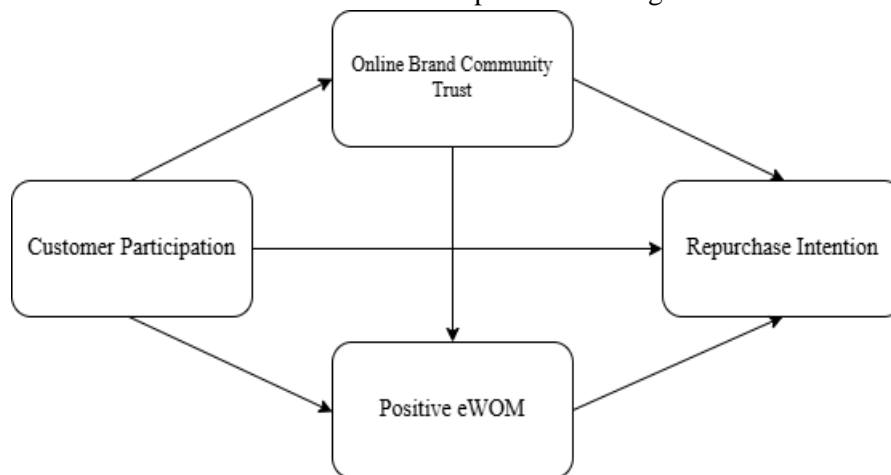
## 2.4 Positive eWOM

Word-of-mouth marketing aims to encourage customers to converse with others about their experiences or concern about particular product or service (Kotler et al., 2022). Electronic word-of-mouth (eWOM) refers to statements or recommendations made by potential, current, or loyal customers about a product or business that can be accessed publicly online (Husić-Mehmedović & Mujkić, 2020). With the emergence of internet platforms, this type of communication has become one of the most influential sources of information for many industries (Ismagilova et al., 2020).

Research indicates that consumers are likely spread positive word-of-mouth due to their positive experiences with consumption and likely spread negative word-of-mouth due to information that was obtained via unfavorable experiences with other people (Kotler et al., 2022). Yusuf et al. (2018) stated that customer loyalty and eWOM participation have a positive effect on consumers' purchase intentions. The research conducted by Indrawati et al. (2023) indicates a positive relationship between eWOM and purchasing intention. Any research conducted by Rachbini et al. (2021) indicates that eWOM has a positive impact on customers' intentions to repurchase. According to research conducted by Dogra et al. (2023), customer trust and repurchase intention are moderated by consumers' word-of-mouth.

## 2.5 Research Framework and Hypothesis

Based on theory and previous research, four variables are identified as the main research questions in this study. The schematic model of research framework presented in Fig. 1.



**Fig 1.** Research Framework

Sources: Phan Tan (2023); Anaya-Sánchez et al. (2020); Rachbini et al. (2021)

- H<sub>1</sub>: Customer participation has positive and significant effect on online brand community trust
- H<sub>2</sub>: Customer participation has positive and significant effect on positive eWOM
- H<sub>3</sub>: Customer participation has positive and significant effect on repurchase intention
- H<sub>4</sub>: Online brand community trust has positive and significant effect on positive eWOM
- H<sub>5</sub>: Online brand community trust has positive and significant effect on repurchase intention
- H<sub>6</sub>: Positive eWOM has positive and significant effect on repurchase intention
- H<sub>7</sub>: Customer participation has positive and significant effect on positive eWOM through online brand community trust
- H<sub>8</sub>: Customer participation has positive and significant effect on repurchase intention through online brand community trust
- H<sub>9</sub>: Customer participation has positive and significant effect on repurchase intention through positive eWOM
- H<sub>10</sub>: Online brand community trust has positive and significant effect on repurchase intention through positive eWOM
- H<sub>11</sub>: Customer participation has positive and significant effect on repurchase intention through online brand community trust dan positive eWOM

### III. METHODS

This study investigates the influence of customer participation, positive electronic word-of-mouth (eWOM), and online brand community trust on repurchase intention, especially the intervening effect of online brand community trust and positive eWOM. The research method used is a quantitative method using a questionnaire instrument for 155 respondents. The sampling technique used is non-probability sampling with a purposive sampling. The respondents are BeautyHaul Indonesia members who have made minimum two purchase transactions. Data were collected via Google Forms with five-point Likert Scale, ranging from 1 = 'Strongly Disagree' to 5 = 'Strongly Agree'. The demographic of respondents summarized in Table 2.

**Table 2.** Demographic of Respondents

Criteria	Frequency	Percentage
Gender		
Male	9	5.81%
Female	146	94.19%
Age		
17-25	99	63.87%
26-35	55	35.48%
35+	1	0.65%
Educational Degree		
High School	35	22.58%
Diploma	3	19.35%
Bachelor	113	72.90%
Master	4	2.58%
Occupation		
Student	63	40.65%
Freelancer	43	27.74%
Housewife	8	5.16%
Entrepreneur	6	3.87%
Private Employee	10	6.45%
Public Employee	25	16.13%

Source : The Author

### IV. RESULT AND ANALYSIS

The data testing was carried out using convergent validity, discriminant validity and construct reliability. Discriminant validity was tested using loading factor shows in Table 3. An indicator is considered valid if it has loading factor > 0.7 (ideal), however, a loading factor value > 0.5 is generally considered significant (Hair et al., 2019).

**Table 3.** Factor Loadings Matrix

Variable	Item	Statement	Factor Loadings
Customer Participation	CP1	<i>I take an active part in the brand community</i>	0.803
	CP2	<i>I often provide useful information to other members</i>	0.754
	CP3	<i>I post messages and responses enthusiastically to online communities</i>	0.792
	CP4	<i>I actively participate in activities offered in the online community</i>	0.834
	CP5	<i>I communicate actively with members of the online community</i>	0.724
Online Brand Community Trust	BCT1	<i>I trust this online brand community</i>	0.855
	BCT2	<i>I rely on this online brand community</i>	0.770
	BCT3	<i>This is an honest online brand community</i>	0.835
	BCT4	<i>This is an online brand community that cares about its members</i>	0.854
	BCT5	<i>This online brand community meets my expectations</i>	0.839
Positive eWOM	PWOM 1	<i>I want to share positive information about BeautyHaul on social media</i>	0.842
	PWOM 2	<i>I would recommend the BeautyHaul e-commerce platform to my friends on social media</i>	0.816
	PWOM 3	<i>If my friends want to buy beauty and personal care products, I will tell them to try BeautyHaul e-commerce on social media</i>	0.858
	PWOM 4	<i>When I receive interesting information about BeautyHaul e-commerce, I will share it on social media</i>	0.803

	PWOM	<i>I will point out the positive aspects of BeautyHaul if anyone</i>	0.700
	5	<i>criticizes it</i>	
Repurchase Intention	RI1	<i>When I shop for beauty and personal care products, I will use BeautyHaul</i>	0.887
	RI2	<i>I consider myself a loyal customer of BeautyHaul e-commerce</i>	0.851
	RI3	<i>I intend to shop at BeautyHaul e-commerce in the near future</i>	0.800
	RI4	<i>I will actively use this BeautyHaul e-commerce for shopping</i>	0.878
	RI5	<i>If I want to shop for beauty and personal care products again, I will choose BeautyHaul e-commerce</i>	0.858

Based on Table 3, it can be observed that all statement variables are considered valid as the loading factors are  $\geq 0.70$ . Thus, the model evaluation process can proceed. Convergent validity was tested using cross loadings, Fornell Larcker criteria and Heterotrait-Monotrait (HTMT) ratio of correlations. Subsequently, the construct correlation value for each item is greater than the cross loadings value with other constructs. Thus, it can be interpreted that the latent variable has discriminant validity. The Fornell-Larcker criterion was identified by verifying that a construct has a separate identity and differs from the other constructs.

**Table 4.** Fornell and Larcker Criteria

	Customer Participation	Online Brand Community Trust	Positive eWOM	Repurchase Intention
Customer Participation	0.782			
Online Brand Community Trust	0.571	0.831		
Positive eWOM	0.646	0.574	0.806	
Repurchase Intention	0.592	0.512	0.588	0.855

Table 4 shows the square root of the AVE values are greater than the shared relationship coefficients for each structure. Thus, the discriminant validity of constructs achieves the Fornell and Larcker Criterion. The Heterotrait-Monotrait (HTMT) correlation coefficient between the two constructs less than 0.85 indicating the presence of convergence consistency and discriminant validity between constructs (Henseler et al., 2015).

**Table 5.** Heterotrait-Monotrait (HTMT) ratio

	Customer Participation	Online Brand Community Trust	Positive eWOM	Repurchase Intention
Customer Participation				
Online Brand Community Trust	0.644			
Positive eWOM	0.749	0.651		
Repurchase Intention	0.656	0.569	0.651	

Table 5 shows all HTMT values were lower than the threshold value of 0.85. For this measurement model, convergent and discriminant validity were established. The construct reliability was measured by using Cronbach's Alpha, composite reliability (CR) and average variance extracted (AVE) (Hair et al., 2019). The expected AVE value is  $> 0.50$ , Cronbach's Alpha and composite reliability (CR) value is  $> 0.70$  (Hair et al., 2019).

**Table 6.** Construct Reliability

	AVE	Cronbach's Alpha	Composite Reliability
Customer Participation	0.612	0.842	0.846
Online Brand Community Trust	0.691	0.888	0.891
Positive eWOM	0.649	0.864	0.862
Repurchase Intention	0.732	0.908	0.913

Based on Table 6, it shows the Cronbach's Alpha and composite reliability values are  $> 0.70$  and AVE value is  $> 0.50$ . Thus, the research variables are reliable or indicating high accuracy to be considered as variables for the study. The statistical Inner Variance Inflated Factor (VIF) measured to indicate multicollinearity between variables. A VIF value  $> 3$  most likely indicates a problem, and  $> 5$  is a definite indicator of high collinearity between indicators (Hair et al., 2019).



**Table 7.** Collinearity VIF

	VIF		VIF
CP1	1.968	PWOM1	2.224
CP2	1.982	PWOM2	2.229
CP3	1.965	PWOM3	2.582
CP4	2.047	PWOM4	2.091
CP5	1.496	PWOM5	1.420
BCT1	2.786	RI1	3.132
BCT2	1.783	RI2	2.525
BCT3	2.260	RI3	2.039
BCT4	2.468	RI4	2.837
BCT5	2.713	RI5	2.496

The result in Table 5 shows no multicollinearity problems, as the values of tolerance were below the threshold of 5 (Hair et al. 2019). The analytical techniques selected was dependent multivariate statistics Partial Least Squares-Structural Equation Modeling (PLS-SEM) for structural measurement, and hypothesis testing.

**Table 8.** Structural Model

Criteria	Online Brand Community Trust	Positive eWOM	Repurchase Intention
$f^2$			
Customer Participation	0.483	0.288	0.088
Online Brand Community Trust		0.121	0.030
Positive eWOM			0.080
$R^2$	0.326	0.480	0.440
$Q^2$	0.299	0.409	0.348

The effect size  $f^2$  evaluates if a dependent construct is significantly impacted by an omitted independent construct. Effect size  $f^2$  values of 0.02 (low), 0.15 (moderate), and 0.35 (high) (Hair et al., 2019). The  $R^2$  values of online brand community trust, positive eWOM, and repurchase intention are 0.326, 0.480 and 0.440, which are  $> 0.1$  considered acceptable (Hair et al. 2019). Predictive relevance  $Q^2$  values  $> 0$  for an individual dependent construct (endogenous latent variable) signify the establishment or confirmation of the predictive relevance of the route model for a particular dependent construct. The descriptive analysis was used to describe respondents' perceptions regarding the variables. Research findings show that the customer participation has percentage of 77.24%, online brand community trust has percentage of 82.66%, positive eWOM has percentage of 82.17%, and repurchase intentions has percentage of 82.25%, where all variables are classified as good. The hypothesis was tested from the bootstrapping process to test direct effects and specific indirect effects.

**Table 9.** Hypothesis Testing

	Hypothesis	Path	t <sub>value</sub>	p <sub>value</sub>	Supported
H <sub>1</sub>	Customer Participation -> Online Brand Community Trust	0.571	9.095	0.000	Yes
H <sub>2</sub>	Customer Participation -> Positive eWOM	0.472	6.532	0.000	Yes
H <sub>3</sub>	Customer Participation -> Repurchase Intention	0.307	4.069	0.000	Yes
H <sub>4</sub>	Online Brand Community Trust -> Positive eWOM	0.305	4.175	0.000	Yes
H <sub>5</sub>	Online Brand Community Trust -> Repurchase Intention	0.168	2.013	0.022	Yes
H <sub>6</sub>	Positive eWOM -> Repurchase Intention	0.293	3.298	0.000	Yes
H <sub>7</sub>	Customer Participation -> Online Brand Community Trust -> Positive eWOM	0.174	3.737	0.000	Yes
H <sub>8</sub>	Customer Participation -> Positive eWOM -> Repurchase Intention	0.138	2.715	0.003	Yes
H <sub>9</sub>	Customer Participation -> Online Brand Community Trust -> Repurchase Intention	0.096	1.795	0.036	Yes
H <sub>10</sub>	Online Brand Community Trust -> Positive eWOM - > Repurchase Intention	0.090	2.258	0.012	Yes
H <sub>11</sub>	Customer Participation -> Online Brand Community Trust -> Positive eWOM -> Repurchase Intention	0.051	2.124	0.017	Yes

The significance level of 5%,  $t_{\text{value}} > 1.65$  and  $p_{\text{value}} < 0.05$  indicate significant relationship between independent and dependent variables. The results show that all hypotheses are accepted, which indicate that all independent variables have positive and significant effect on the dependent variables.

## V. DISCUSSION AND CONCLUSION

Based on the results of data bootstrapping SEM-PLS, it is shown that the highest effect is presented in the direct effect of customer participation on online brand community trust, with a path coefficient value of 0.571. Whereas, the lowest effect is presented in the indirect effect of customer participation on repurchase intention through online brand community trust and positive eWOM, with a path coefficient of 0.045. The primary goal of this study is to analyze the impact on the dependent variable, repurchase intention. The direct effect of customer participation on repurchase intention has greatest path coefficient than the effect of other variables on repurchase intention. The effect of customer participation on repurchase intention produces the path coefficient of 0.310. The indirect effect of customer participation on repurchase intention through positive eWOM have path coefficient value of 0.096, which is greater than that through online brand community trust with a path coefficient of 0.090. This indicates that the intervening variable's positive eWOM generates a stronger effect than online brand community trust in the relationship between customer participation and repurchase intention. At confidence level of 95%, customer participation has a positive and significant impact on online brand community trust. The study's findings support the earlier research conducted by Phan Tan (2023), which found that consumer participation had a positive and significant effect on online brand community trust. This indicates that customer participation can influence trust in the brand community. Customer participation has a positive and significant effect on positive eWOM.

The research results support research conducted by Kumar & Nayak (2019) which revealed that there is a positive and significant relationship between customer participation and positive eWOM. This shows that customer participation can encourage the desire to spread positive information online (eWOM). Customer participation has a positive and significant effect on repurchase intention. The results of this research support previous research conducted by Phan Tan (2023), where customer participation had a positive and significant effect on repurchase intention. This shows that customer participation can directly increase customer intentions to make repeat purchases with the various programs implemented. Online brand community trust has a positive and significant effect on positive eWOM. The results of this study support previous research conducted by Anaya-Sánchez et al. (2020) and Phan Tan (2023), where online brand community trust has a positive and significant influence on positive eWOM intention. This shows that trust in the brand community drives individual intentions to share positive information (positive eWOM). Positive eWOM has a positive and significant effect on repurchase intention. The results of this research support previous research conducted by Rachbini et al. (2021), where eWOM has a positive and significant effect on repurchase intention. This shows that customers who disseminate information online (eWOM) effectively encourage customers' intentions to make repeat purchases with various programs that are beneficial for customers, such as rewards, referrals, and reviews. Customer participation has a positive and significant effect on positive eWOM through online brand community trust.

The results of this research support previous research conducted by Phan Tan (2023), where online brand community trust had a positive and significant effect as a mediator between customer participation and positive eWOM. This shows that contributions in the brand community and trust at the brand, facilitates them to identify themselves as part of the community, thereby making them contribute in promoting and sharing positive information related to the brand. Online brand community trust has a positive and significant effect on repurchase intention. The results of this study support previous research conducted by Anaya-Sánchez et al. (2020) and Phan Tan (2023), where online brand community trust has a positive and significant influence on repurchase intention. This shows that trust in the brand community can encourage intentions to make repeat purchases. Customer participation has a positive and significant effect on repurchase intention through positive eWOM. This shows that active customer involvement in providing positive eWOM encourages repeat purchase intentions. Online brand community trust has a positive and significant effect on repurchase intention through positive eWOM. This shows that trust in the brand

community can build intentions to make repeat purchases through the dissemination of positive information online (eWOM). Customer participation has a positive and significant effect on repurchase intention through online brand community trust. The results of this research support previous research conducted by Phan Tan (2023), where customer participation had a positive and significant effect on repurchase intention through online brand community trust. This shows that participation and trust in the community drives customers' intention to make repeat purchases.

Customer participation has a positive and significant effect on repurchase intention through online brand community trust and positive eWOM. This shows that participation and trust in the community encourages customers' to spread positive information (eWOM) to gain customer rewards in making repeat purchases. This is an important contribution of this research because there is no empirical research that supports this indirect relationship. The study's conclusions have practical applications for professionals in the marketing industry. Beautyhaul e-commerce needs to focus their marketing strategy on factors that influence customer loyalty and repeat purchases. The research results show that the application of customer participation in the brand community has a significant influence on repurchase intention. Therefore, marketers need to strive to increase customer engagement, such as providing relevant and quality content through website blogs or article and social media, giving active interaction on social media to increase participation and engagement, sending personalized email marketing based on customer preferences and behavior, offering beneficial rewards for loyalty program members, collecting customer feedback and surveys, organizing offline exhibitions and events, collaborating with influencers and creating games or challenges that customers can take part in. There were constraints to this study as well. The primary focus on this study was on the e-commerce personal care category. In order for the results to be utilized as a standard, the following researchers are encouraged to do study in offline sales locations in addition to e-commerce, since the result can be used as a benchmark. Future researchers can enable analysis of additional variables that may have potential influence on repurchase intention, such as brand engagement, brand attachment, brand image, and brand trust.

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