



The Influence of User-Generated Content (UGC) and Online Shopping Experience (OSE) on Repurchase Intention Mediated by Customer Satisfaction for Wardah Brand Lipstick Products in Bandung City

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ABSTRACT

This study examines the effect of User-Generated Content (UGC) and Online Shopping Experience (OSE) on Repurchase Intention using Customer Satisfaction as a mediating factor. The study focuses on Bandung City residents who purchase lipstick from Wardah. A quantitative explanatory approach was applied using data from 120 respondents collected through online questionnaires. Multiple regression analysis and Sobel tests were used to analyze relationships between variables, both direct and indirect. The findings demonstrate that customer satisfaction is positively and significantly impacted by UGC and OSE. Furthermore, UGC, OSE, and Repurchase Intention is greatly influenced by Customer Satisfaction. Both the relationship between OSE and repurchase intention and the relationship between UGC and repurchase intention have been shown to be somewhat mediated by customer satisfaction. The findings highlight the importance of enhancing online shopping experiences and encouraging authentic user-generated content to boost consumer happiness and inclination to repurchase in the cosmetics industry.

INTRODUCTION

At this time, people are increasingly paying attention to appearance and self-care as part of the modern lifestyle. Cosmetics are no longer considered just a secondary need, but have become a means to increase self-confidence and express one's identity (Hasrin & Sidik, 2023). This condition makes the beauty industry one of the fastest-growing sectors in Indonesia. Wardah, as a pioneer of halal cosmetics produced by PT Paragon Technology and Innovation, has managed to become a leading local brand that combines religious values and modern innovation. However, in the midst of the rise of new brands and increasingly competitive digital marketing strategies, Wardah faces challenges in maintaining its market dominance (Lestari et al., 2024).

Based on the Magpie E-Commerce Intelligence (2025) report, the market value of the beauty and personal care industry in Indonesia will reach USD 9.24 billion by 2024, and is projected to grow at a CAGR of 4.60% until 2029. The "Compacts & Powders" category, which includes lipsticks, showed the highest quarterly sales growth, at +99.07% in Q2 2025 and +107.21% in Q4 2025. The Shopee platform is the dominant player with a market share of 94.1%, which emphasizes the importance of digital strategies and online shopping experiences in driving cosmetic purchase decisions. This positive trend is also supported by the Statista report (2025) which recorded that Indonesia's beauty and personal care industry revenue reached USD 7.83 billion in 2023, with a projected stable increase until 2030. However, despite the continued growth, the data showed a decline in the Top Brand Index (TBI) position for several major brands including Wardah, reflecting a decline in repurchase interest amid increasing competition. This is demonstrated in Table 1 below:

Brand	2022	2023	2024	2025	Change
Hanasui	-	-	-	5.4%	+5.4%
Implora	-	-	-	8.3%	+8.3%
Maybeline	15.8%	19.3%	19.3%	16.7%	-2,6%
Revlon	8.5%	6.3%	4.2%	4.8%	+0,6%
Wardah	27.2%	26%	22.4%	15%	-7,4%

Source: (Top Brand Index, 2025)

Although Wardah continues to have a high index number in the lipstick category, there has been a significant decrease in the index value based on the Top Brand Award (2025), where from 2022 to 2025 it decreased by 7.4% from 27.2% to 15.0%. According to the Top Brand Award (2025), the survey methodology is conducted three times a year and takes place in a total of 15 major cities in Indonesia, one of which is the city of Bandung. Three factors are used to calculate the front Brand Index: latest usage, future plans, and front of mind. Top of mind is brand awareness (the first brand stated by responden when the product category is mentioned). latest usage refers to the latest brand that respondents used or drank during a particular cycle of repurchases. The intention to buy back, or the respondent's wish to use or consume again in the future, is known as future intention. Therefore, it can

be concluded from the Top Brand Awards data that this research problem is included in Future Intention which shows a decrease in interest in rebuying or consumer desire to reuse in the future.

Looking at the dynamics of the competitive cosmetics market, the dominance of e-commerce platforms, and the important role of UGC and OSE in shaping consumer satisfaction and loyalty, this study is intended to test customer satisfaction as a mediating factor between repurchase intention and user-generated content and online buying. This study differs from other research because it combines two independent variables, namely UGC and OSE, which were tested for their influence using customer happiness as a mediating factor to examine repurchase intention. The limitations of this study include a limited scope to one brand and one research area, namely the city of Bandung, so the results cannot be generalized to the context of other brands or regions.

LITERATURE REVIEW

This study intends to broaden the research goal and determine the impact of ugc and ose on the intention to repurchase Wardah lipstick products, using customer satisfaction as a mediating variable, in reference to earlier literature studies. Furthermore, the theoretical foundation in the form of *Expectation Disconfirmation Theory* (EDT) proposed by Oliver (1980) is used as a theoretical basis in understanding customer satisfaction. This theory states that satisfaction arises when customers compare initial expectations with the actual performance of a product or service. Several developments of *the Expectation Disconfirmation Theory* (EDT) as described by Oliver (2010), resulted in a number of main propositions that are the basis for formulating this research hypothesis. First, if the product performance exceeds customer expectations (*positive disconfirmation*), it will cause satisfaction. Second, if the product performance is in accordance with customer expectations (*confirmation*), then customers will still feel satisfied or neutral. Third, if the product performance is below customer expectations (*negative disconfirmation*), it will cause dissatisfaction. *User-Generated Content* is any form of content created by users or consumers, such as reviews, testimonials, videos and product photos shared through *digital platforms* (Zakaria et al., 2024).

Online Shopping Experience is the entire subjective experience of customers while interacting with *e-commerce platforms* that involve technical and emotional aspects during the search, purchase, and after-sales process (Cuong, 2023). According to Rose et al. (2011), OSE not only reflects functional experiences such as ease of transactions and navigation, but also affective experiences that create a sense of comfort and pleasure during shopping. Meanwhile, according to Putta and Saluy (2019), Online Shopping Experience is a consumer experience while interacting with online shopping platforms, which is formed through value, physical sensations, social interactions, and functional convenience felt by consumers during the process of searching for and purchasing products. The dimensions and indicators of OSE are: 1) *Physical Experience*, which is an experience related to physical appearance and sensory comfort when using *the platform* (visual, navigation, and speed of access). The indicators are the

convenience of the platform visually, the *convenience of the platform* in navigating in finding products and *the speed of the platform* in accessing transactions on the product. 2) *Social Experience* is the experience that arises from social interaction between consumers, sellers, and other users on the *platform*. The indicators are the creation of good interaction between customers and the company and the creation of good interaction between customers and other customers. 3) *Pragmatic Experience*, which is a practical and functional experience in using *the platform* to meet shopping goals efficiently. The indicators are the practicality of the *platform* to meet the shopping goals of its customers and the efficiency of shopping time on the *platform* (Putta & Saluy, 2019).

When a person compares their expectations for a product with the actual outcomes they obtain, their feelings of happiness or disappointment are known as customer satisfaction (Kotler & Keller, 2016). According to Ferdinand (2002), Customer contentment is a feeling that develops after clients evaluate the experience of buying and using the product, whether it is in accordance with expectations or not. Meanwhile, according to Reyhansyah (2020), customer satisfaction is when the performance of a product or service is equal to or more than customer expectations. The measurement of *Customer Satisfaction* is: 1) Perceived quality, consumer perception of product quality or excellence of the product in order to achieve customer satisfaction. 2) Perceived value, consumer perception of the quality of a product used. 3) The customer's expectations, estimates or beliefs about what will be received when he buys or consumes a product in the form of goods or services (Ferdinand, 2002).

User-Generated Content (UGC) contributes to increased customer satisfaction because it is able to build trust and a perception of positive value in products (Zaman et al., 2025 & Suardi et al., 2025). Similar results were also found by Chinedu and Simon (2024) who stated that the authenticity component and the level of user engagement in UGC significantly and positively affect Customer Satisfaction. These findings are consistent with the view that consumers tend to be more satisfied when the information they receive about a brand or product comes from the experiences of fellow users, rather than just from brand advertisements.

Meanwhile, *Online Shopping Experience* (OSE) has a positive effect on *customer satisfaction* (Noersyifa & Evangalista, 2025; Wicaksono & Sukapto, 2021). Research by Dewi and Azzatillah (2023) concluded that an easy, fast, and secure online shopping experience has a significant influence on customer satisfaction because it provides convenience in the online purchase process. The above statement is used as the basis for determining the first and second hypotheses as follows:

H1: *User-Generated Content* (UGC) has a positive and significant effect on *Customer Satisfaction*.

H2: *Online Shopping Experience* (OSE) has a positive and significant effect on *Customer Satisfaction*.

Expectation Disconfirmation Theory (EDT) explains that the satisfaction formed from the results of confirmation will affect customer attitudes and intentions in future behavior. One form of post-purchase behavior is *Repurchase Intention*. UGC that is able to form positive expectations and be followed by a

suitable actual experience, can encourage customers' positive attitudes towards brands and increase repurchase intent. *Repurchase Intention* is a behavior that reflects the consumer's desire to repurchase a product that has previously provided satisfaction, as well as the willingness to recommend the product to others (Ferdinand, 2002). According to Kotler and Keller (2016), repurchase intent shows how likely consumers are to stick with the same product compared to switching to another brand. Meanwhile, according to Mulyani et al., (2015) is an interest from a consumer to repurchase a product or as a result of a positive experience obtained after using the product or service. The measurement of *Repurchase intention* is: 1) Transactional Interest, the tendency of consumers to buy a product. 2) Referential Interest, the tendency of consumers to refer or recommend a product that they have bought, so that it is also purchased by other consumers. 3) Preferential Interest, consumers make the main reference to the product that has been consumed. 4) Exploratory Interest, consumers who are always searching for details about the goods in which they are interested in (Ferdinand, 2002).

User-Generated Content (UGC) has been shown to have a positive and significant effect on *Repurchase Intention* (Hasanah & Huda, 2023). However, a different finding was revealed by Ming Ho (2024) who stated that UGC does not directly affect *Repurchase Intention*, but rather through *brand attitude* in the context of Starbucks products. Similar research by Rizqullah and Haryanto (2025) also showed that UGC does not have a significant influence, because consumers tend to trust personal experiences more than other users' reviews in the decision to repurchase Nescafe coffee products.

Online Shopping Experience is an important predictor that has a positive and significant effect on *Repurchase Intention* (Wiyata et al., 2020 & Liu et al., 2015). In addition, the results of research by Saputra and Fadhilah (2025) further show that *Online Shopping Experience* has a positive and significant effect directly on *Repurchase Intention* on *digital platforms*, thus strengthening the argument that the quality of the experience received by customers is a strong determining factor for repurchase intent. The above statement is used as the basis for determining the third and fourth hypotheses as follows:

H3: *User-Generated Content* (UGC) has a positive and significant effect on *Repurchase Intention*.

H4: *Online Shopping Experience* (OSE) has a positive and significant effect on *Repurchase Intention*.

Expectation Disconfirmation Theory (EDT) states that customer satisfaction is the result of an evaluation of expectation confirmation and is a key factor in shaping repurchase behavior. When customers feel satisfied because the performance of a product or service is in accordance with initial expectations, a positive attitude will be formed that encourages repurchase intentions. Customer satisfaction has a positive and significant effect on repurchase interest (Azhari & Putra, 2024; Wicaksono & Sukapto, 2021). A study by Atmaka and Putra (2024) shows that there is a strong correlation between satisfaction and repurchases intent in various contexts. The above statement is used as the basis for determining the fifth hypothesis as follows:

H5: Customer Satisfaction has a positive and significant effect on Repurchase Intention.

The second postulate of Expectation Disconfirmation Theory (EDT) provides the basis that customer satisfaction acts as a mediation mechanism between initial expectations and post-purchase behavior. In the context of UGC, the expectations formed from user content will result in satisfaction if the actual customer experience matches those expectations, which in turn drives repurchase intent. Studies on the mediation of *Customer Satisfaction* in the relationship between User-Generated Content (UGC) and *Repurchase Intention* are still very limited. The existing literature generally shows different causal sequences, such as the impact of UGC on Purchase Decisions which then influences repurchase intentions (Hasanah & Huda, 2023). As well as an exploration of the role of *Customer Satisfaction mediation* which still focuses on the relationship between UGC and *Brand Loyalty* (Zaman et al., 2025). Thus, this study will test the effect of UGC on the Republic of Indonesia mediated by CS, as a differentiator from previous studies.

Online Shopping Experience (OSE) has a positive and significant effect on *Repurchase Intention* through *Customer Satisfaction* (Hasniati et al., 2021; Dewi & Giantari, 2022). However, another study by Dewi and Azzatillah (2023) found that OSE indirectly influences repurchase intent through customer satisfaction. The above statement is used as the basis for determining the sixth and seventh hypotheses as follows:

H6: User-Generated Content (UGC) affects Repurchase Intention through Customer Satisfaction.

H7 : Online Shopping Experience (OSE) affects Repurchase Intention through Customer Satisfaction.

Based on the explanation that has been described about the influence of UGC and OSE on *repurchase intention* through *customer satisfaction*, the conceptual model can be described as follows:

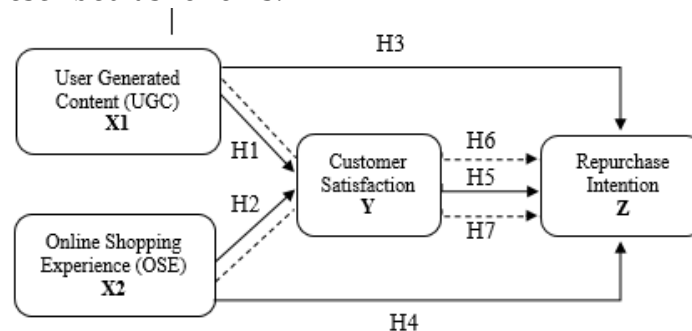


Figure 1. Conceptual Model of Influence User-Generated Content (UGC) and Online Shopping Experience (OSE) on Repurchase Intention Through Customer Satisfaction on Wardah Products in Bandung City

METHODOLOGY

This study uses a quantitative approach with an explanatory research design, which aims to examine the influence of User-Generated Content (UGC) and Online Shopping Experience (OSE) on Repurchase Intention with Customer Satisfaction as a mediating variable. The research objects are consumers who

have purchased and used Wardah lipstick products in Bandung City. Primary data were collected through a five-point Likert-scale-based questionnaire, which was distributed online using Google Forms. This study is cross-sectional, where data is collected over a certain period of time to test the relationship between variables based on the formulated hypothesis.

The study population included consumers aged at least 17 years who had purchased and used Wardah lipstick more than once, with a sample size of 120 respondents determined using non-probability sampling through convenience sampling techniques. The collected data were tested through validity and reliability tests, then analyzed using multiple regression analysis to test the direct effect between variables, and the Sobel test to test the mediating role of Customer Satisfaction. All data processing and analysis processes were carried out systematically to draw conclusions regarding the causal relationship between variables in this study.

RESEARCH RESULTS

Validity and Reliability Test Results

Table 1. Validity & Reliability Test Results

NO	Statement	Validity test results	Reliability test results
		R count (Person correlation)	Cronbach's alpha
User-Generated Content (UGC) (X1)			
<i>a) Informing</i>			
1.	UGC content is able to provide positive information about products on e-commerce platforms that sell Wardah Lipstick.	0.608	0.802
2.	I have the opportunity to give a positive testimonial after using the product on an e-commerce platform that sells Wardah Lipstick.	0.604	
<i>b) Co-Communicating</i>			
1.	The existing content can help me connect with other customers on the e-commerce platform that sells Wardah Lipstick.	0.680	
2.	The content made me feel closer to other customers on the e-commerce platform that sells Wardah Lipstick.	0.659	
<i>c) Co-Creating</i>			
1.	The platform provides features for me to provide feedback in creating new content.	0.490	
2.	The platform provides features to develop existing content.	0.591	
<i>d) Pioneering</i>			
1.	I play an active role in providing input for the development of platform features to suit current trends.	0.580	
2.	I provide inspiration regarding content development on the platform.	0.661	
<i>e) Interactive Behavior</i>			
1.	I often use the like or share feature to respond to content.	0.534	

2.	I use the comments feature to provide feedback on content.	0.592	
Online Shopping Experience (OSE) (X2)			
a) Physical Experience			
1.	Based on my experience, the platform's visual appearance is comfortable to look at.	0.752	0.848
2.	Based on my experience, the platform is easy to navigate to search for products.	0.742	
b) Social Experience			
1.	Based on my experience, I have had good interactions with companies on the platform.	0.761	
2.	Based on my experience, I have had good interactions through comments with other users on the platform.	0.751	
c) Pragmatic Experience			
1.	Based on my experience, the platform helps me fulfill my shopping needs practically.	0.782	
2.	Based on my experience, shopping on the platform is quite efficient.	0.745	
Customer Satisfaction (Y)			
1.	I am happy with the quality provided by Wardah Lipstick.	0.869	0.864
2.	I feel happy when using Wardah Lipstick which provides higher benefits than other competitors.	0.901	
3.	I am happy that my expectations for Wardah Lipstick have been fulfilled.	0.890	
Repurchase Intention (Z)			
1.	I will repurchase Wardah Lipstick in the future.	0.907	0.899
2.	I am willing to recommend Wardah Lipstick to others.	0.821	
3.	I am willing to make Wardah Lipstick my main choice compared to competitors.	0.889	
4.	I am willing to seek further information about Wardah Lipstick products.	0.891	

The validity test results indicate that all questionnaire items are valid, as the calculated r-values for each statement exceed the r-table value of 0.1509. This confirms that the research instrument is capable of accurately measuring the intended variables. In addition, the reliability test results show that the Cronbach's alpha value is greater than 0.6. According to Murniarti et al. (2013), this value demonstrates that the instrument is reliable and able to produce consistent results when measurements are repeated at different times.

Classical Assumption Test Results

Table 2. Classical Assumption Test Results

NO	Types of Classical Assumption Tests	Test Result Acceptance Criteria	Test Results	Interpretation
1.	Normality Test (Kolmogorov Smirnov)	(Sig)>0.05	Equation 1: Sig (0.200)	Normally distributed data

			Equation 2: Sig (0.200)	
2.	Multicollinearity Test	Tolerance value > 0.1 and VIF < 10	Equation 1: (X1) Tolerance = 0.213 and VIF = 4.698, (X2) Tolerance = 0.213 and VIF = 4.698	There are no symptoms of multicollinearity between independent variables.
			Equation 2: (X1) Tolerance = 0.201 and VIF = 4.981, (X2) Tolerance = 0.162 and VIF = 6.184, (Y) Tolerance = 0.255 and VIF = 3.921	
3.	Heteroscedasticity Test	(Sig) > 0.05	Equation 1: X1 (Sig 0.726), X2 (Sig 0.651)	There is no heteroscedasticity in the regression model.
			Equation 2: X1 (Sig 0.386), X2 (Sig 0.642), Y (Sig 0.229)	

Based on the classical assumption test results presented in Table 4.3, the normality test shows significance (Sig) values of 0.200 for Equation 1 and 0.200 for Equation 2. Since both values exceed the threshold of 0.05, it can be concluded that the data are normally distributed. Furthermore, the multicollinearity test results indicate that all independent variables in both equations meet the required criteria, with tolerance values greater than 0.10 and VIF values less than 10. In Equation 1, variables X1 and X2 each have a tolerance value of 0.213 and a VIF of 4.698. In Equation 2, X1 has a tolerance of 0.201 with a VIF of 4.981, X2 has a tolerance of 0.162 with a VIF of 6.184, and Y has a tolerance of 0.255 with a VIF of 3.921. These results indicate that the regression model does not suffer from multicollinearity. In addition, the heteroscedasticity test results show that all independent variables in both equations have significance values greater than 0.05, namely 0.726 (X1) and 0.651 (X2) for Equation 1, and 0.386 (X1), 0.642 (X2), and 0.229 (Y) for Equation 2. Therefore, it can be concluded that the regression model is free from heteroscedasticity.

Results of Hypothesis (T-test) and Sobel Test
Multiple Regression Test

Table 3. Multiple Regression Test: Equation 1 UGC (X1) and OSE (X2) → Customer Satisfaction (Y)

Model	Unstandardized Coefficient		Standardized Coefficient	T Value	Sig
	B	Std.error	Beta		
(Constant)	-1,932	0.918		-2,104	0.038
User-Generated Content (X1)	0.144	0.054	0.269	2,657	0.009
Online Shopping Experience (X2)	0.409	0.067	0.616	6,084	0,000

Based on Table 4.4, the multiple linear regression equation is formulated as follows: $Y = -1.932 + 0.144X1 + 0.409X2$

The results of the multiple regression analysis for the first equation show a constant value of -1.932, which implies that when the User-Generated Content and Online Shopping Experience variables are assumed to be zero, Customer Satisfaction is predicted to be -1.932. The regression coefficient for User-

Generated Content (X1) is 0.144, indicating that an increase of one unit in User-Generated Content leads to an increase of 0.144 units in Customer Satisfaction, assuming other variables remain constant. The significance value of 0.009 is less than 0.05, and the calculated t-value of 2.657 exceeds the t-table value of 1.6579. These results indicate that User-Generated Content has a positive and significant effect on Customer Satisfaction.

Meanwhile, the regression coefficient for Online Shopping Experience (X2) is 0.409, meaning that a one-unit increase in Online Shopping Experience increases Customer Satisfaction by 0.409 units, assuming other variables are held constant. The significance value of 0.000 is smaller than 0.05, and the calculated t-value of 6.084 is greater than the t-table value of 1.6579, indicating that Online Shopping Experience has a positive and significant influence on Customer Satisfaction. The R Square value of 0.745 suggests that 74.5% of the variation in Customer Satisfaction can be explained jointly by User-Generated Content and Online Shopping Experience, while the remaining 25.5% is influenced by other variables not included in this research model. Furthermore, the standardized beta coefficients show that Online Shopping Experience ($\beta = 0.616$) has a stronger effect on Customer Satisfaction compared to User-Generated Content ($\beta = 0.269$).

Table 4. Multiple Regression Test: Equation 2UGC (X1), OSE (X2), and CS (Y)
→ Repurchase Intention (Z)

Model	Unstandardized Coefficient		Standardized Coefficient	T Value	Sig
	B	Std.error	Beta		
(Constant)	-3,810	0.810		-4,706	0,000
User-Generated Content (X1)	0.249	0.048	0.366	5,156	0,000
Online Shopping Experience (X2)	0.328	0.067	0.388	4,905	0,000
Customer Satisfaction (Y)	0.296	0.080	0.233	3,698	0,000

Based on Table 4.5, the multiple linear regression equation is expressed as follows: $Z = -3.810 + 0.249X1 + 0.328X2 + 0.296Y$

The results of the multiple regression analysis for the second equation show a constant value of -3.810 , indicating that when User-Generated Content, Online Shopping Experience, and Customer Satisfaction are assumed to be zero, the predicted value of Repurchase Intention is -3.810 . The regression coefficient for User-Generated Content (X1) is 0.249, which means that a one-unit increase in User-Generated Content leads to an increase of 0.249 units in Repurchase Intention, assuming other variables remain constant. The significance value of 0.000 is less than 0.05, and the calculated t-value of 5.156 exceeds the t-table value of 1.6579, indicating that User-Generated Content has a positive and statistically significant effect on Repurchase Intention.

Furthermore, the regression coefficient for Online Shopping Experience (X2) is 0.328, indicating that an increase of one unit in Online Shopping Experience will increase Repurchase Intention by 0.328 units, assuming other variables are held constant. The significance value of 0.000 is smaller than 0.05, and the calculated t-value of 4.905 is greater than the t-table value of 1.6579,

demonstrating that Online Shopping Experience has a positive and significant effect on Repurchase Intention. In addition, the regression coefficient for Customer Satisfaction (Y) is 0.296, indicating that every one-unit increase in Customer Satisfaction increases Repurchase Intention by 0.296 units, assuming other variables remain constant. The significance value of 0.000 is less than 0.05, and the calculated t-value of 3.698 exceeds the t-table value of 1.6579, confirming that Customer Satisfaction has a positive and significant influence on Repurchase Intention.

The R Square value of 0.883 indicates that 88.3% of the variance in Repurchase Intention can be jointly explained by User-Generated Content, Online Shopping Experience, and Customer Satisfaction, while the remaining 11.7% is attributed to other variables outside the scope of this research model. Based on the standardized beta coefficients, Online Shopping Experience has the strongest influence on Repurchase Intention ($\beta = 0.388$), followed by User-Generated Content ($\beta = 0.366$) and Customer Satisfaction ($\beta = 0.233$).

Sobel Test Results

Table 5. Sobel Test Results

Relationship between variables	Coefficient a	SE a	Coefficient b	SE b	Sobel Test	Interpretation
User-Generated Content (X1) → Customer Satisfaction (Y) → Repurchase Intention (Z)	0.144	0.054	0.296	0.080	2.1633	Ha accepted
Online Shopping Experience (X2) → Customer Satisfaction (Y) → Repurchase Intention (Z)	0.409	0.067	0.296	0.080	3.1641	Ha accepted

Based on the Sobel test results shown in Table 4.6, the Sobel test statistic for the mediation pathway of User-Generated Content (X1) → Customer Satisfaction (Y) → Repurchase Intention (Z) is 2.1633. This value exceeds the t-table value of 1.6579, which represents the critical value at the 5% significance level for a two-tailed test. These findings indicate that Customer Satisfaction acts as a significant mediating variable in the relationship between User-Generated Content and Repurchase Intention. Therefore, an increase in User-Generated Content can indirectly enhance Repurchase Intention through its positive effect on Customer Satisfaction, as the mediation effect is statistically significant.

Furthermore, the Sobel test statistic for the mediation pathway of Online Shopping Experience (X2) → Customer Satisfaction (Y) → Repurchase Intention (Z) is 3.1641, which is also greater than the t-table value of 1.6579, indicating significance at the 5% level. This result confirms that Customer Satisfaction plays a significant mediating role in the relationship between Online Shopping Experience and Repurchase Intention. In other words, improvements in Online Shopping Experience can lead to higher Repurchase Intention through increased Customer Satisfaction as an intervening variable, and this mediation effect is

statistically supported. Based on these Sobel test results, it can be concluded that Customer Satisfaction serves as a partial mediator in the proposed research model.

Hypothesis Test Results

Table 6. Hypothesis Test Results

Hypothesis	Relationship between variables	T Count	Sig	Interpretation of Hypothesis Test Results
H1	UGC (X1) → Customer Satisfaction (Y)	2,657	0.009	Ha accepted
H2	OSE (X2) → Customer Satisfaction (Y)	6,084	0,000	Ha accepted
H3	UGC (X1) → Repurchase Intention (Z)	5,156	0,000	Ha accepted
H4	OSE (X2) → Repurchase Intention (Z)	4,905	0,000	Ha accepted
H5	Customer Satisfaction(Y) → Repurchase Intention (Z)	3,689	0,000	Ha accepted
H6	UGC (X1) → Customer Satisfaction (Y) → Repurchase Intention (Z)	2,1633	0.030	Ha accepted
H7	OSE (X2) → Customer Satisfaction (Y) → Repurchase Intention (Z)	3,1641	0.001	Ha accepted

Information:

1. Rejection criteria for H0 if t count > t table
2. t table (multiple regression, df=118, $\alpha=0.05$) is 1.6579 for H1-H5
3. ttable (Sobel test, $\alpha=0.05$) is 0.1509 for H6, H7

DISCUSSION

Hypothesis 1: The Effect of User-Generated Content on Customer Satisfaction

The results of the first hypothesis testing indicate that User-Generated Content (UGC) has a positive and statistically significant effect on Customer Satisfaction, as shown by a regression coefficient of 0.144, a calculated t-value of 2.657, and a significance level of 0.009 ($p < 0.05$). The R Square value of 0.745 in the first regression model suggests that 74.5% of the variance in Customer Satisfaction can be jointly explained by UGC and Online Shopping Experience. Furthermore, based on the standardized beta coefficient of 0.269, UGC makes a meaningful contribution to Customer Satisfaction, although its influence is smaller compared to Online Shopping Experience.

These findings confirm that user-generated content such as reviews, testimonials, product photos, and ratings play a significant role in shaping customer satisfaction. When consumers read positive testimonials from other users who have tried Wardah Lipstick, they tend to have expectations that align with the product's reality, thereby reducing the gap between expectations and reality. UGC also provides more authentic and credible information compared to company-generated marketing content because it is sourced directly from real consumer experiences. The informing dimension of UGC allows consumers to obtain objective information and diverse perspectives regarding product quality,

color, durability, and suitability for skin types. Meanwhile, the co-communicating dimension facilitates interaction between consumers, creating a community of Wardah users on e-commerce platforms, ultimately strengthening trust and satisfaction with the product.

The results of this study align with Rahmadani's (2024) findings, which found that UGC significantly influenced repurchase intention for The Originote products. Although Rahmadani did not explicitly examine the relationship between UGC and customer satisfaction, the findings indicate that effective UGC can shape positive consumer perceptions, ultimately contributing to customer satisfaction and loyalty.

Hypothesis 2: The Influence of Online Shopping Experience on Customer Satisfaction

The results of the second hypothesis testing confirm that Online Shopping Experience has a positive and statistically significant effect on Customer Satisfaction, as indicated by a regression coefficient of 0.409, a calculated t-value of 6.084, and a significance level of 0.000 ($p < 0.05$). The R Square value of 0.745 in the first regression model shows that Online Shopping Experience and User-Generated Content jointly account for 74.5% of the variance in Customer Satisfaction. Moreover, the standardized beta coefficient of 0.616 demonstrates that Online Shopping Experience exerts a more dominant influence on Customer Satisfaction than User-Generated Content.

These results indicate that OSE is a significant determinant of customer satisfaction. This indicates that the overall online shopping experience is a key determinant. This experience, encompassing the physical experience (the platform's attractive visual appearance and ease of navigation), social experience (interactions with the company and other users), and pragmatic experience (the practicality and efficiency of shopping), collectively create a satisfying shopping experience.

These findings are highly consistent with Wicaksono's (2021) research, which found that online shopping experience positively impacts customer satisfaction, with a critical ratio greater than 1.96. This consistent result reinforces the argument that OSE is a key determinant of customer satisfaction in the e-commerce context. E-commerce platforms that provide user-friendly interfaces, easy checkout processes, comprehensive product information, secure payment systems, and responsive customer service significantly increase customer satisfaction. In the context of cosmetic products like Wardah Lipstick, ease of searching for products by shade, photo reviews, and price comparisons between sellers are crucial elements of a positive online shopping experience.

Hypothesis 3: The Effect of User-Generated Content on Repurchase Intention

The findings of the third hypothesis testing indicate that User-Generated Content has a positive and statistically significant effect on Repurchase Intention, as reflected by a regression coefficient of 0.249, a calculated t-value of 5.156, and a significance level of 0.000 ($p < 0.05$). The R Square value of 0.883 in the second regression model suggests that 88.3% of the variance in Repurchase Intention can

be jointly explained by User-Generated Content, Online Shopping Experience, and Customer Satisfaction. Furthermore, the standardized beta coefficient of 0.366 indicates that User-Generated Content makes a substantial contribution to influencing Repurchase Intention.

This strong influence suggests that UGC not only influences customer satisfaction but also directly drives repurchase intentions. Consumers who consistently read positive reviews, view photos of other users, and interact with the Wardah user community will have greater confidence in making repeat purchases.

These findings align closely with several previous studies. Sartika (2024) found that UGC had a significant positive effect on repurchase intention on @Bandarmotor_. Rahmadani (2024) also found that UGC significantly influenced repurchase intention of The Originote products. Research by Zidan (2024) also confirmed that UGC significantly influenced repurchase intention among Erigo consumers. The consistency of findings across these studies strengthens the validity of the research results and confirms that UGC is an effective digital marketing strategy.

Pioneering content and interactive behavior in UGC create deep engagement between consumers and the brand, strengthening loyalty and the intention to continue using the product. Testimonials shared by other users about the lipstick's durability, its suitability to Indonesian skin tones, and the halal value of Wardah products serve as strong social proof to encourage repeat purchases. The co-creative dimension of UGC allows consumers to feel part of the product and platform development, which increases their sense of ownership and commitment to the brand.

Hypothesis 4: The Effect of Online Shopping Experience on Repurchase Intention

The results of the fourth hypothesis testing confirm that Online Shopping Experience has a positive and statistically significant effect on Repurchase Intention, as indicated by a regression coefficient of 0.328, a calculated t-value of 4.905, and a significance level of 0.000 ($p < 0.05$). The R Square value of 0.883 in the second regression model demonstrates that User-Generated Content, Online Shopping Experience, and Customer Satisfaction jointly explain 88.3% of the variance in Repurchase Intention. Moreover, the standardized beta coefficient of 0.388 shows that Online Shopping Experience exerts the strongest influence on Repurchase Intention compared to the other independent variables.

These findings indicate that OSE is a very powerful factor in encouraging consumers to shop again. This indicates that a positive, easy, and enjoyable online shopping experience is a key factor in encouraging consumers to return to the same platform.

The findings of this study are in line with those reported by Wicaksono (2021), who demonstrated that online shopping experience has a positive effect on repurchase intention, as indicated by a critical ratio value exceeding 1.96. The study also revealed that online shopping experience influences repurchase intention not only directly but also indirectly through customer satisfaction as an intervening variable. This consistency across findings reinforces the notion that

online shopping experience plays a crucial role in fostering customer loyalty within the e-commerce environment.

When consumers experience ease of product discovery, a smooth transaction process, fast delivery, and excellent after-sales service, they are more likely to make repeat purchases on that platform. In the digital age, where consumers have a wide choice of e-commerce platforms, a superior shopping experience is a key differentiator. Platforms that deliver efficient, pragmatic experiences, interactive social experiences, and comfortable physical experiences will achieve higher customer retention rates.

The finding that OSE has the strongest influence on Repurchase Intention (beta = 0.388) offers important strategic implications. This suggests that e-commerce platforms and brands should prioritize investments in improving the overall user experience, rather than solely focusing on UGC strategies.

Hypothesis 5: The Effect of Customer Satisfaction on Repurchase Intention

The results of the fifth hypothesis test show that Customer Satisfaction has a positive and significant effect on Repurchase Intention with a regression coefficient value of 0.296, t count of 3.698, and a significance of 0.000 ($p < 0.05$). Based on the standardized coefficient beta value of 0.233, Customer Satisfaction makes a significant contribution to Repurchase Intention, although its influence is smaller compared to OSE and UGC in the second regression equation model.

These findings align with consumer behavior theory, which states that customer satisfaction is a strong predictor of repeat purchase behavior. Consumers who are satisfied with the quality of Wardah Lipstick, perceive that the product offers superior benefits compared to competitors, and that their expectations are met are more likely to repurchase the product in the future.

These results are highly consistent with Wicaksono's (2021) research, which found that customer satisfaction positively influences repurchase intentions, with a critical ratio greater than 1.96. This consistent finding reinforces the theory that customer satisfaction is a key mediator between various antecedents (such as UGC and OSE) and behavioral intentions.

Customer satisfaction also drives positive word-of-mouth, where satisfied consumers recommend Wardah products to others and make them their preferred choice over competitors. In the context of repeat purchases in cosmetics, maintaining customer satisfaction is a crucial strategy for ensuring sustainable revenue.

Hypothesis 6: The Mediating Role of Customer Satisfaction in the Relationship between UGC and Repurchase Intention

The Sobel test results show that Customer Satisfaction significantly mediates the relationship between UGC and Repurchase Intention, with a Sobel test value of 2.1633 (> 1.980) and a significance level of 0.030 ($p < 0.05$). This indicates that UGC not only directly influences Repurchase Intention but also primarily increases Customer Satisfaction.

These findings reveal a psychological mechanism at play: when consumers are exposed to positive UGC (good reviews, testimonials, usage

photos), they form realistic expectations about the product. When these expectations are met or even exceeded after using the product, customer satisfaction increases. This satisfaction then drives the intention to repurchase the same product in the future.

These results align with Rahmadani's (2024) research, which found that customer trust significantly influences repurchase intention through UGC as a mediating variable. Zidan's (2024) research also found that UGC partially mediates the relationship between customer trust and repurchase intention. The consistency of these mediation findings confirms that the psychological mechanisms involving UGC, customer satisfaction/trust, and repurchase intention are universal in the e-commerce context.

This partial mediation effect suggests that while UGC can directly influence repurchase intentions through persuasion and social proof, the pathway through customer satisfaction is also crucial. This means that companies need not only encourage consumers to create content but also ensure that the delivered product meets the expectations formed by UGC to create satisfaction that ultimately leads to repurchase.

Hypothesis 7: The Mediating Role of Customer Satisfaction in the Relationship between OSE and Repurchase Intention

The seventh hypothesis was also accepted with a Sobel test value of 3.1641 (>1.980) and a significance of 0.001 ($p < 0.05$), indicating that Customer Satisfaction significantly mediates the relationship between OSE and Repurchase Intention. The Sobel test value for this path is higher than the UGC path (3.1641 vs. 2.1633), indicating that the mediating role of Customer Satisfaction is stronger in the relationship between OSE and Repurchase Intention.

This can be explained by the fact that a positive online shopping experience creates satisfaction not only with the platform but also with the product itself. When consumers experience ease of shopping, complete information, secure transactions, and timely delivery, they are satisfied with the overall experience. This satisfaction then strengthens their intention not only to repurchase the same product but also to continue using the e-commerce platform that provided the positive experience.

This finding is highly consistent with Wicaksono's (2021) research, which found that online shopping experience positively influences repurchase intention through customer satisfaction as an intervening variable. Wicaksono used the SEM method and found that all three variables (OSE, customer satisfaction, and repurchase intention) had a critical ratio value greater than 1.96, confirming a significant causal relationship. This consistency of results indicates that the mediating mechanism of customer satisfaction in the relationship between OSE and repurchase intention is robust and generalizable.

This mediation effect underscores the importance of a holistic customer journey in e-commerce. E-commerce platforms and brands must work together to ensure that every touchpoint in the customer journey, from browsing and product selection to transactions and after-sales, delivers a satisfying experience to foster long-term loyalty.

CONCLUSION AND RECOMMENDATION

This research supports and strengthens the application of mediation theory in the context of digital marketing, especially regarding the role of Customer Satisfaction. Further research can develop models by adding moderation variables such as Brand Love or Trust to look at more complex interactions. Given that the research population is limited to female e-commerce users in the city of Bandung, it is recommended that future research expand its demographic and geographic scope to improve the generalization of the findings. The limitations of this study include a limited scope to one brand and one research area, namely the city of Bandung, so the results cannot be generalized to the context of other brands or regions. It is recommended to add other variables such as Perceived Value or Brand Image to deepen the analysis. The research method can be developed with a qualitative approach (in-depth interviews) to explore the motivations behind satisfaction and repurchase intent that are not fully measured through questionnaires.

ADVANCED RESEARCH

For further researchers, it is recommended to expand the research object by adding other brands, different regions, or including additional variables such as brand trust, brand loyalty, or perceived value so that the research results are more comprehensive and can be generalized more widely.

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