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ONLINE SHOPPING EXPERIENCE AND REPURCHASE INTENTION IN BEAUTY AND PERSONAL CARE IN PONTIANAK CITY: THE MEDIATING ROLE OF TRUST

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Abstract

The rapid growth of e-commerce has increased the importance of understanding factors that influence consumer repurchase intention, particularly in the beauty and personal care product sector. This study aims to analyze the effect of customer online shopping experience on repurchase intention with trust as a mediating variable among beauty and personal care product consumers in Pontianak City. This research employs a quantitative associative approach with a sample of 175 respondents selected through purposive sampling. Data were collected using questionnaire with Likert-scale (1–4) and analyzed using Structural Equation Modeling (SEM) with SmartPLS software. The results indicate that: (1) online shopping experience has a significant effect on trust (t-statistics 6,235; p values 0.000); (2) online shopping experience has a significant effect on repurchase intention (t-statistics 5,395; p values 0.000); (3) trust has a significant effect on repurchase intention (t-statistics 4,680; p values 0.000); and (4) trust mediates the effect of online shopping experience on repurchase intention (t-statistics 4,397; p values 0.000). These findings suggest that a positive online shopping experience and consumer trust are key factors in driving repurchase intention for beauty and personal care products through e-commerce platforms.

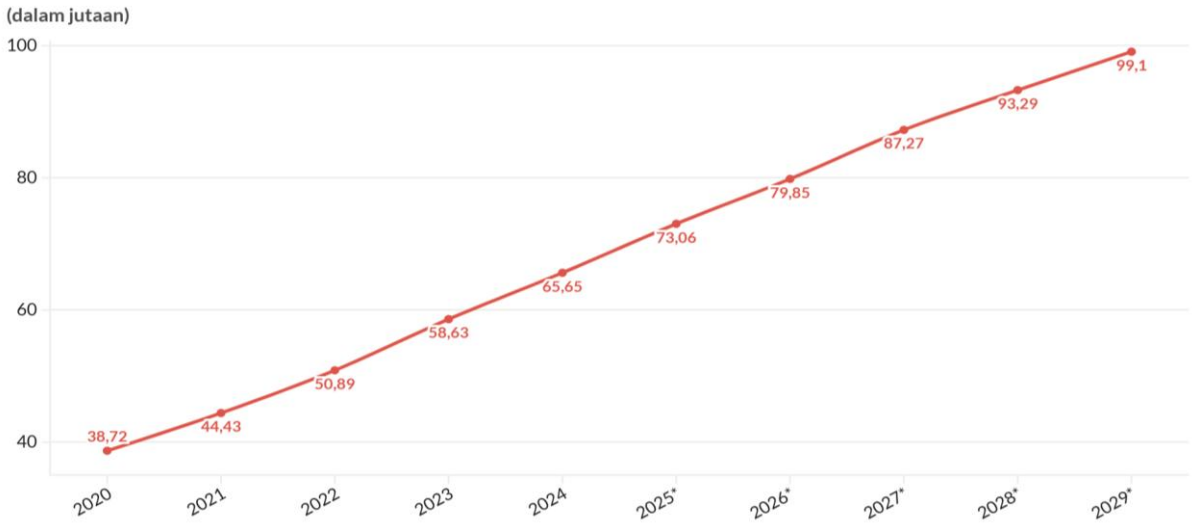
Keywords: *Customer Online Shopping Experience, Repurchase Intention, Trust, E-Commerce, Beauty Products*

1. INTRODUCTION

The advancement of digital technology and massive internet penetration have fundamentally transformed the retail landscape, including the beauty and personal care industry. E-commerce has now become a primary distribution channel for cosmetics and body care products, offering ease of access, a wider product range, and a more flexible shopping experience compared to conventional stores. In Indonesia, the beauty and personal care industry has recorded impressive growth, with market value rising steadily each year, driven by increasing public awareness regarding the importance of self-care and personal appearance.

As the capital of West Kalimantan Province, Pontianak possesses unique dynamics regarding e-commerce and the consumption of personal care and beauty products. Widespread smartphone penetration and increasingly equitable internet access have transformed consumer behavior. Consumers in Pontianak are now increasingly familiar with e-commerce platforms such as Shopee, Tokopedia, Lazada, and TikTok Shop, among others

for purchasing personal care and beauty products. The following are the projected numbers of e-commerce users in Indonesia from 2020 to 2029:



Source: Putri in TECHINASIA (2026)

Figure 1. Projected Numbers of E-Commerce Users In Indonesia 2020-2029

Figure 1 shows that the number of e-commerce users stood at 38.72 million in 2020, has continued to rise annually, and is projected to reach 99.1 million by 2029. The following data shows the e-commerce platforms most frequently accessed by the Indonesian public in 2025:

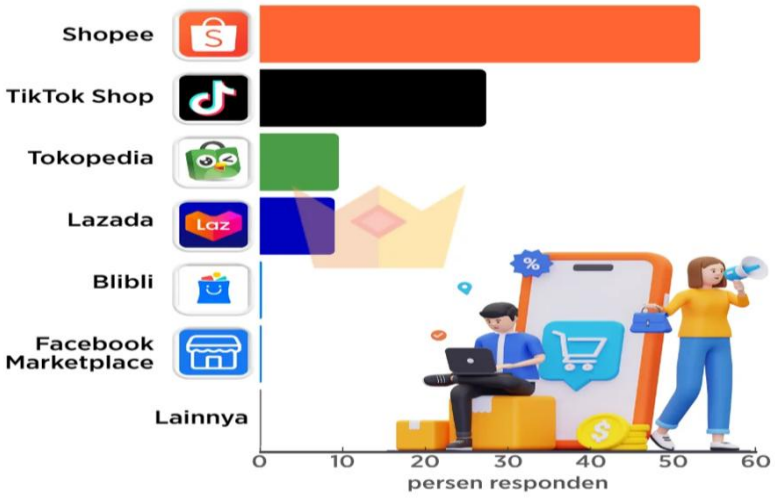


Figure 2. E-commerce Platforms Most Frequently Accessed by Indonesians in 2025

Figure 2 shows some of the platforms most frequently accessed by Indonesians in 2025: Shopee, TikTok Shop, Tokopedia, Lazada, Blibli, and Facebook Marketplace. Shopee is the e-commerce platform most frequently accessed by Indonesians in 2025.

Personal care and beauty industry is one of the sectors that has demonstrated significant growth in recent years. Driven by rising public purchasing power, rapid

digitalization, and shifting consumer preferences, this sector has become a key engine of national economic growth. The government continues to monitor these dynamics closely, striving to ensure that the beauty industry's immense potential is optimized in an inclusive, safe, and sustainable manner. The national cosmetics industry has also recorded positive performance. Throughout 2025, Indonesia's cosmetics market revenue reached approximately IDR 35.6 trillion and is projected to grow at an annual rate of 4.73%. The personal care, skincare, and makeup segments are the dominant contributors, driven by rising demand for personal care and increasing consumer awareness regarding product quality. (ekon.go.id, 2025)

Personal care and beauty products possess unique characteristics in the context of online shopping. These products are generally personal in nature, requiring consumers to have a solid understanding of skin types, ingredients, and product benefits before making a purchase decision. Unlike fashion or electronics, personal care and beauty products often demand a higher level of trust, as they directly impact skin and bodily health. Consequently, the consumer shopping experience—particularly online shopping is a crucial factor when purchasing products in this category. A positive shopping experience encompasses not only the transaction itself but also access to complete and accurate product information, reviews from other users, ease of consultation, fast delivery, and guarantees of product authenticity.

Amidst intensifying competition in the e-commerce sector for beauty and personal care products, customer retention has become more critical than merely attracting new customers. Repurchase intention serves as a vital indicator of the long-term viability of online businesses in this industry. Consumers who intend to make repeat purchases demonstrate a high level of satisfaction and trust in a specific online platform or store. Given that beauty and personal care products are typically consumed on a recurring and consistent basis, fostering repurchase intention represents a highly strategic move for business operators.

Online shopping experience encompasses the entire journey a consumer undergoes when interacting with an e-commerce platform, spanning from the initial product search to the final receipt of the goods. Positive online shopping experiences characterized by factors such as ease of navigation, service speed, transaction security, and a user-friendly interface—directly shape the consumer's perception of the platform as reliable and trustworthy. This aligns with findings by Mofokeng (2023) and Nosi et al. (2022), who emphasize that consumer trust in the digital environment grows alongside online shopping experiences that are positive, consistent, and facilitated by the platform's technological usability. In other words, the better the experience a consumer has with an e-commerce platform, the higher the level of trust established; this, in turn, encourages the consumer to continue transacting on the platform and to recommend it to others.

Online shopping experience plays a significant role in shaping repurchase intention. Every consumer touchpoint from product browsing to the post-purchase stage contributes to the overall impression of the retail platform, thereby fostering positive attitudes and repeat purchasing behavior (Anshu, Gaur, & Singh, 2022). A pleasant shopping experience characterized by the ease of finding products that meet specific needs, comprehensive product information (ingredients, usage instructions, benefits), authentic testimonials or reviews, a seamless and secure checkout process, and responsive customer service creates a positive impression that encourages consumers to return. Conversely, negative experiences

such as misleading product information, counterfeit goods, exaggerated claims, slow shipping, or difficulties communicating with the seller can easily drive consumers to competitors.

In the context of Pontianak City, understanding the dynamics of these variables is highly relevant due to several factors. First, consumers in Pontianak have limited access to physical stores selling premium beauty products or specific international brands compared to major cities like Jakarta or Surabaya; consequently, e-commerce serves as a primary solution for accessing a wide range of products. Second, Pontianak's tropical climate creates specific needs for certain skincare products such as sunscreen, items for oily skin, or anti-aging solutions—prompting consumers to actively seek information and the right products via online platforms. Third, the multicultural demographic characteristics of Pontianak's population can influence consumer preferences and behaviors regarding the online purchase of beauty products.

Previous studies have examined the relationship between the online shopping experience and repurchase intention (Febriani & Ardani, 2021; Wicaksono & Sukapto, 2021; Putri, Puspita, Sasongko, Qurratu'ain, & Suyono, 2024), as well as the role of trust (Tataningtyas & Tjahjaningsih, 2022; Wantara & Suryanto, 2023; Utaminingsih & Sumiyati, 2024; Arsida & Sumiyati, 2025), across various industry contexts. However, studies on these three variables in the context of beauty and personal care products in Pontianak City are stil limited. Yet, understanding how the online shopping experience influences repurchase intention through the mediating role of trust in this industry and in a specific location like Pontianak is crucial, both for the development of consumer behavior theory and for practical application by e-commerce businesses dealing in beauty and personal care products.

Theoretically, this study is expected to enrich the literature on online consumer behavior, particularly regarding personal and high-involvement product categories such as personal care and beauty products. It will also contribute to validating and expanding the understanding of the mediating role of trust in the relationship between online shopping experiences and repurchase intentions, specifically within a geographic and demographic context that differs from previous studies. From a practical standpoint, the findings are expected to provide valuable insights for e-commerce businesses in the personal care and beauty sector ranging from major marketplaces to independent online shops to help them design more effective strategies for enhancing shopping experiences and fostering trust, thereby driving repeat purchases and building customer loyalty in Pontianak City.

This research is also timely given the intensifying competition within the beauty and personal care e-commerce industry marked by the emergence of new platforms, live shopping, and social commerce which is transforming how consumers interact with products and brands. Understanding the factors that drive repurchase intention is key to long-term business sustainability. Furthermore, a deep understanding of trust can enable businesses to move beyond a purely transactional focus and instead build more meaningful, enduring relationships with consumers.

Based on the preceding discussion, this study aims to analyze the impact of the online shopping experience on the repurchase intention for personal care and beauty products in Pontianak City, with trust serving as a mediating variable. This research seeks to provide a more comprehensive understanding of the dynamics among these three variables within the specific context of the personal care and beauty industry in Pontianak City, as well as their

implications for developing more effective, customer-centric digital marketing strategies within the e-commerce sector for these products.

2. RESEARCH METHOD

This study is a quantitative study using associative approach that is, research aimed at determining the relationship between two or more variables (Siregar, 2017). The objective of this study is to examine the relationships among the customer online shopping experience, trust, and repurchase intention.

A population is a generalization area consisting of objects or subjects possessing specific qualities and characteristics determined by the researcher for study and subsequent conclusion-drawing (Sugiyono, 2017). The population of this study consists of residents of Pontianak City who purchase personal care and beauty products online (via e-commerce). The sample of this study comprises 175 individuals. Sampling was conducted using the purposive sampling technique, a method of sample selection based on specific criteria (Sugiyono, 2017).

The data used in this study consist of primary and secondary data. Primary data were collected through interviews and the distribution of questionnaires, while secondary data were obtained through a literature review or a search of relevant literature.

The instrument used in this study was a questionnaire, which was distributed via Google Forms. A Likert scale was employed for measurement, featuring response options of Strongly Disagree, Disagree, Agree, and Strongly Agree, scored from 1 to 4. Data analysis was conducted using Structural Equation Modeling (SEM) with the aid of Smart-PLS software. The conceptual framework or research model of this study can be illustrated as follows:

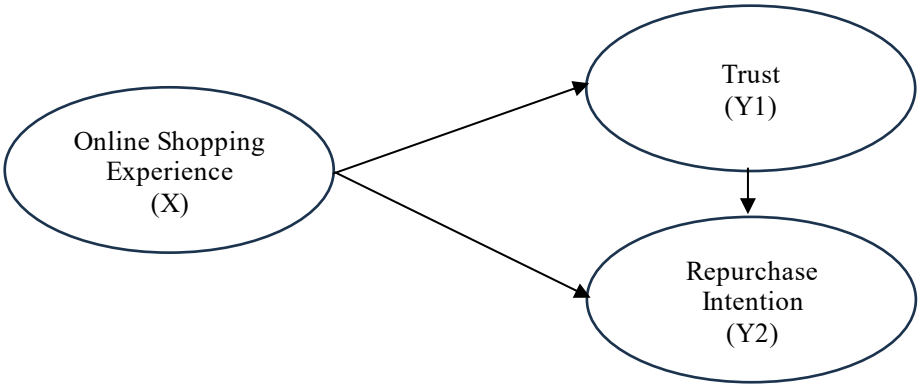


Figure 3. Conceptual Framework

3. RESULTS AND DISCUSSION

3.1 Result

3.1.1 Measurement Model

3.1.1.1 Outer Loadings

Table 1. Outer Loadings Result

	Online Shopping Experience (X)	Trust (Y1)	Repurchase Intention (Y2)
OSE.5	0.737		
OSE.6	0.745		
OSE.7	0.790		
OSE.8	0.778		
OSE.9	0.758		
OSE.10	0.752		
Tr.1		0.827	
Tr.2		0.808	
Tr.3		0.721	
Tr.5		0.740	
Tr.6		0.803	
RI.1			0.704
RI.2			0.780
RI.3			0.767
RI.4			0.776
RI.5			0.731
RI.7			0.713
RI.8			0.766

Source: Processed data (2026)

Table 1 presents all items or indicators with outer loading values greater than 0.7. Indicators with values below 0.7 have been eliminated. Consequently, it can be concluded that these items or indicators demonstrate item validity. Based on these outer loading results, the measurement model is considered valid.

Next, an analysis of Construct Reliability and Validity was conducted. This analysis assesses the reliability and validity of the latent variable constructs. The results of the Construct Reliability and Validity assessment are shown in the following table:

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	rho_C	Average Variance Extracted (AVE)
Online Shopping Experience (X)	0.854	0.857	0.891	0.578
Trust (Y1)	0.839	0.844	0.886	0.610
Repurchase Intention (Y2)	0.869	0.871	0.899	0.561

Source: Processed data (2026)

Based on the reliability and construct validity test results, all research variables exhibited Cronbach's Alpha values above 0.70, ranging from 0.839 to 0.869. This indicates excellent internal consistency for each construct. Furthermore, the Composite Reliability values (rho_A and rho_C) were also consistently above 0.70, signifying that the research constructs are reliable. Meanwhile, the Average Variance Extracted (AVE) results showed values exceeding 0.50 for all constructs (0.561–0.610). Consequently, each research variable accounts for more than 50% of the variance in its indicators, thereby satisfying the requirement for convergent validity. As all constructs met the criteria for reliability and convergent validity, the model is deemed suitable for further analysis. The next step involves assessing discriminant validity, as shown in the following table:

Table 3. Discriminant Validity (Fornell-Larcker)

	Online Shopping Experience (X)	Repurchase Intention (Y2)	Trust (Y1)
Online Shopping Experience (X)			
Repurchase Intention (Y2)	0.619		
Trust (Y1)	0.704	0.737	

Source: Processed data (2026)

Based on the discriminant validity test results using the Fornell-Larcker method, it can be concluded that all research constructs (Online Shopping Experience, Trust, and Repurchase Intention) meet the criteria for discriminant validity. Thus, each latent variable is clearly distinct from the others, indicating that the research instrument is valid and suitable for further analysis.

Additional model testing involved examining the R-square value to assess the goodness of fit of the research's inner model. The test results are presented in the following table:

Table 4. Goodness Fit Model

	R-Square	R-Square Adjusted
Trust (Y1)	0.448	0.442
Repurchace Intention (Y2)	0.362	0.358

Source: Processed data (2026)

Based on the Goodness of Fit Model test results, the R-Square value for the Trust variable (Y1) is 0.448, meaning that 44.8% of the variation in Trust can be explained by Online Shopping Experience (X). This value falls into the moderate category, indicating that the model has a reasonably good ability to explain the dependent variable. Meanwhile, the R-Square value for the Repurchase Intention variable (Y2) is 0.361, indicating that 36.1% of the variation in Repurchase Intention can be explained by Online Shopping Experience

(X) and Trust (Y1). This value also falls into the moderate category, suggesting that the model is reasonably capable of explaining the dependent variable.

3.1.1.2 Structural Model

Table 5. Hypothesis Testing Results (Direct Effect dan Indirect Effect)

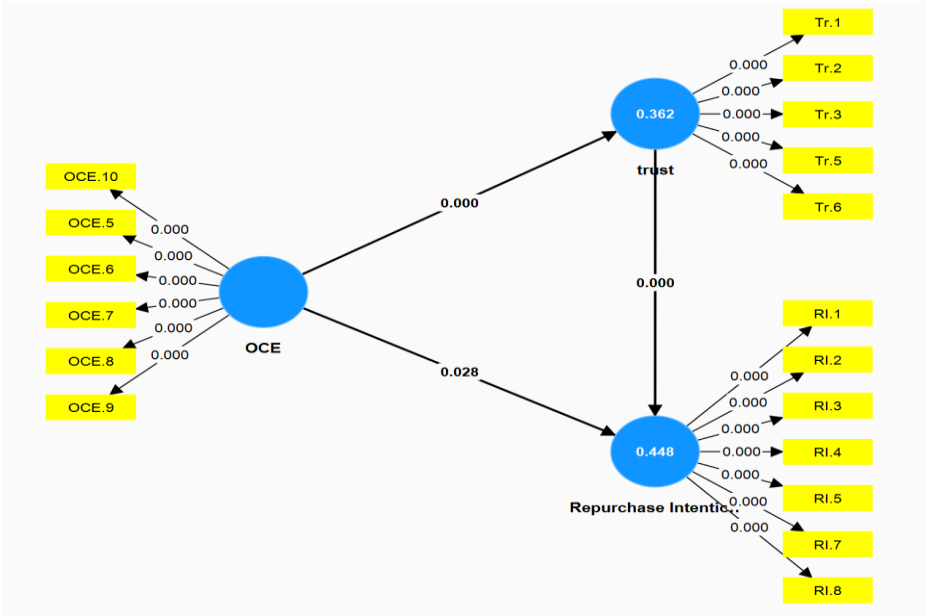
Hypothesized path	Path Coefficient	Sample Mean	Standard Deviation	t-statistic	P Values	Results
H1: Online Shopping Experience (X) → Trust (Y1)	0.602	0.607	0.097	6.235	0,000	Significant
H2: Online Shopping Experience (X) → Repurchase Intention (Y2)	0.546	0.555	0.101	5.395	0,000	Significant
H3: Trust (Y1) → Repurchase Intention (Y2)	0.486	0.470	0.104	4.680	0,000	Significant
H4: Online Shopping Experience (X) → Trust (Y1) → Repurchase Intention (Y2)	0.292	0.282	0.067	4.397	0,000	Significant

Source: Processed data (2026)

The table above shows that all hypotheses (H1, H2, H3, H4) were accepted. This indicates that the online shopping experience directly increases repurchase intention and also exerts a direct influence through increased trust. Thus, trust plays a significant mediating role in the relationship between the online shopping experience and repurchase intention.

The results of the hypothesis testing can be seen in the following image:

Figure 4. Hypothesis Testing Result



Source: Processed Data (2026)

3.2 Discussion

The Influence of Online Shopping Experience on Trust

Based on the test results, the online shopping experience has been shown to significantly influence consumer trust. These findings indicate that trust in both the marketplace and the seller increases when consumers experience a shopping process that is easy to understand, secure, and proceeds as expected. These results align with research by Mofokeng (2023) and Nosi et al. (2022), which explains that a positive digital shopping experience can strengthen consumer trust in online platforms. Comprehensive information, secure payment methods, and prompt seller responses can reduce consumer hesitation during transactions. When the shopping process unfolds without significant obstacles, consumers become more confident in the credibility of the marketplace and the seller.

For beauty and personal care products, trust is increasingly important because consumers consider factors beyond just price and appearance. They also evaluate the authenticity of the goods, ingredients, safety, expiration dates, and suitability for their skin type. For consumers in Pontianak, store ratings, buyer reviews, and clear product descriptions serve as key factors in the purchasing decision. Therefore, sellers must ensure that the information displayed accurately reflects the products actually delivered to consumers.

The Influence of Online Shopping Experience on Repurchase Intention

Research results indicate that the online shopping experience significantly influences repurchase intention. This means that consumers who have a pleasant shopping experience tend to have a stronger desire to make repeat purchases from the same marketplace or online store. These findings support the research of Febriani & Ardani (2021), Wicaksono & Sukapto (2021), and Putri et al. (2024), which demonstrates that the consumer experience plays a role in driving the intention to repurchase. Consumers who are comfortable with previous transactions typically do not need to spend much time looking for alternatives; they are already familiar with the service system, payment methods, shipping processes, and service quality of the marketplace or seller they previously used.

In the beauty and personal care product category, repurchase intention is particularly important because products such as skincare, body care, cosmetics, and personal hygiene items are used regularly. When a product runs out, consumers tend to return to the store that provided a positive shopping experience. Consumers may also be interested in trying other products from the same seller if the previous service was satisfactory. Therefore, sellers need to maintain product availability, provide clear usage instructions, and ensure timely order delivery.

The Influence of Trust on Repurchase Intention

Trust has been shown to have a significant impact on repurchase intention. These results indicate that consumers are more likely to make repeat purchases when they are confident that the marketplace and the seller can fulfill their promises. Trust arises when consumers perceive the received product as authentic, consistent with its description, and safe to use, and when the seller demonstrates a willingness to take responsibility should any issues arise during the transaction. These findings align with studies by Tataningtyas & Tjahjaningsih (2022), Wantara & Suryanto (2023), Utaminingsih & Sumiyati (2024), and Arsida & Sumiyati (2025), all of which demonstrate that trust is a crucial factor in shaping repurchase intention within e-commerce transactions. Consumers who have had positive experiences and trust a particular store or marketplace generally prefer to transact there again rather than risk purchasing from an unfamiliar seller.

In the context of purchasing beauty and personal care products, the role of trust is particularly significant, as consumers face risks regarding product authenticity, ingredient accuracy, and suitability for their skin type. Consequently, sellers need to transparently disclose product composition, benefits, expiration dates, and authenticity guarantees. Marketplaces must also support consumer protection by implementing clear complaint systems, return policies, and issue-resolution mechanisms.

The Mediating Role of Trust in the Effect of Online Shopping Experience on Repurchase Intention

Research findings demonstrate that trust acts as a mediating variable in the relationship between online shopping experiences and repurchase intention. This implies that a positive shopping experience not only directly encourages consumers to make repeat purchases but also fosters confidence in the marketplace and the seller. When processes such as product search, payment, communication, and delivery proceed smoothly, consumers perceive the platform as worthy of future use.

These results align with studies by Nguyen, Nguyen & Trinh (2024) and Ariandi & Rinaldi (2025), which indicate that online shopping experiences influence repurchase intention through trust. Trust serves as the mechanism explaining how online shopping experiences can boost consumer repurchase intention. In other words, a positive experience exerts a stronger influence on repeat purchases when consumers also feel secure and trust both the seller and the marketplace.

For beauty and personal care businesses in Pontianak, these findings suggest that enhancing the shopping experience requires more than just an appealing online storefront or promotional programs. Sellers must also build trust by providing accurate information, guaranteeing product authenticity, showcasing convincing reviews, ensuring rapid responses, and delivering orders exactly as promised. When both the shopping experience

and trust are consistently maintained, consumers are more likely to return and make purchases through the same marketplace.

4. CONCLUSION

Based on the test results, the following conclusions can be drawn: First, the customer online shopping experience is proven to have a significant impact on trust. This indicates that a superior online shopping experience—encompassing ease of navigation, transaction security, product information quality, and service responsiveness leads to a higher level of trust in e-commerce platforms for personal care and beauty products. Second, the customer online shopping experience has a significant direct impact on repurchase intention. A positive online shopping experience encourages consumers in Pontianak City to intend to repurchase personal care and beauty products via the same e-commerce platform. Third, trust significantly influences repurchase intention. Consumer trust in the e-commerce platform is a crucial factor driving repurchase intention, given that personal care and beauty products are personal in nature and require a high degree of confidence before a purchase is made. Fourth, trust is proven to mediate the effect of the customer online shopping experience on repurchase intention. This means that, in addition to the direct effect, a positive online shopping experience also indirectly boosts repurchase intention by fostering consumer trust.

In practical terms, these findings offer important implications for e-commerce businesses dealing in personal care and beauty products in Pontianak City, suggesting they should continuously enhance the quality of the online shopping experience and build consumer trust as key strategies to drive loyalty and repeat purchases. Future research is advised to expand the geographical scope, incorporate additional variables such as perceived value or satisfaction, and consider differences in consumer demographic characteristics as moderating variables.

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