

Research Article

The Mediating Role of Trust in the Influence of Customer Experience on Repurchase Intention of Emina Local Cosmetic Products in Denpasar City

I Gusti Agung Diandra Prabandari^{1*}, Tjokorda Gde Raka Sukawati²

¹ Universitas Udayana, Indonesia ; e-mail : agungprabandari@gmail.com

² Universitas Udayana, Indonesia

* **Corresponding Author** : I Gusti Agung Diandra Prabandari

Abstract: In recent years, the beauty industry has gained significant traction and become deeply embedded in public awareness, especially regarding skincare routines involving cosmetic products. Among the notable local cosmetic brands in Indonesia is Emina, which stands out for its youthful concept and lightweight formulations—ideal for entry-level users. This study seeks to explore the mediating role of trust in the relationship between customer experience and repurchase intention for Emina's products in Denpasar City. Utilizing a non-probability sampling technique, specifically purposive sampling, data were obtained through surveys distributed to 120 qualified respondents. The analysis was conducted using path analysis, complemented by the Sobel test and the Variance Accounted For (VAF) approach. Findings reveal that customer experience significantly and positively affects both trust and repurchase intention. Moreover, trust itself has a significant positive impact on repurchase intention and acts as a mediating variable between customer experience and repurchase intention. Theoretically, this research reinforces prior findings in the field, while practically, it offers strategic insights for Emina's management to improve consumer experiences and foster trust—ultimately boosting repeat purchase behavior.

Keywords: Repurchase Intention, Customer Experience, Trust

1. INTRODUCTION

Indonesia's beauty industry has witnessed substantial growth, in line with the rising awareness among the public regarding personal grooming and skincare. Based on data from CNBC (2022), the number of cosmetic companies rose from 819 to 913 between 2021 and 2022. Factors such as dynamic market trends, improved product accessibility—both online and offline—and changing consumer behaviors have driven cosmetic sales to IDR 318 billion in 2023 (Tirto.id). Notably, local cosmetic brands are becoming increasingly favored, with 54% of consumers expressing a preference for domestic brands over foreign ones (Databoks, 2022).

Emina, a local brand produced by PT. Paragon Technology & Innovation, has distinguished itself by catering to teenagers with a lively brand identity and affordable prices. Databoks (2022) reports that Emina ranks second among the most frequently used local brands, with a user rate of 40%. However, the Top Brand Award 2023 places Emina behind major players like Pond's and Garnier, with only a 6.40% score, suggesting a gap between brand recognition and actual consumer loyalty.

In the context of Denpasar City, Emina's sales performance declined in 2024. Murni Cosmetics (2025) reports a drop in sales from IDR 1.176 billion in 2023 to IDR 1.020 billion in 2024. Meanwhile, local competitors such as Make Over and Wardah continued to show impressive sales growth. This trend underscores Emina's challenge in retaining consumers and encouraging repeat purchases in an increasingly competitive market.

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Consumer feedback also highlights concerns about product quality. Reviews on the Female Daily platform show dissatisfaction with several Emina items. For example, the Creme De La Creme Lipstick received an average rating of just 2.9 out of 5, with complaints focusing on poor color longevity and negative effects on the lips. Critiques were also noted for other products like loose powder and sunscreen. These issues suggest that inadequate customer experiences may damage trust and diminish the intention to repurchase.

Given this context, it is crucial to explore the impact of customer experience on repurchase intention, as well as the mediating role of trust among Emina users in Denpasar. As negative consumer feedback grows, the company must take strategic steps to improve both product and service quality to restore consumer trust, which is essential in fostering long-term brand loyalty and purchase behavior.

2. METHOD

This research employs a quantitative approach with an associative design to investigate the relationships among customer experience (independent variable/X), repurchase intention (dependent variable/Y), and trust (mediating variable/M). Denpasar City was selected as the research location due to its high internet penetration rate, which facilitates consumer access to online platforms related to Emina products.

The study focuses on consumer behavior related to repurchasing decisions, particularly how customer experience affects these decisions through the mediating effect of trust. The research subjects are female consumers aged 17 and above, residing in Denpasar, who have purchased Emina products within the past six months.

Research variables include customer experience (X), trust (M), and repurchase intention (Y), with indicators adapted from established studies. Data were collected using questionnaires distributed to 120 qualified respondents through purposive sampling. The data consist of both quantitative elements—used to assess the relationships between variables—and qualitative inputs gathered from respondents' open-ended responses. Statistical analysis was conducted to identify significant patterns and mediation effects within the model.

3. RESULTS AND DISCUSSION

Research Data Analysis Results

Classical assumption test

Normality Test

Table 1. Results of Structural Normality Test 1

Statistical Test	Mark
N	120
Asymp. Sig. (2-tailed)	0.200

Source: Appendix 8 (processed data), 2025.

Table 2. Structural Normality Test Results 2

Statistical Test	Mark
N	120
Asymp. Sig. (2-tailed)	0.200

Source: Appendix 8 (processed data), 2025.

Multicollinearity Test

Table 3. Results of Structural Multicollinearity Test 2

Variables	Tolerance	VIF
Customer experience(X)	0.629	1,591
Trust(M)	0.629	1,591

Source: Appendix 9 (processed data), 2025

Based on Table 3, it can be seen that the tolerance and VIF values of the customer experience and trust variables show that the tolerance value for each variable is greater than 0.10 and the VIF value is less than 10, which means that the regression equation model is free from multicollinearity.

Heteroscedasticity Test

Table 4. Results of Structural Heteroscedasticity Test 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,915	0.732		3,981	0,000
Customer experience	-0.057	0.048	-0.111	-1,209	0.229

Source: Appendix 10 (processed data), 2025

Table 5. Results of Structural Heteroscedasticity Test 2

Model	Unstandardized Coefficients	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	2,272	0.504	—	4,509	0,000
Customer experience	-0.072	0.038	-0.215	-1,879	0.063
Trust	0.010	0.036	0.031	0.272	0.786

Source: Appendix 10 (processed data), 2025

In Table 5, it can be seen that the significance value of the customer experience variable is 0.063, and the trust variable is 0.786. This value is greater than 0.05, which means that there is no influence between the independent variables on the absolute residual. So that the model created does not contain symptoms of heteroscedasticity.

Path Analysis Test

This study used path analysis to test the effect of customer experience on repurchase intention, both directly and through trust mediation. Based on the theory and data processing results, two structural equations were formulated: first, trust is positively influenced by customer experience ($\beta = 0.609$; $R^2 = 0.366$); second, repurchase intention is significantly influenced by customer experience ($\beta = 0.347$) and trust ($\beta = 0.511$) ($R^2 = 0.598$). This shows that increasing customer experience has a direct and indirect impact on repurchase intentions.

The results of the indirect effect calculation show that customer experience has an indirect effect of 0.311 on repurchase intention through trust. The total effect of customer experience on repurchase intention is 0.658, which means that customer experience plays an important role both directly and through consumer trust. The total determination coefficient (R^2_m) of 0.747 shows that 74.7% of the variation in repurchase intention is explained by customer experience and trust, the rest is influenced by other variables outside the model.

Simultaneous (F-test) and partial (t-test) tests state that all relationships between variables are statistically significant (Sig. < 0.05). Customer experience is proven to have a significant positive effect on trust and repurchase intention, as well as trust on repurchase intention. In conclusion, trust significantly mediates the relationship between customer experience and repurchase intention, and the path analysis model used has met the goodness of fit criteria.

Table 6. Direct, Indirect and Total Influence of Customer Experience (X), Trust (M), and Repurchase Intention (Y)

Influence Variables	Influence Direct	Indirect Influence Through Trust	Influence Total
		(M) ($\beta_1 \times \beta_3$)	
X → M	0.609	-	0.609
M → Y	0.511	-	0.511
X → Y	0.347	0.311	0.658

Source: Appendix 11 (processed primary data), 2025

Table 6 shows the summary results of the values of each direct and indirect influence path between variables in each structural equation produced through path analysis techniques. The following will explain the meaning of the values in Table 6.

1) The influence of customer experience on trust

Research conducted at Emina obtained a coefficient value of the direct influence path of customer experience on trust of 0.609, these results indicate that customer experience has a direct positive influence on trust.

2) The influence of trust on repurchase intention

The research conducted at Emina obtained a coefficient value of the direct influence path of trust on repurchase intention of 0.511, these results indicate that trust has a direct positive effect on repurchase intention.

3) The influence of customer experience on repurchase intention

Research conducted at Emina obtained the coefficient value of the direct influence path of customer experience on repurchase intention.

of 0.347, these results show that customer experience has a direct positive effect on repurchase intention.

4) The role of trust in mediating the influence of customer experience on

repurchase intention

Research conducted at Emina obtained a coefficient value for the indirect influence path of trust in mediating the influence of customer experience on trust of 0.311, these results indicate that customer experience has an indirect effect on repurchase intention through trust.

Sobel test

Based on the results of the Sobel test, the calculated Z value is 5.380.

> 1.96, which means that trust is a variable that mediates the influence of customer experience on repurchase intention of Emina local cosmetics in Denpasar City or in other words, customer experience has an indirect influence on repurchase intention through trust, so H0 is rejected and H4 is accepted.

VAF Test

The VAF value (47.2 percent) is more than 20 percent and below 80 percent, so it can be explained that there is a partial mediation effect. Thus, the hypothesis that trust partially mediates the influence of customer experience on repurchase intention.

Discussion of Research Results

The Influence of Customer Experience on Repurchase Intention

The results of the hypothesis testing in this study indicate that customer experience has a positive and significant effect on repurchase intention. So it can be concluded that the better the customer experience, the more it will increase the repurchase intention of Emina local cosmetics in Denpasar City, and vice versa, the worse the customer experience, the less it will decrease the repurchase intention of Emina local cosmetics in Denpasar City, so the first hypothesis is accepted. In the customer experience variable, the statement I feel that the Emina brand is able to help in providing information related to the cosmetic products I need has the highest average value, the results of this study indicate that complete information

about Emina brand cosmetic products will be able to increase the repurchase intention of Emina local cosmetics in Denpasar City

The Influence of Customer Experience on Trust

The results of the hypothesis testing in this study indicate that customer experience has a positive and significant effect on trust. So it can be concluded that the better the customer experience, the more it will increase the trust of Emina local cosmetics in Denpasar City, and vice versa, the worse the customer experience, the less it will decrease the trust of Emina local cosmetics in Denpasar City, so the second hypothesis is accepted. In the customer experience variable, the statement I feel that the Emina brand is able to help in providing information related to the cosmetic products I need has the highest average value, the results of this study indicate that complete information about Emina brand cosmetic products will be able to increase the trust of Emina local cosmetics in Denpasar City.

The Influence of Trust on Repurchase Intention

The hypothesis testing results in this study demonstrate that trust exerts a positive and significant influence on repurchase intention. This implies that the greater the level of consumer trust, the stronger the intention to repurchase Emina's local cosmetic products in Denpasar City, and conversely, a decline in trust corresponds to a lower repurchase intention. Thus, the third hypothesis is supported. Among the trust indicators, the statement "I believe that all Emina products are certified by BPOM and Halal" received the highest average score. This suggests that the assurance of BPOM and Halal certification for Emina products plays a key role in enhancing consumer trust and, subsequently, their repurchase intention in the local market.

These findings are consistent with previous research by Fachrullah and Permana (2024), Azhari (2022), Anggraeni et al. (2024), Tarigan et al. (2024), Vega and Abrian (2024), and Syahputra et al. (2022), which also confirmed that trust has a significant and positive effect on repurchase intention.

The Role of Trust in Mediating the Influence of Customer Experience on Repurchase Intention

The findings of this study reveal that trust serves as a mediating variable in the relationship between customer experience and repurchase intention. In essence, customer experience has an indirect impact on the intention to repurchase, operating through the element of trust, thereby supporting the acceptance of the fourth hypothesis. When customer experience improves, it fosters greater consumer trust, which subsequently boosts the likelihood of repurchasing Emina's local cosmetic products in Denpasar City.

This result aligns with prior research by Lua and Rastini (2024), Putra and Pramudana (2021), Saraswathi and Wardana (2021), Yasa and Kusumadewi (2024), and Shifa et al. (2024), all of

whom concluded that customer experience positively influences repurchase intention when trust plays a mediating role.

4. CONCLUSION AND SUGGESTIONS

The findings reveal that customer experience has a positive and significant impact on repurchase intention, suggesting that enhanced customer experiences are likely to increase consumers' willingness to repurchase Emina's local cosmetic products in Denpasar City. Additionally, the study demonstrates that customer experience significantly and positively affects trust, indicating that favorable experiences with the brand foster higher levels of consumer trust toward Emina's products. Furthermore, trust is found to positively and significantly influence repurchase intention, meaning that greater trust in the brand translates into a stronger intention to repurchase. Trust also plays a significant partial mediating role in the relationship between customer experience and repurchase intention, implying that improved customer experiences contribute to increased trust, which in turn boosts the likelihood of repurchasing Emina's cosmetic products.

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