

## The Effect of Credible Online Review, Brand Equity Dimension, and Customer Satisfaction on Bio Beauty Lab's Repurchase Intention

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### Abstract

**Purpose** – This study aimed to analyze the effect of Credible Online Reviews, Brand Equity Dimension, and Customer Satisfaction on the Bio Beauty Lab's customers' repurchase intention.

**Methodology** – This is a quantitative study conducted on 229 Bio Beauty Lab customers living in Jabodetabek determined using non-purposive sampling. The data collected from the respondents through questionnaire distribution were analyzed using PLS-SEM.

**Findings** – Credible online reviews positively affect brand awareness and perceived value, but do not impact brand personality, organizational associations, and perceived value. Brand awareness, perceived value, brand personality, organizational associations, and perceived quality positively affect customer satisfaction. Additionally, satisfaction affects the Bio Beauty Lab customers' repurchase intention.

**Originality** – This study provides a newer and deeper understanding of credible online reviews and brand equity by focusing on the importance of customer satisfaction and repurchase intention.

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## 1. Introduction

The organic industry is dominated by agricultural and food products but has expanded into manufacturing to produce daily necessities in fashion, packaging, toy, and beauty fields (Wischhover, 2018). The beauty industry is famous as the most resilient, with 50% of its market share dominated by Asian countries. This industry is segmented into skincare, color, cosmetics, fragrances, as well as hair and body care (Marchessou & Spagnuolo, 2021). Many new brands arise from Asian skincare manufacturers, such as ByWishtrend and Amore Pacific from South Korea. However, the industry deteriorated for the first time during the pandemic, with approximately 30% of store closures globally (Gerstell et al., 2020). It has recovered slowly by using online shopping platforms and promoting products through virtual reviews for customers and skincare experts. This facilitates customers and experts to leave their assessments and reviews regarding the products (Scieszko et al., 2021).

The same situation happens in the Indonesian Skincare Industry with numerous new brands arising in the market (Nurrohmah et al., 2021). The Indonesian Skincare Industry was previously dominated by international brands such as Nivea, Vaseline, SKII, Estee Lauder, and Loreal. However, it has shifted brand preferences to local skincare, including the most dominant such as Wardah, Somethinc, MS Glow, and Scarlett (Kompas, 2022). These brands have received good responses from the market and most produce the same products with similar skincare ingredients. As a result, customers are confused about which local skincare brand to choose. This has made customers seek online reviews from credible platforms such as Female Daily and Soco Review (Faza et al., 2022).

The literature of credible reviews in Indonesia is still rare (Rizaldi et al., 2019). Studies show that credible reviews do not affect brand awareness in Polandia's fashion industry, non-alcoholic beverages, and mobile network industry. The credible online reviews also do not affect brand personality in the Indian electronic industry (Chakraborty, 2019, Indonesian skincare market (Mukti & Pangesti, 2022), and Samsung in Indonesia (Widodo & Setiyaningrum, 2020). Moreover, the reviews do not influence the perceived quality of Gojek (Rasyd et al., 2021). Brand awareness also does not affect customer satisfaction in Kapal Api (Sumitro et al., 2020) and Panasonic green practices (Aldani et al., 2022).

Brands use various methods to enhance their credible online reviews through brand awareness and personality, perceived value and quality, as well as organizational associations (Chakraborty, 2019) that affect customer satisfaction (Ilyas et al., 2020). Satisfied customers are willing to repurchase the products or services (Ilyas et al., 2020). The background shows that several previous studies have different results. Therefore, this study aimed to analyze the effect of credible online reviews, brand equity dimension, and customer satisfaction on Bio Beauty Lab's repurchase intention.

## 1.1 Credible Online Review

A credible online review refers to the abundant, trustworthy, and valuable information about a particular product or service based on customers' or experts' virtual product evaluation (Lopes et al., 2020). It enhances brand awareness, familiarizing a brand's attention, consciousness, and presence (Chakraborty & Bhat, 2018; Handiki & Mutikasari, 2019; Ngan & Chinh, 2020). In this case, brand awareness is the familiarization through recurrent flaunting of brand elements such as slogans, packaging, and color to customers (Cheung et al., 2019).

Credible online review escalates a brand's perceived value (Augusto & Torres, 2018), referring to the comparison of gains and losses during product consumption (Moreno-Manzo & Gassiot-Melian, 2022). The online review valence does not matter because customers emphasize the brand's response to the issue (Devantha & Ekawati, 2021). By responding to these reviews, customers feel their opinions are important and valued by brands (Shah et al., 2020).

Credible online review transparently predicts a brand's personality (Hu et al., 2019; Neto et al., 2020). In this regard, personality refers to comprehending and applying human characteristics to a brand to make it lively and provide better customer understanding (Aagerup et al., 2022). Credible online review is crucial in shaping organizational association (Chalal et al., 2022). Organizational or brand association is the customer's perspective toward a brand in the context of the manufacturer (Su & Chang, 2017). Therefore, the review could mitigate promotional expenses whilst clouting customers' perception of a particular brand, creating a company's ideal picture (Yousef et al., 2017; Kaldeen, 2019).

A credible online review also affects a product's perceived quality (Wang et al., 2019) because it is utilized by customers to justify a brand's quality (Latif et al., 2019). Perceived quality is the customer's evaluation of a brand's value towards their needs, expectations, and

comparison with its substitute within the same industry (Altaf et al., 2018; Tran et al., 2020). Therefore, the following hypotheses were formulated.

**H<sub>1</sub>:** Credible online review positively affects brand awareness

**H<sub>2</sub>:** Credible online review positively affects perceived value

**H<sub>3</sub>:** Credible online review positively affects brand personality

**H<sub>4</sub>:** Credible online review positively affects organizational association

**H<sub>5</sub>:** Credible online review positively affects perceived quality

## 1.2 Customer Satisfaction

Customer satisfaction is the comparison of customers' sacrifices of cost, effort, and time with actual performance (Kusumawati & Rahayu, 2020). It is shaped by various factors, including brand awareness (Tran et al., 2021). In this case, customers with higher awareness are more satisfied with the brand (Feiz & Moradi, 2020; Lengkong et al., 2020).

Perceived value precedes customer satisfaction (Nasiri & Shoukouhyar, 2021; Slack et al., 2020; Thielemann et al., 2018), which increases when customers believe that the overall value and benefits increase in post-purchase (Kusumawati & Rahayu, 2020). Similarly, brand personality is crucial in determining the degree of customer satisfaction (Mabkhot et al., 2017). Satisfaction increases when customers feel a brand's personality is relatable and represents themselves (Venkateswaran 2020; Zukhrufani & Ratnasari, 2022).

Perceived quality is crucial in determining customer satisfaction (Katarina & Saini, 2019). High perceived quality implies the brand's capability to create a competitive advantage that satisfies customers (Aldani et al., 2022). In line with this, the organizational association also enhances customer satisfaction in the absence of price (Susanti et al., 2019). Therefore, the following hypotheses were proposed.

**H<sub>6</sub>:** Brand awareness positively affects customer satisfaction

**H<sub>7</sub>:** Perceived value positively affects customer satisfaction

**H<sub>8</sub>:** Brand personality positively affects customer satisfaction

**H<sub>9</sub>:** Organizational association positively affects customer satisfaction

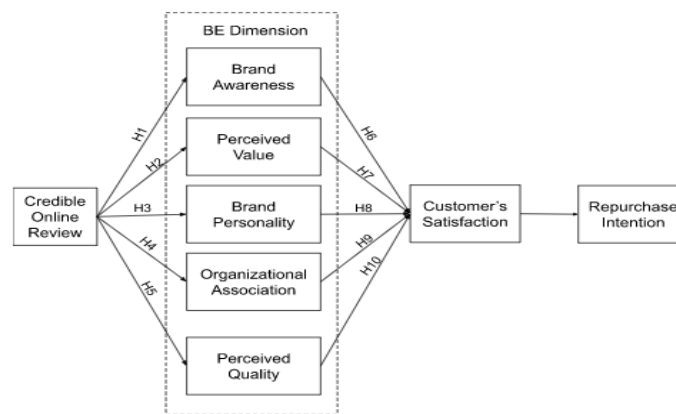
**H<sub>10</sub>:** Perceived quality positively affects customer satisfaction

## 1.3 Repurchase Intention

Repurchase intention is the customers' decision to rebuy the same product for future transactions after comparing its performance with the delivered promise (Amoako et al., 2021). Previous studies have shown that repurchase intention affects customer satisfaction in the Indonesian beauty industry (Berlianto, 2018), the Korean sports industry (Ahm et al., 2019), Shopee Indonesia (Ilyas et al., 2020), China e-commerce industry (Chiu & Cho, 2019), and China bitcoin industry (Nadeem et al., 2020). Therefore, the study proposed the following hypothesis.

**H<sub>11</sub>:** Customer satisfaction positively affects repurchase intention

Figure 1 shows the theoretical study framework.



**Figure 1.** Theoretical Framework

## 2. Research Methods

This is a quantitative study that used non-purposive sampling to select respondents comprising Bio Beauty Lab's customers within the Jabodetabek area. Data were collected using Google Forms with a Likert-5 scale ranging from 'strongly disagree' to 'strongly agree'.

Hair et al., (2018) recommended the minimum sample size using the sample-to-variable ratio of 15:1 or 20:1. In this study, eight variables were measured by 28 items or indicators. The variable of credible online review has three indicators assessed through the measurement developed by Chakraborty (2019). Furthermore, brand awareness, perceived value, organizational associations, and perceived quality have three indicators each, while brand personality has four indicators. All the indicators of brand equity dimensions were taken from Su & Chang (2017). Additionally, customer satisfaction has three indicators taken by Shin et al., (2017). The repurchase intention variable has three indicators adopted from Fang et al., (2011). The ratio used is the 20:1 ratio, meaning the minimum sample for this study was 160.

The data collected were analyzed through PLS-SEM, a statistical tool used to determine the effect of variables through their indicators in a study with small sample size. In this study, the analysis included outer loading, convergent validity and reliability, discriminant validity, multicollinearity, inner model, and hypothesis tests. The cut-off value for outer loading assessment is 0.4. As for convergent validity, the cut-off value of the average variance extracted (AVE) is 0.5. The value of Heterotrait-Monotrait (HTMT) in discriminant validity should be less than 0.9. Additionally, the cut-off value for the reliability test is 0.7. The value of the variance inflation factor (VIF) in a multicollinearity test should be lower than 5 (Hair et al., 2011).

## 3. Results and Discussions

### 3.1 Demographic of Respondents

A preliminary test combining convergent and discriminant validity was conducted on 40 respondents before data collection. The result showed that all 28 indicators passed the convergent and discriminant validity test. This study obtained 229 respondents by distributing electronic questionnaires through Google Forms as shown in Table 1.

**Table 1.** Respondent Demographic

	Frequency	Percentage
<i>Gender</i>		
Male	41	17.9%
Female	188	82.1%
<i>Age</i>		
17-23	47	20.5%
24-39	144	62.9%
40-55	27	11.8%
56-74	11	4.8%
<i>Education</i>		
< S1	20	8.7%
S1	182	79.5%
S2	27	11.8%
<i>Occupation</i>		
Government employee	5	2.2%
Private employee	131	57.2%
Students	44	19.2%
Entrepreneur	18	7.8%
Housewife	26	11.4%
Doctor	5	2.2%
<i>Buying frequency</i>		
1 time	55	24.0%
2-3 times	73	31.9%
> 3 times	101	44.1%
<i>Domicile</i>		
Jakarta	122	53.5%
Bekasi	38	16.6%
Depok	12	5.2%
Tangerang	57	24.9%

Source: processed data

Table 1 shows that 82.1% of the respondents were women, 62.9% were aged 24-39, and 79.5% finished the undergraduate program. Also, 57.2% worked as a private employee, 44.1% have bought Bio Beauty Lab's products more than three times, and 53.5% live in Jakarta.

### 3.2 Measurement Model

The measurement model comprised convergent and discriminant validity. Outer loading, reliability, and construct validity tests were conducted in convergent validity. In the outer loading test, all indicators should exceed the cut-off value of 0.4. Table 2 shows the outer loading test results.

**Table 2.** Outer Loading Test

<b>Variable</b>	<b>Indicator</b>	<b>Outer Loading</b>
Credible	COR1: Reviewers of Bio Beauty Lab are knowledgeable	0.814
Online	COR2: Reviewers of Bio Beauty Lab are reliable	0.917
Review	COR3: Reviewers of Bio Beauty Lab are believable	0.785
Brand Awareness	BA1: I am aware of Bio Beauty Lab	0.778
	BA2: When I think of local skincare, Bio Beauty Lab is one of the brands that come to mind	0.879
	BA3: Bio Beauty Lab is a brand of local skincare I am very familiar with	0.730
	PV1: Bio Beauty Lab's product is a good value for the money	0.874
Perceived Value	PV2: Based on the time I spent reading an online review, Bio Beauty Lab is a good buy	0.737
	PV3: Considering what I pay for Bio Beauty Lab, I feel I get my money's worth	0.778
Brand Personality	BP1: I feel excited when I purchase Bio Beauty Lab's products	0.857
Brand Personality	BP2: I find Bio Beauty Lab's products very attractive	0.767
	BP3: Bio Beauty Lab's products are always up-to-date (trendy)	0.795
	BP4: Bio Beauty Lab's products exude sophistication	0.719
Organizational Associations	OA1: I trust the company which makes Bio Beauty Lab	0.823
	OA2: The company which makes Bio Beauty Lab has credibility	0.797
	OA3: I like the company which makes Bio Beauty Lab	0.930
Perceived Quality	PQ1: Bio Beauty Lab offers very good quality products	0.869
	PQ2: Bio Beauty Lab offers products of consistent quality	0.850
	PQ3: Bio Beauty Lab offers very reliable products	0.859
Customer Satisfaction	CS1: I am satisfied with Bio Beauty Lab's products	0.719
	CS2: I am satisfied with my experience in buying Bio Beauty Lab's products	0.865
	CS3: I am satisfied with Bio Beauty Lab's customer relation	0.881
Repurchase Intention	RI1: I would like to continue using Bio Beauty Lab's products	0.822
	RI2: I am likely to continue purchasing Bio Beauty Lab's products in the future	0.894
	RI3: I intend to continue purchasing Bio Beauty Lab's products in the future	0.844

Source: processed data

The results show all indicators have an outer loading value exceeding 0.4 and were used as study parameters. In the reliability test, the cut-off value of composite reliability (CR) is 0.7. The determinant value of convergent validity is seen through the average variance extracted (AVE). Data passes convergent validity when it exceeds the cut-off value of 0.5. The results are shown in Table 3.

**Table 3.** Reliability and Construct Validity Test Result

Variable	CR	Cut-off	Result	AVE	Cut-off	Result
Credible Online Review	0.878	0.7	Reliable	0.707	0.5	Valid
Brand Awareness	0.84	0.7	Reliable	0.637	0.5	Valid
Perceived Value	0.84	0.7	Reliable	0.637	0.5	Valid
Brand Personality	0.866	0.7	Reliable	0.618	0.5	Valid
Organizational Associations	0.888	0.7	Reliable	0.725	0.5	Valid
Perceived Quality	0.895	0.7	Reliable	0.739	0.5	Valid
Customer Satisfaction	0.864	0.7	Reliable	0.681	0.5	Valid
Repurchase Intention	0.89	0.7	Reliable	0.729	0.5	Valid

Source: processed data

Table 3 shows that all data passed reliability and convergent validity. Another necessary assessment is the discriminant validity test. It is determined by the Heterotrait-Monotrait (HTMT) value, which should be less than 0.9 for each variable. The discriminant validity test results are shown in Table 4.

**Table 4.** Discriminant Validity Test Result

	BA	BP	COR	CS	OA	PQ	PV	RI
BA								
BP	0.198							
COR	0.321	0.114						
CS	0.314	0.481	0.156					
OA	0.137	0.39	0.119	0.398				
PQ	0.115	0.22	0.129	0.556	0.306			
PV	0.337	0.202	0.175	0.364	0.166	0.175		
RI	0.196	0.236	0.184	0.721	0.303	0.437	0.365	

Source: processed data

The HTMT values of all variables are less than 0.9, meaning the data passed the discriminant validity test. This study also conducted a multicollinearity test in which the value of VIF should be lower than 5. All variables obtained a VIF value less than 5, as shown in Table 5.

**Table 5.** Multicollinearity Test Result Variance Inflation Factor (VIF) Value

	BA	BP	COR	CS	OA	PQ	PV	RI
BA				1.094				
BP				1.16				
COR	1	1			1	1	1	
CS								1
OA				1.179				
PQ				1.096				
PV				1.111				
RI								

Source: processed data

The correlation coefficient ( $r$ ) determines the significance of the relationship between two variables. It also shows the correlation between the independent and dependent variables (Sekaran, 2003, p. 299). An  $R^2$  value of 0.75 is substantial, 0.5 is moderate, and 0.25 is weak (Hair et al., 2011). The findings showed that the  $R^2$  value of brand awareness is 0.069. This means that 6.90% of brand awareness is affected by the dependent variable and the rest is influenced by other factors. The  $R^2$  value of perceived value is 0.024, implying that only 2.40% of this variable is affected by the dependent variable and the rest is influenced by other factors. Moreover, the  $R^2$  value of brand personality is 0.004, the weakest among other variables. This means that 0.4% of brand personality is influenced by the dependent variable and the rest is affected by other factors. The  $R^2$  value of organizational association is 0.006, the second weakest among the other variables. Therefore, 0.6% of organizational association is influenced by the dependent variable, and the rest is affected by other factors.

The perceived quality obtained an  $R^2$  value of 0.017, implying that only 1.7% of this variable is influenced by the dependent variable and the rest is affected by other factors. Customer satisfaction has an  $R^2$  value of 0.362, the highest among other variables. This implies that 36.20% of customer satisfaction is affected by the dependent variable whilst the rest is influenced by other factors. The results also showed that the  $R^2$  value of repurchase intention is 0.329%, the second highest amongst other variables. Therefore, 32.90% of repurchase intention is influenced by the dependent variable, and the rest is affected by other factors. The results are shown in Table 6.

**Table 6.**  $R^2$  and  $Q^2$  Results

Variable	$R^2$	$Q^2$ Predict
Brand Awareness	0.069	0.036
Perceived Value	0.024	0.011
Brand Personality	0.004	0.001
Organizational Associations	0.006	0.002
Perceived Quality	0.017	0.007
Customer Satisfaction	0.362	0.223
Repurchase Intention	0.329	0.232

Source: processed data



$Q^2$  assessment was used to determine the model's predictive relevance. In this assessment, a  $Q^2$  value less than 0.25 implies small predictive relevance, while 0.5 and 0.75 are moderate and substantial, respectively (Hair et al., 2011). The  $Q^2$  values of brand awareness, perceived value, brand personality, organizational associations, perceived quality, customer satisfaction, and repurchase intention were 0.036, 0.011, 0.001, 0.002, 0.007, 0.223, and 0.232, respectively. These values are all less than 0.025, meaning the variables have small predictive relevance.

**Table 7.** Specific Indirect Effect Test Results

Path	Coefficient	t-statistics	p-value	Conclusion
Credible Online review -> Brand Awareness -> Customer Satisfaction	0.038	2.179	0.015	Significant
Credible Online review -> Brand Personality -> Customer Satisfaction	0.015	0.720	0.236	Insignificant
Credible Online review -> Organizational Associations -> Customer Satisfaction	0.010	0.761	0.223	Insignificant
Credible Online review -> Perceived Quality-> Customer Satisfaction	0.045	1.524	0.064	Insignificant
Credible Online review -> Perceived Value -> Customer Satisfaction	0.024	1.267	0.103	Insignificant
Brand Awareness -> Customer Satisfaction -> Repurchase Intention	0.083	2.441	0.007	Significant
Credible Online Review -> Brand Awareness -> Customer Satisfaction -> Repurchase intention	0.022	2.089	0.018	Significant
Brand Personality -> Customer Satisfaction -> Repurchase Intention	0.130	3.526	0.000	Significant
Credible Online Review -> Brand Personality -> Customer Satisfaction -> Repurchase Intention	0.008	0.716	0.237	Insignificant
Organizational Associations -> Customer Satisfaction -> Repurchase Intention	0.073	2.106	0.018	Significant
Credible Online Review -> Organizational Associations -> Customer Satisfaction -> Repurchase Intention	0.006	0.753	0.226	Insignificant
Perceived Quality -> Customer Satisfaction -> Repurchase Intention	0.198	4.941	0.000	Significant
Credible Online Review -> Perceived Quality-> Customer Satisfaction -> Repurchase Intention	0.026	1.477	0.070	Insignificant
Perceived Value -> Customer Satisfaction -> Repurchase Intention	0.089	2.243	0.012	Significant
Credible Online Review -> Perceived Value -> Customer Satisfaction -> Repurchase Intention	0.014	1.189	0.117	Insignificant

Source: processed data

Table 7 shows that perceived quality affects repurchase intention through customer satisfaction with a coefficient of 0.198, implying the highest indirect effect. The t-statistics is 4.941, exceeding 1.645, meaning the effect is significant. In contrast, the effect of credible online reviews on customer satisfaction through brand personality, organizational associations, and perceived quality are insignificant, with the t-statistics less than 1.645. The effect of credible online reviews and customer satisfaction through brand personality, organizational associations, and perceived quality are also insignificant, with t-statistics less than 1.645.

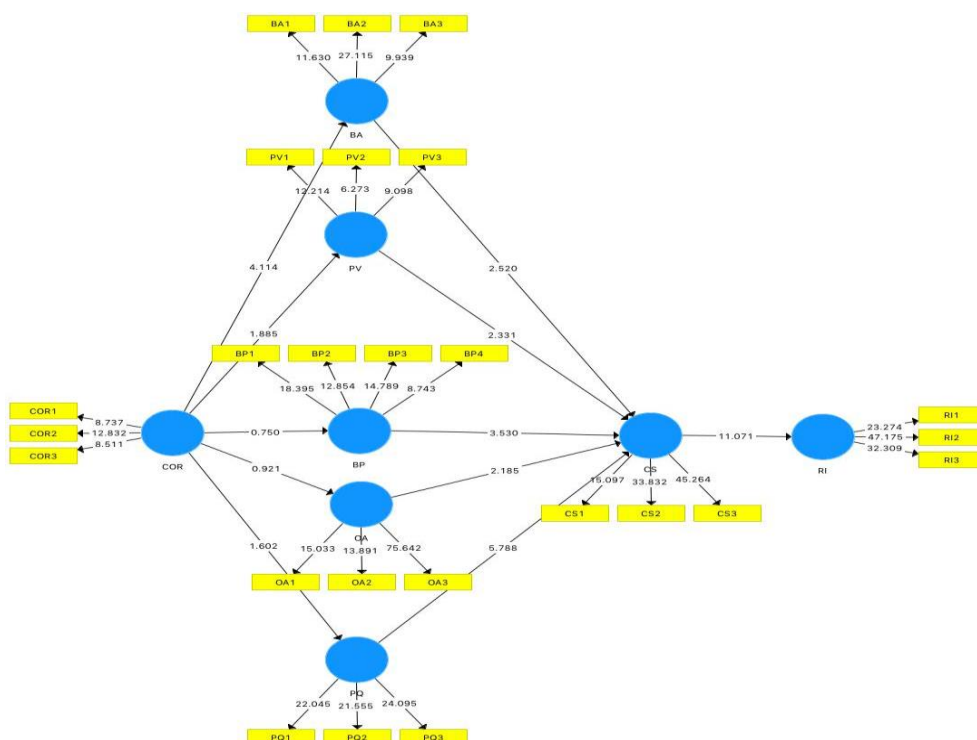
### 3.3 Structural Model

The results confirmed H<sub>1</sub>, H<sub>2</sub>, H<sub>6</sub>, H<sub>7</sub>, H<sub>8</sub>, H<sub>9</sub>, H<sub>10</sub>, and H<sub>11</sub>, while H<sub>3</sub>, H<sub>4</sub>, and H<sub>5</sub> were rejected. This means that credible online reviews positively affect brand awareness and perceived value. Furthermore, brand awareness, perceived value, brand personality, organizational association, and perceived quality positively affect customer satisfaction. The findings also mean that customer satisfaction positively affects repurchase intention. The results are shown in Table 8.

**Table 8.** Path Coefficient and Hypotheses Testing

Hypotheses	Path	Coefficient	t-value	p-value	Conclusion	Significance
H <sub>1</sub>	COR -> BA	0.263	4.033	0.000	Accepted	Significant
H <sub>2</sub>	COR -> PV	0.154	1.883	0.030	Accepted	Significant
H <sub>3</sub>	COR -> BP	0.065	0.732	0.232	Rejected	Insignificant
H <sub>4</sub>	COR -> OA	0.078	0.913	0.181	Rejected	Insignificant
H <sub>5</sub>	COR -> PQ	0.132	1.603	0.054	Rejected	Insignificant
H <sub>6</sub>	BA -> CS	0.145	2.539	0.006	Accepted	Significant
H <sub>7</sub>	PV -> CS	0.155	2.378	0.009	Accepted	Significant
H <sub>8</sub>	BP -> CS	0.227	3.529	0.000	Accepted	Significant
H <sub>9</sub>	OA -> CS	0.127	2.214	0.013	Accepted	Significant
H <sub>10</sub>	PQ -> CS	0.345	5.772	0.000	Accepted	Significant
H <sub>11</sub>	CS -> RI	0.574	11.049	0.000	Accepted	Significant

Source: processed data



**Figure 2.** Structural Model Analysis Result

### 3.4 Discussion

This study aimed to analyze the effect of credible online reviews, brand equity dimension, and customer satisfaction on Bio Beauty Lab's repurchase intention. Table 8 shows that credible online review positively affects brand awareness and perceived value. However, it does not positively affect brand personality, organizational association, and perceived quality. Brand equity dimensions of awareness, personality, perceived value, and organizational association positively affect customer satisfaction. Also, customer satisfaction positively affects repurchase intention.

Hypothesis 1 was accepted, meaning that credible online review positively affects brand awareness. A higher credible online review of a product increases its brand awareness and vice versa. This result indicates that brand awareness is enhanced through credible online reviews. Awareness is important for existing and new brands in retaining customers (Rachmawati et al., 2020). Therefore, a brand should increase its awareness using credible online reviews to attract and retain new consumers in the market (Nurrohmah, 2021). When a brand leads in a certain skincare category, many credible reviews are found online due to the large consumer base. Therefore, chances for potential customers to find information regarding the brand online increase.

These results support previous studies across various industries in Taiwan (Liaw et al., 2022), the Indian electronic industry (Chakraborty & Bhat, 2018), the Indonesian e-sport industry (Rahardja, 2020), and the skin care industry (Mukti & Pangesti, 2022). The findings also support studies in the tourism industry in Spain (Stojanovic et al., 2018), Indonesia (Handiki & Mutikasari, 2019), and Vietnam Ly Son Island (Ngan & Chinh, 2020). However, this result contradicts Schivinski & Dabrowski (2014), which found no relation between the credible online review and brand awareness among Facebook users in Poland across the fashion, non-alcoholic beverage, and mobile network industries.

Hypothesis 2 was accepted, showing that credible online review positively affects perceived value. This means a higher credible online review of a product increases the perceived value and vice versa. The result indicates that a brand could increase its perceived value using credible online reviews. This could be supported by the abundance of information in credible online reviews (Chakraborty & Bhat, 2018). When customers post an online review of a product, it is followed by their personal opinion on the product's post-purchase value. Therefore, a more credible online review means the product is highly valuable to customers, increasing the perceived (Mladenovic et al., 2019).

The result supports previous studies that state credible online reviews affect perceived value in the Vietnam smartphone industry (Pham & Ngo, 2017), Portugal banking industry (Augusto & Torres, 2018), Jakarta food services industry (Shah et al., 2020), and Nike Bali's market (Devantha & Ekawati, 2021). However, the findings differ from Mukti & Pangesti (2022) in the Indonesian skincare industry.

Hypothesis 3 was rejected, meaning that credible online review does not affect brand personality. In this case, brand personality remains unchanged regardless of an increase or decrease in credible online reviews. One of the reasons is that brand personality consolidated and difficult to achieve (Cyntya, 2020). Brands should refine their personality into customers' minds depending on the product being offered. Additionally, credible information in online reviews across many platforms does not specify a brand's personality. This is because the reviews are personal and derived from a customer perspective. This might make the customers feel unrelated

and not represented by the brands. However, brand personality should not be ignored because it affects customer satisfaction, increasing the repurchase intention.

This result supports previous studies in the Indian electronic industry (Chakraborty, 2019) and the Indonesian local skincare market (Mukti & Pangesti, 2022). However, it differs from other studies that credible online reviews positively affect brand personality in the Italian fashion industry (Ranfagni et al., 2016), and Portugal's banking industry (Augusto & Torres, 2018). The findings also contradict studies on the top 1000 fortune companies ranked by gross revenue across various industries (Hu et al., 2019), Glassdoor employees' reviews reflecting their employer (Robertson et al., 2019), and between TripAdvisor and hotels in Brazil (Neto et al., 2020).

Hypothesis 4 was rejected, implying that credible online review does not affect organizational associations. This means that organizational associations remain unchanged when credible online reviews increase or decrease. One possible reason is that most credible information in online reviews across various platforms lacks a product's organizational association or manufacturer. The reviews only include the product itself and its role for customers (Romaniuk, 2017). However, organizational associations should be considered because customers need exposure to a particular brand to stimulate their awareness. This means that brand awareness precedes organizational associations (Sharma, 2017).

The result supports previous studies in the Indian electronic industry (Chakraborty, 2019), the Indonesian local skincare market (Mukti & Pangesti, 2022), and Samsung in Indonesia (Widodo & Setiyaningrum, 2020). In contrast, the findings differ with other studies that credible online review positively affects organizational associations in the Iranian Samsung smartphone industry (Yousef et al., 2017), Sri Lanka mobile network service (Kaldeen, 2019), and Pahang sports industry (Latif et al., 2019). The results also contradict studies in GoJek in Indonesia (Rasyd et al., 2021), Indian green products in the retail industry (Chahal et al., 2022), as well as fashion, food, smartphone, and car industries in Taiwan (Liaw et al., 2022).

Hypothesis 5 was rejected, implying that credible online review does not affect perceived quality. The results mean that an increase or decrease in credible online reviews does not change perceived quality. This possibly happens because customers prefer utilizing a credible online platform to compare a product's cost worthiness to its quality (Chakraborty, 2019). Additionally, customers probably considered Bio beauty Lab's product quality insufficient. Therefore, they favor other factors such as the ease of buying Bio Beauty Lab's product or its ability to solve skin problems (Rasyd et al., 2021). Another reason is that perceived quality is subjective and only explains brand associations based on the customers' perspectives (Sharma, 2017).

Perceived quality must be considered because it affects customer satisfaction which leads to repurchase intention. Since perceived quality is subjective, it is sourced from the preceding customer's experience and feelings toward a brand. Many manufacturers ignore their customers' emotional aspects and focus on pressing their prices. However, this results in losing customers in the long run. A market with a low barrier to entry and a high threat of substitutes such as local skincare industries could utilize perceived quality to create brand differentiation based on product quality (Sharma, 2017).

This result is consistent with previous studies in the Indian electronic industry (Chakraborty, 2019), in Taiwanese social media users (Liaw et al., 2022), and Indonesian local skincare market (Mukti & Pangesti, 2022). However, it contradicts previous studies in the Indonesian tourism industry (Susilowati & Sugandini, 2018), the Pahang sports industry (Latif et al., 2019), and Brazil's electronic industry (Tardin & Pelissari, 2021). The finding also differs from studies in the US restaurant industry (Liu & Zhang, 2019), China e-commerce industry

(Wang et al., 2019; Zhu et al., 2020), Darjeeling hotel industry (Roy et al., 2020), green products in Indian retail industry (Chahal et al., 2022), as well as fashion, food, smartphone, and car industries in Taiwan (Liaw et al., 2022).

Credible online review is still crucial in developing brand equity in Indonesia, which has a high collectivism culture. Customers tend to seek credible online reviews before purchasing or retrying a product. The more credible an online review is, the more customer convinced in purchasing or repurchasing the product (Firdaus et al., 2022; Irawan et al., 2022).

Hypothesis 6 was accepted, showing that brand awareness positively affects customer satisfaction. It means that higher brand awareness increases customer satisfaction and vice versa. This is because the customers aware of a brand have used the product previously. Therefore, this creates a domino effect on the customers' perception of the brand as credible. They are more satisfied when consuming the product (Sharma, 2017).

This result supports previous studies in the Indonesian Small and Medium Enterprises (SMEs) (Lengkong et al., 2020), Iran's banking industry (Feiz & Moradi, 2020), and Vietnam's tourism industry (Tran et al., 2021). The finding is also consistent with studies in the Indonesian Shopee e-commerce industry (Ilyas et al., 2020; Hermiati et al., 2022), the Indian green industry (Shakir et al., 2021), and the Indonesian Muslim Fashion industry (Zukhrufani & Ratnasari, 2022). However, it differs from studies on Kapal Api coffee (Sumitro et al., 2020) and Panasonic green practice in Indonesia (Aldani et al., 2022).

Hypothesis 7 was accepted, indicating that perceived value positively affects customer satisfaction. It means that the higher perceived value of a brand increases customer satisfaction, and vice versa. This is because the perceived value is similar to customer satisfaction which emphasizes consumer expectation. Additionally, perceived value is the comparison of gains and losses when a customer consumes a product. This happens when the market has a high threat of substitutes, where the only differentiation offered is the product's value. Therefore, customers are more satisfied when the gains exceed the losses.

This result is consistent with the previous studies in the Malang coffee shop industry (Kusumawati & Rahayu, 2020), Spain's tourism industry (Castillo Canalejo & Jimber del Rio, 2018), and the US restaurant industry (Thielemann et al., 2018). The finding also supports previous studies in the Spanish low-cost fitness center (García-Fernández et al., 2018), Indonesian chemical industry (Samudro et al., 2020), global fast food restaurant (Slack et al., 2020), London and New York hotel industry (Palazzo et al., 2020), and Iran smartphone industry (Nasiri & Shoukouhyar, 2021).

Hypothesis 8 was accepted, implying that brand personality positively affects customer satisfaction. The finding means that a higher brand personality increases customer satisfaction and vice versa. Therefore, when a brand possesses a personality that represents customers, their satisfaction with the product increases (Zukhrufani & Ratnasari, 2022). This result is consistent with previous studies in the Malaysian banking industry (Ong et al., 2017), the Indonesian advertising industry (Novrianda et al., 2018), and Indian political parties during an election (Kaur & Sohal, 2018). Furthermore, the finding supports studies in the local premium coffee shop in Malaysia (Saiful et al., 2018), the Malaysian fine dining industry (Ismail et al., 2022), Indian smartphone manufacturer (Venkateswaran, 2020), and Indonesian Muslim fashion (Zukhrufani & Ratnasari, 2022).

Hypothesis 9 was accepted, indicating that organizational associations positively affect customer satisfaction. It means that higher organizational associations of a brand increase customer satisfaction, and vice versa. Therefore, brands must align with their targeted customers' perspectives to attain higher brand association. This result supports Bhaya (2017) that higher

organizational associations increase customer satisfaction. The finding is also consistent with previous studies on higher education students (Chen et al., 2017), the Indonesian chemical industry (Susanti et al., 2019), Kapal Api instant coffee (Sumitro et al., 2020), Panasonic's green practices (Aldani et al., 2022), and Shopee (Zahra et al., 2022).

Hypothesis 10 was accepted, an implication that perceived quality positively affects customer satisfaction. The finding means that higher perceived quality of a brand increases customer satisfaction and vice versa. This is because the customers' effort to obtain a product is consistent with the product's quality or surpasses their initial expectations.

The result supports Vu (2021) that perceived quality produces a brand's competitive advantage utilized in enhancing customer satisfaction. This finding is also in line with previous studies in the Spain tourism industry (Castillo Canalejo & Jimber del Río, 2018), as well as China, Hong Kong, Singapore, Japan, and South Korea (Gong & Yi, 2018). Moreover, the results support studies on the Indian oral healthcare industry (Katarina & Saini, 2019), the Indonesian chemical industry (Samudro et al., 2020), the England services industry (Vu, 2021), London and New York hotel industry (Palazzo et al., 2020), Indonesian education industry (Istijanto, 2020), Shopee in Indonesia (Zahra et al., 2022), and Panasonic green practices (Aldani et al., 2022). In contrast, this result differs from previous studies in the insurance industry across Australia (Hellier et al., 2003) and PCHome online shopping in Taiwan (Fang et al., 2011).

Hypothesis 11 was accepted, an indication that customer satisfaction positively affects repurchase intention. It means that higher customer satisfaction increases repurchase intention and vice versa. This result is in line with Chou & Chen (2018) that repurchase intention has been supported by customer satisfaction in several studies in the groceries and 'Do It Yourself' industry in Finland (Leppaniemi et al., 2017), and Indocafe coffee industry in Indonesia (Izzudin & Novandarii, 2018). Similar results were also reported by studies on the Indonesian beauty clinic industry (Rahman & Hidayat, 2020), the Bitcoin industry in China (Nadeem et al., 2020), the Indonesian Shopee e-commerce industry (Ilyas et al., 2020), South Korean sports industry (Ahm et al., 2019), and China e-commerce industry (Chiu & Cho, 2019). However, the results contradict previous studies on car insurance across Australia (Hellier et al., 2003).

#### **4. Conclusions**

This found that credible online reviews positively affect brand awareness and perceived value. In contrast, credible online reviews do not affect brand personality, organizational associations, and perceived quality. The results also showed that brand awareness and personality, perceived value and quality, and organizational associations positively affect customer satisfaction. Additionally, customer satisfaction positively affects repurchase intention.

As theoretical implications, this study used a different approach toward online review besides the source credibility theory. It also added recent references on credible online reviews, brand equity dimensions, customer satisfaction, and repurchase intention.

The managerial implications of this study are as follows. Credible online reviews contribute to enhancing brand awareness and the perceived value of Bio Beauty Lab. Therefore, Bio Beauty Lab and other local skincare brands should provide knowledgeable, reliable, and credible online reviews with excellent understanding regarding their product. This would ensure customers familiarize themselves with the products and purchase them using their money. Additionally, Bio Beauty Lab should build its brand equity to leverage and enhance customer satisfaction and repurchase intention. This study made the following suggestions.

First, Bio Beauty Lab should increase its brand awareness to exude familiarity toward customers. Second, it should enhance perceived value to ensure that customers feel they have

spent their money wisely to purchase worthy products. Third, Bio Beauty Lab should enhance brand personality with excitement, attractiveness, up-to-datedness, and sophistication. It needs to also focus on the organizational association by making customer trust, like, and consider the brand's manufacturer credible. Perceived quality is equally important for a brand because it positively affects customer satisfaction. Therefore, Bio Beauty Lab could enhance perceived quality by producing reliable products that solve customers' problems.

Fourth, Bio Beauty Lab should enhance and retain customer satisfaction because it reflects repurchase intention. It needs to improve brand equity and ensure that customers are satisfied with the brand by increasing product quality, purchase experience, and customer service. This would leverage gaining and retaining customers' repurchase intention. Therefore, further studies could use a different brand of local skincare, engage more sample sizes, and apply this model in various local industries.

This study has many limitations and recommended improvements in future studies. First, the study model is only applicable to Bio Beauty Lab and has a small sample size of 229 respondents. This means that the result cannot be generalized to other Indonesian local skincare brands. Therefore, future studies could apply this model to other Indonesian local skincare brands or industries and engage a larger sample size.

This study only analyzed the effect of credible online reviews, brand awareness and personality, perceived value and quality, organizational associations, and customer satisfaction on repurchase intention. Many other factors could also affect repurchase intention, such as brand loyalty, image, and reputation. Therefore, future studies could add other variables or develop another model to obtain different results.

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