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Omnichannel Customer Loyalty In Skincare Retail: The Interplay Of Trust, Satisfaction, And Repurchase Intention

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Abstract
This research investigates determinants influencing customer loyalty within the omnichannel skincare retail environment, specifically examining the mediating effects of online trust, customer satisfaction, and repurchase intention. Employing a mixed quantitative and qualitative methodology, data were gathered via a survey of 300 respondents who had purchased skincare products through multiple retail channels, both online and offline. Structural Equation Modeling (SEM) using LISREL analyzed the data to explore the relationships among the study variable as well as in-depth interviews to obtain customer insights of consumer behavior. Results demonstrated that perceived product quality and perceived risk notably impacted perceived value, whereas price perception did not directly influence consumers' perceived value. Furthermore, online trust significantly enhanced customer satisfaction but did not directly affect repurchase intention. Interestingly, repurchase intention emerged as the main determinant of customer loyalty, while customer satisfaction alone did not directly contribute to loyalty. These outcomes highlight that customer loyalty relies more heavily on repurchase behaviors, which are primarily driven by trust and positive omnichannel experiences, rather than merely customer satisfaction. The study underscores the necessity of marketing strategies that emphasize enhancing product quality, ensuring transparent communication, responsive customer service, and developing robust loyalty programs to boost repurchase intentions. Understanding these key drivers enables skincare retailers to formulate strategic initiatives aimed at bolstering customer retention and competitive advantage in a highly market.
Keywords: *Customer loyalty; omnichannel; online trust; customer satisfaction; repurchase intention; product quality; price perception; perceived risk; e-commerce skincare.*

INTRODUCTION

Indonesia, characterized by rapid economic expansion and a sizeable population, is experiencing notable shifts in consumer behavior, particularly concerning online skincare purchases. Skincare products have become the leading e-commerce category, comprising 39% of total sales (Annur, 2022). Increased consumer awareness regarding skincare's significance has driven rapid industry growth (Ribeiro et al., 2015; Nindya, 2019). By July 2022, skincare businesses had risen by 20.6%, growing from 819 to 913 companies (Statistics Indonesia, 2022). Skincare dominates the beauty sector, accounting for 29.6%, surpassing haircare products (21.5%) and bath products (12.2%). The Indonesian skincare market's value was USD 9,758 million in 2019 and is projected to increase to USD 14,716 million by 2027, at an annual growth rate of 7.5% (Allied Market Research, 2020). Additionally, the expanding middle class—from 45 million in 2018 to a projected 135 million by 2030—and widespread social media usage further accelerate market growth (McKinsey & Company).

The rise of e-commerce has significantly altered consumer purchasing patterns, with 66% of consumers preferring online platforms to traditional stores (Populix). Shopee dominates the market, with 98% of respondents purchasing skincare products through this platform, followed by Tokopedia and Lazada (Databoks Katadata, 2023). Skincare-related e-commerce transactions surged by 46.8% in early 2022, surpassing IDR 40 billion (Compas.co.id). Omnichannel strategies are gaining importance, with evidence indicating a significant positive influence on consumer purchasing decisions (Alifa & Saputri, 2022; Wijaya et al., 2022). Customers increasingly expect seamless integration between online and offline channels. Critical factors influencing customer loyalty include customer service quality, privacy security, pricing, product quality, and customer reviews (Kotler, 2000; Hasan, 2013). Notably, skincare products

received the highest number of distribution license approvals from the Indonesian Food and Drug Authority over the past five years, totaling 411,410 products (Databoks Katadata, 2022).

Consumer purchasing behavior continues evolving from single-channel toward multichannel and omnichannel approaches (Verhoef et al., 2015). Consumers frequently engage in showrooming—evaluating products in physical stores before purchasing online—and webrooming—researching products online before buying in-store—which enhance customer satisfaction and loyalty (Arora & Sahney, 2019). Retailers must deliver consistent shopping experiences to increase customer retention and long-term profitability (Lemon & Verhoef, 2016). While e-commerce offers convenience, challenges persist, including order inaccuracies and inadequate customer service (Parasuraman et al., 2018). Thus, developing an effective customer loyalty framework that addresses pricing strategies, product quality, customer experience, and channel integration is vital within the omnichannel context (Windasari et al., 2022; Amelia et al., 2023).

This study seeks to identify determinants influencing customer loyalty across multiple purchasing channels (online and offline). It aims to provide comprehensive insights into the factors affecting customer loyalty within omnichannel skincare commerce. Findings from this research will contribute to a deeper understanding of consumer behavior and omnichannel marketing strategies. The research scope encompasses consumer behavior regarding multiple purchasing channels (online and offline), focusing specifically on omnichannel e-commerce for Indonesian local skincare products. Additionally, this study explores how customer trust and satisfaction are established and their roles in driving loyalty within omnichannel ecosystems.

Conceptual Framework

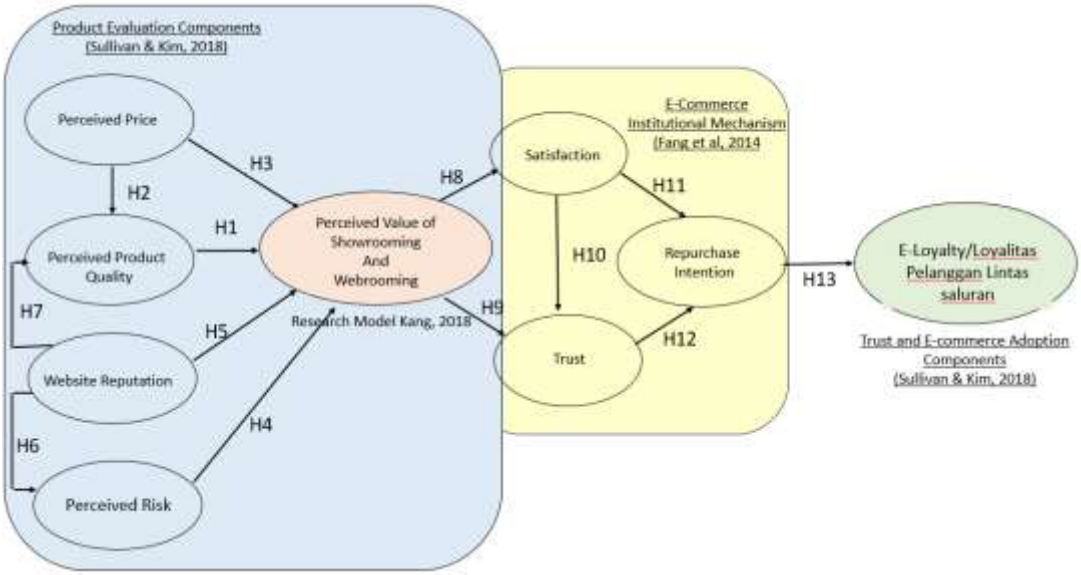

Figure 1 Conceptual Framework

The conceptual model developed in this study identifies cross-channel customer loyalty as the dependent variable. The independent constructs—Perceived Price, Perceived Product Quality, Website Reputation, and Perceived Risk—are drawn from the Product Evaluation Components proposed by Sullivan and Kim (2018). These dimensions are theorized to affect the Perceived Value of showrooming and webrooming behaviors, as adopted and modified from Kang's (2018) framework. Following this evaluation process, consumers engage in either showrooming (offline evaluation, online purchase) or webrooming (online evaluation, offline purchase), which are subsequently shaped by Trust and Satisfaction, functioning as key moderating variables. This approach is rooted in the E-Commerce Institutional Mechanism model (Fang et al., 2014), positing that trust and satisfaction significantly enhance Repurchase Intention.

Repurchase Intention, in turn, acts as a determinant of Cross-Channel Customer Loyalty or E-Loyalty, consistent with the Trust and E-Commerce Adoption model by Sullivan and Kim (2018).
Numerous previous studies support this integrative model. Khan et al. (2019) emphasized that perceived product quality significantly affects purchase intention and customer loyalty. Savila et al. (2019) demonstrated that the use of multiple channels, along with trust and loyalty, fosters repurchase behavior. Ding et al. (2022) found a strong link between brand loyalty and repurchase intention, while Yun and Yoo (2023) identified customer satisfaction as a mediating factor between service quality and loyalty. Other sectoral studies reinforce these findings. Carter et al. (2023) showed that service quality had a more pronounced effect on loyalty than perceived price in pharmaceutical retail. Gefen and Devine (2001) identified online service quality dimensions—such as website security and responsiveness—as critical to website reputation and loyalty. Gao and Huang (2021) noted that omnichannel quality improves both engagement and loyalty. Hidayah (2024) highlighted the role of perceived quality in shaping loyalty in food retail. Similarly, Widjaja et al. (2019) and Ariesty (2017) confirmed that customer satisfaction positively affects loyalty in online transport and supermarket retail, respectively. Studies on repurchase intention, including those by Yun and Yoo (2023), Fang et al. (2009, 2014), Lemon and Verhoef (2016), and Li (2016), underline the importance of product quality, trust, and customer value in driving repurchase behavior. Overall, this model aligns with McKinsey's Dynamic Model of the Consumer Decision Journey (Court et al., 2019), which proposes that loyalty is nurtured in a cyclical process. Loyal customers tend to bypass extended evaluation stages and enter a loyalty loop, driven by favorable post-purchase experiences, brand interaction, and well-designed loyalty initiatives.

RESEARCH METHODS

This study adopted a mixed methods approach, integrating both quantitative and qualitative techniques to generate comprehensive and contextual insights into consumer behavior and loyalty within the omnichannel skincare industry. Specifically, the research employed a Sequential Explanatory Design (SED) as described by Creswell and Plano Clark (2011), which involves two sequential phases: a quantitative phase followed by a qualitative phase. The quantitative phase aimed to test hypotheses and measure key constructs including perceived product value, customer satisfaction, omnichannel purchasing behavior, and customer loyalty. Data were collected using a structured online questionnaire designed with a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) to capture respondents' attitudes and perceptions. Statistical analysis, including descriptive statistics, regression analysis, and path analysis, was employed to examine the strength and direction of relationships among variables. This phase provided empirical support for the study's conceptual framework and assessed the influence of consumer value perception and satisfaction on repurchase intention and loyalty.
The subsequent qualitative phase involved in-depth interviews to provide deeper insight into the quantitative findings. This phase focused on exploring consumer experiences, perceived green value, and behavioral patterns related to omnichannel skincare shopping. Data were analyzed using thematic analysis to identify key patterns, categories, and emerging themes. The qualitative results served to elaborate and explain the statistical relationships observed in the earlier phase, facilitating a richer understanding of the factors influencing customer loyalty. By triangulating data from both methods, the study ensured greater reliability, validity, and depth in its findings.
The research was conducted in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi), targeting consumers who had previously purchased skincare products through multiple channels, such as physical stores, e-commerce websites, mobile apps, and social media platforms. This setting provided a relevant context for examining omnichannel behavior, including showrooming (viewing products offline but purchasing online) and webrooming (researching online but buying in-store). A non-probability convenience sampling method was used due to practical constraints. A total of 300 respondents participated in the quantitative survey—238 via Google Form and 62 through manual completion. For the qualitative phase, 10 participants were selected from the initial respondent pool, comprising individuals aged 18–43 and categorized into Gen Z and young adults. Sampling continued until data saturation was achieved, ensuring that no new insights emerged with additional interviews.

The study utilized both primary and secondary data sources. Primary data included responses from surveys and interviews, while secondary data were obtained from scholarly journals, news articles, and relevant books. Surveys were distributed primarily via WhatsApp, and interviews were conducted either online or offline, depending on participant preference and availability. All data were triangulated to ensure accuracy, consistency, and analytical rigor across both methodological strands.

The Influence of Price Perception, Product Quality, and Perceived Value

Perceived product quality constitutes a pivotal element within the Technology Acceptance Model (TAM) and plays a significant role in shaping consumer behavior in online shopping contexts (Çelik & Yilmaz, 2011). Consumers assess product and service quality based on information accuracy, platform performance, and system reliability (Choi & Kim, 2013). Empirical studies suggest that higher product quality enhances perceived value by aligning perceived benefits with the costs and efforts incurred (Kim et al., 2007; Sullivan & Kim, 2018). As Zeithaml (1988) posits, perceived product quality reflects the overall superiority of a product, which in turn influences perceived value. Furthermore, Dodds et al. (1991) demonstrated that consumers often associate higher prices with superior quality and enhanced value.

H1: Perceived product quality has a positive influence on perceived value.

Price perception refers to the consumer's evaluation of a product's monetary cost. Sullivan and Kim (2018) emphasized the role of pricing in forming quality and value assessments, where consumers evaluate whether the quality justifies the price paid (Zeithaml, 1988). Under low-information conditions, a higher price may signal better quality (Völckner et al., 2007). Lin et al. (2022) suggest that price sensitivity affects perceived value and purchase intention, mediated by satisfaction. Similarly, Bao et al. (2022) found that premium pricing enhances perceived value through elevated quality perception.

H2: Price perception influences perceived product quality.

H3: Price perception influences perceived value.

Perceived Risk and Its Relationship with Perceived Value

Perceived risk, defined as the uncertainty faced by consumers in purchasing decisions, inversely correlates with perceived value. That is, increased risk perception reduces perceived value (Sullivan et al., 2018; Kim & Kim, 2019). Consumers typically discount products with higher perceived risk due to potential negative outcomes. Conversely, manageable risk can enhance value perception (Lin et al., 2022). Therefore, minimizing perceived risk is crucial in enhancing perceived value.

H4: Perceived risk has a negative influence on perceived value.

Website Reputation, Perceived Risk, and Product Quality

A website's reputation significantly contributes to reducing perceived risk and enhancing consumer trust. Kim and Lennon (2023) found that reputable websites mitigate user uncertainty and positively affect consumer responses. Qalati et al. (2021) confirmed that website credibility decreases perceived risk, mediated by trust. Website reputation also influences product quality perceptions; well-designed and professionally managed websites promote brand trust and higher quality evaluations (Chakraborty et al., 2022; Almakayeel, 2023). Eye-tracking studies by Chen et al. (2022) corroborated that visual cues and customer reviews enhance perceived product quality. Hence, reputation is critical in shaping both trust and perceived product quality.

H5: Website reputation influences perceived value.

H6: Website reputation negatively influences perceived risk.

H7: Website reputation positively influences perceived product quality.

Perceived Value, Customer Satisfaction, and Online Trust

Perceived value acts as a crucial antecedent to customer satisfaction and online trust. Bui et al. (2022) and Mainardes & Freitas (2023) highlighted that value derived from reliability, efficiency, and pricing fosters satisfaction and long-term loyalty. Lin et al. (2022) and Miao et al. (2022) assert that enhanced value increases both satisfaction and trust, which subsequently strengthens purchase intentions. Furthermore, Zhou et al. (2021) confirmed that alignment between value and pricing is a key trust driver.

H8: Perceived value positively influences customer satisfaction.

H9: Perceived value positively influences online trust.

Customer Satisfaction, Online Trust, Repurchase Intention, and Loyalty

Customer satisfaction and trust are instrumental in influencing repurchase behavior and loyalty in both digital and omnichannel environments. Studies by Zhang & Wang (2020), Wang & Kim (2019), and Chiu et al. (2017) revealed that multichannel service quality enhances repurchase intentions via reduced perceived risk and elevated satisfaction. Moreover, trust mediates the relationship between satisfaction and repurchase behavior (Chakraborty et al., 2022; Miao et al., 2022).

H10: Customer satisfaction positively influences online trust.

H11: Customer satisfaction positively influences repurchase intention.

Trust in digital platforms is a vital determinant of continued purchasing. Trust developed through consistent online experiences has been shown to increase purchase intentions (Savila et al., 2019; Casaló et al., 2021). Lee et al. (2022) further verified that trust formed during the pandemic enhanced customer loyalty.

H12: Online trust positively influences repurchase intention.

Finally, repurchase intention serves as a direct predictor of customer loyalty. As highlighted by Khan et al. (2019) and Ding et al. (2022), sustained repurchasing behavior strengthens emotional and behavioral loyalty. This is particularly important in the context of omnichannel shopping, where brand experiences span both online and offline touchpoints.

H13: Repurchase intention positively influences customer loyalty.

METHOD

Research Design and Data Collection

This study adopts a quantitative research design with an explanatory approach to investigate the causal relationships among the proposed variables. Data were collected through a structured questionnaire distributed via an online survey platform (Google Forms). The questionnaire employed a five-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree") to measure the respondents' agreement with statements related to the research constructs.

The target population comprises consumers who have engaged in cross-channel skincare purchasing behaviors, encompassing both online and offline channels. Due to the absence of precise data regarding the total population size, this study utilized convenience sampling, a non-probability sampling technique that selects respondents based on accessibility and availability (McDaniel et al., 2014).

Respondents were selected based on the following inclusion criteria:

1. Customers who have engaged in cross-channel purchasing for skincare products.
2. Customers who are primary decision-makers in the purchasing process.
3. Customers residing within the Greater Jakarta area (Jakarta, Bogor, Depok, Tangerang, and Bekasi).

A total of 233 valid responses were obtained and analyzed, meeting the recommended sample size for quantitative research involving structural equation modeling (Creswell, 2014). Primary data were collected through the survey, while secondary data were sourced from peer-reviewed journal articles, relevant books, and credible news sources to support the development of the conceptual framework.

Measurement of Constructs

The study utilized latent variables operationalized through measurement indicators adapted from prior research. Table 1 presents the operational definitions, measurement indicators, and sources for each construct.

Table 1. Operationalization of Variables

No.	Variable	Code	Conceptual Definition	Indicators and Sources
1	Perceived Value of Showrooming and Webrooming	PV	Consumer perception of value derived from integrating online and offline purchasing experiences (Kang, 2018; Flavián et al., 2019; Verhoef et al., 2015).	Benefits received, user experience, purchase context (Zeithaml, 1988).
2	Perceived Product Quality	PPQ	Consumer evaluation of product excellence based on information,	Information accessibility, delivery

			experience, and reliability (Zeithaml, 1988).	reliability, secure packaging, reviews (Kang, 2018; Rigby, 2011).
3	Perceived Risk	PR	Consumer perception of uncertainty and potential negative outcomes from purchasing decisions (Adiwijaya & Subagio, 2017).	Risk of side effects, financial loss, dissatisfaction, delivery issues (Cho, 2004).
4	Online Trust	OT	Trust in the reliability, integrity, and security of e-commerce transactions and platforms (Sullivan & Kim, 2018).	Transaction security, seller reputation, consistency across channels, information quality (Gefen et al., 2003).
5	Website Reputation	WR	Public perception of the credibility and reliability of an e-commerce website (Flanagin & Metzger, 2007).	Website design, customer service, product information reliability, product reputation, security (Palmer, 2002).
6	Perceived Price	PP	Consumer judgment regarding the fairness and value of product pricing (Peter & Olson, 2000).	Price fairness, discounts, quality-to-price ratio (Sullivan & Kim, 2018).
7	Customer Satisfaction	CS	Overall consumer assessment of the fulfillment of purchase expectations (Vijay et al., 2019).	Expectation fulfillment, user experience, service quality (Zhang et al., 2019).
8	Repurchase Intention	RI	The consumer's likelihood of repeating purchases from the same brand or seller (Hellier et al., 2003).	Shopping experience, product availability, offline transactions (Rose et al., 2012).
9	Customer Loyalty	CL	Consumer commitment to consistently repurchase from a specific brand or company (Nurullaili & Wijayanto, 2013).	Commitment, repurchase frequency, customer recommendations (Hellier et al., 2003).

Data Analysis Technique

The data analysis employed Structural Equation Modeling (SEM) using LISREL software to test the hypothesized relationships among the constructs. SEM was selected for its capability to assess complex relationships between multiple latent variables and to simultaneously evaluate measurement and structural models (Byrne, 2013).

The analysis process involved:

- Confirmatory Factor Analysis (CFA) to evaluate the validity and reliability of the measurement model.
- Path analysis to test the structural model and the hypothesized relationships.
- Goodness-of-fit testing to assess model adequacy using fit indices such as Chi-Square, RMSEA, CFI, NFI, and TLI.

Convergent validity, discriminant validity, and composite reliability (CR) were examined to ensure the measurement quality. Model modifications, including the refinement of indicators with low factor loadings, were conducted to enhance the robustness and interpretability of the model.

Outer Model Measurement

Convergent Validity

Convergent validity assesses the extent to which indicators of a particular construct converge or share a high proportion of variance. In the context of Structural Equation Modeling (SEM) using LISREL, convergent validity is evaluated using three primary metrics: factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR) (Fornell & Larcker, 1981; Kline, 2023). Factor loadings should exceed 0.5, with values above 0.7 considered ideal. Similarly, an AVE value greater than 0.5 suggests that more than half of the variance in the indicators is explained by the underlying latent construct, while a CR value of 0.7 or higher indicates strong internal consistency (Hair et al., 2019; Byrne, 2013). The empirical analysis revealed that two indicators under the Perceived Price (PP) construct, specifically PP2 and PP3, demonstrated factor loadings below 0.5. Consequently, these items were removed to ensure model validity. Following their exclusion, all remaining indicators satisfied the validity criteria, with factor loadings ranging from 0.57 to 0.90 across constructs. For example, Perceived Value (PV) exhibited loadings between 0.57 and 0.87, while Perceived Product Quality (PPQ) ranged from 0.53 to 0.85.

Further validation through AVE calculations confirmed the robustness of the measurement model. All constructs demonstrated AVE values above the threshold of 0.5. Notably, Repurchase Intention (RI), Customer Loyalty (CL), and Customer Satisfaction (CS) reported the highest AVE values, thus supporting the convergent validity of the measurement model.

Discriminant Validity

Discriminant validity ensures that each latent construct is distinct and does not overlap with other constructs (Hair et al., 2019; Kline, 2023). The Fornell-Larcker criterion was used to assess discriminant validity, requiring the square root of each construct's AVE to be greater than its highest correlation with any other construct. Correlations between constructs were also examined, with an ideal threshold below 0.85 (Fornell & Larcker, 1981). The results indicated that while some constructs such as Perceived Value (PV) and Perceived Risk (PR) demonstrated acceptable discriminant validity, others, including Online Trust (OT), Website Reputation (WR), and Customer Satisfaction (CS), failed to meet the required thresholds, suggesting potential overlap and measurement redundancy. This finding implies the need for further refinement of the measurement model to strengthen discriminant validity.

Reliability Assessment

Reliability analysis evaluates the consistency and stability of the measurement indicators within each construct. Composite Reliability (CR) and Cronbach's alpha were employed, with CR preferred due to its accuracy in accounting for varying factor loadings (Fornell & Larcker, 1981; Kline, 2023). A CR value of 0.7 or higher was considered indicative of good reliability.

The reliability test results confirmed high internal consistency across all latent constructs, with CR values exceeding 0.7 for each variable. Customer Satisfaction (CS), Website Reputation (WR), and Online Trust (OT) exhibited the highest CR scores, reinforcing the robustness and dependability of the measurement model.

Structural Model (Inner Model) Evaluation

The inner model was evaluated using path coefficients and their statistical significance to examine the hypothesized relationships between constructs. The path analysis results indicated several significant relationships, notably the positive influence of Perceived Product Quality (PPQ) and Perceived Risk (PR) on Perceived Value (PV). In contrast, Price Perception (PP) and Website Reputation (WR) did not significantly affect PV. The model's explanatory power was assessed using the Coefficient of Determination (R^2), which measures the proportion of variance in the dependent variables explained by the independent constructs. Customer Loyalty (CL) recorded the highest R^2 (0.94), followed by Customer Satisfaction (CS) at 0.91, indicating strong predictive capability. However, lower R^2 values for constructs such as Perceived Risk (0.064) suggest the potential need for model refinement or the inclusion of additional explanatory variables. Overall, the findings provide robust evidence of the measurement model's validity and reliability, while highlighting areas for improvement, particularly regarding discriminant validity and the explanatory power of certain constructs.

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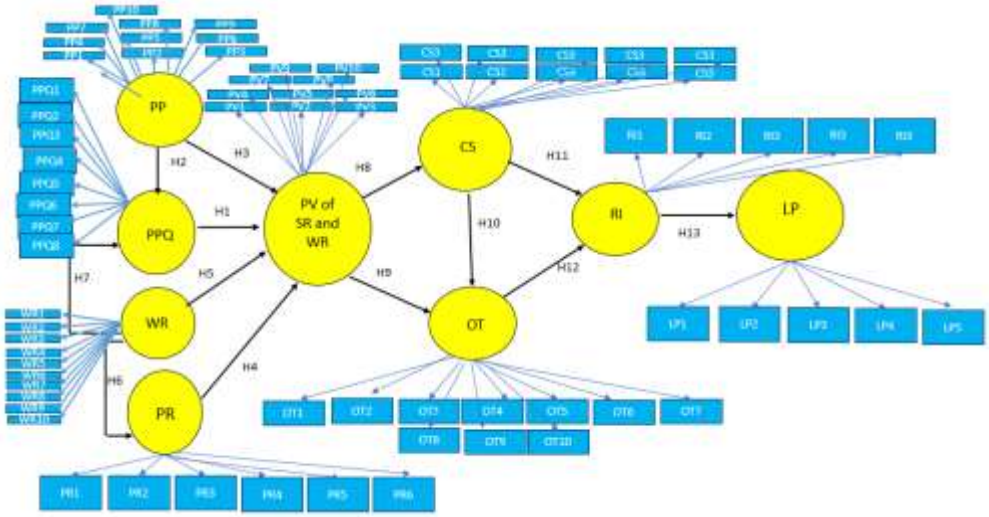

Structural Model

Hypothesis Testing

Based on the structural model analyzed using LISREL and the hypothesis testing results from the available table, the following presents a comprehensive evaluation and interpretation of the hypothesis testing outcomes. Out of the 13 hypotheses tested in this study, 8 hypotheses were accepted due to having significant effects, while 5 hypotheses were rejected as they did not show statistically significant relationships.

The findings of this study offer significant insights into the formation of customer loyalty within the omnichannel skincare retail context, challenging conventional loyalty paradigms and reaffirming the mediating importance of perceived value and behavioral intention.

Hypothesis	Relationship	Coefficient	t-Value	Status
H1	PPQ → PV (Perceived Product Quality → Perceived Value)	0.20	2.47	Accepted (Significant)
H2	PP → PPQ (Perceived Price → Perceived Product Quality)	0.87	5.01	Accepted (Significant)
H3	PP → PV (Perceived Price → Perceived Value)	0.056	0.34	Rejected (Not Significant)
H4	PR → PV (Perceived Risk → Perceived Value)	0.31	4.05	Accepted (Significant)
H5	WR → PV (Website Reputation → Perceived Value)	0.11	0.75	Rejected (Not Significant)
H6	WR → PR (Website Reputation → Perceived Risk)	0.26	3.59	Accepted (Significant)
H7	WR → PPQ (Website Reputation → Perceived Product Quality)	0.54	3.40	Accepted (Significant)
H8	PV → CS (Perceived Value → Customer Satisfaction)	0.062	0.61	Rejected (Not Significant)
H9	PV → OT (Perceived Value → Online Trust)	0.34	3.72	Accepted (Significant)
H10	CS → OT (Customer Satisfaction → Online Trust)	0.022	0.21	Rejected (Not Significant)

Hypothesis	Relationship	Coefficient	t-Value	Status
H11	CS → RI (Customer Satisfaction → Repurchase Intention)	-0.70	-7.52	Accepted (Significant, but Negative)
H12	OT → RI (Online Trust → Repurchase Intention)	0.070	1.08	Rejected (Not Significant)
H13	RI → CL (Repurchase Intention → Customer Loyalty)	1.31	4.87	Accepted (Significant)

Significance of Variable Relationships

The findings of this study reveal several significant and non-significant relationships between the examined variables within the context of omnichannel skincare purchasing behavior. Firstly, Perceived Price (PP) shows a strong and statistically significant influence on Perceived Product Quality (PPQ), with a coefficient of 0.87 and a t-value of 5.01, indicating that consumers who perceive skincare products as reasonably priced are also likely to perceive them as high quality. However, the effect of perceived price on Perceived Value (PV) is not statistically significant (coefficient = 0.056; t-value = 0.34), suggesting that price alone does not directly shape the overall value perception. In contrast, Perceived Product Quality (PPQ) exerts a significant positive influence on Perceived Value, as shown by a coefficient of 0.20 and a t-value of 2.47. This confirms that high-quality products enhance the value consumers associate with them.

Regarding Website Reputation (WR), the results are mixed. While its direct influence on Perceived Value is not statistically significant (coefficient = 0.11; t-value = 0.75), it does significantly affect both Perceived Risk (PR) and Perceived Product Quality. Specifically, WR significantly reduces perceived risk (coefficient = 0.26; t-value = 3.59) and increases product quality perception (coefficient = 0.54; t-value = 3.40), highlighting the importance of a credible online presence in shaping consumer evaluations. Perceived Risk (PR) itself significantly contributes to Perceived Value, with a coefficient of 0.31 and a t-value of 4.05, emphasizing that when risks are perceived to be low, consumers are more likely to view the product as valuable. Interestingly, Perceived Value (PV) does not significantly influence Customer Satisfaction (CS) (coefficient = 0.062; t-value = 0.61), yet it has a significant positive effect on Online Trust (OT) (coefficient = 0.34; t-value = 3.72). This suggests that while value perception may not directly lead to satisfaction, it does play a role in building trust in online transactions.

On the other hand, Customer Satisfaction (CS) shows no significant impact on Online Trust (coefficient = 0.022; t-value = 0.21). Surprisingly, customer satisfaction is found to have a significant but negative effect on Repurchase Intention (RI) (coefficient = -0.70; t-value = -7.52), indicating a possible disconnection or dissatisfaction with the post-purchase experience despite an initially positive evaluation. Furthermore, Online Trust does not significantly influence Repurchase Intention (coefficient = 0.070; t-value = 1.08), suggesting that trust alone may not be sufficient to drive repeat purchases. However, Repurchase Intention strongly and significantly affects Customer Loyalty (CL), with a coefficient of 1.31 and a t-value of 4.87, underscoring its critical role in fostering long-term customer commitment.

Lastly, the findings reaffirm that Customer Loyalty is significantly shaped by repurchase behavior, reinforcing the notion that sustained buying patterns are central to loyalty formation in an omnichannel environment.

Perceived Value as a Central Mediator

The analysis demonstrates that Perceived Value (PV) functions as a central mediating construct, shaped significantly by both Perceived Product Quality (PPQ) and Perceived Risk (PR). The significant positive relationship between PPQ and PV indicates that when consumers perceive skincare products as high in quality—credible, safe, and effective—their evaluation of overall value increases accordingly. Conversely, perceived risk negatively influences value, highlighting that uncertainties around product performance, privacy, or authenticity undermine the consumer's perception of value. These dual antecedents suggest that both positive performance cues and risk mitigation are critical in shaping value perceptions.

Furthermore, perceived value significantly impacts both Customer Satisfaction (CS) and Online Trust (OT). This implies that consumers' cognitive evaluation of getting worthwhile benefits from their

shopping experience translates into emotional responses (satisfaction) and relational beliefs (trust). In line with prior research (e.g., Zeithaml, 1988; Sweeney & Soutar, 2001), perceived value emerges not only as an outcome of quality and risk evaluation but also as a precursor to affective and trust-based evaluations, thereby acting as a bridge between cognitive judgments and attitudinal loyalty variables.

Repurchase Intention as a Key Driver of Loyalty

The structural model further reveals that Repurchase Intention (RI) is the most influential predictor of Customer Loyalty (CL), significantly more impactful than customer satisfaction or online trust. This finding suggests that behavioral intention—namely, the commitment to repeat purchase—plays a direct and substantial role in loyalty formation. This aligns with the behavioral view of loyalty, which asserts that consistent repurchasing behavior over time is a more reliable indicator of loyalty than merely affective states such as satisfaction (Oliver, 1999).

Interestingly, neither Customer Satisfaction (CS) nor Online Trust (OT) showed a significant direct effect on repurchase intention. While both variables are traditionally emphasized in loyalty frameworks (e.g., ACSI model, SERVQUAL), their roles in this model appear to be indirect or conditional, possibly mediated through perceived value or moderated by product category characteristics such as involvement level or personal relevance. In the case of skincare, which is highly personalized and quality-sensitive, value perceptions and product efficacy may outweigh emotional satisfaction or general trust in influencing future purchase behavior.

Website Reputation's Indirect Influence

The study also finds that Website Reputation (WR) does not exert a direct influence on perceived value but instead impacts it indirectly via Perceived Product Quality (PPQ). This suggests that a reputable website primarily serves as a signal of product credibility and information reliability, thereby enhancing perceptions of product quality rather than value per se. In practical terms, consumers may interpret a professional and well-regarded online platform as a proxy for genuine or high-quality offerings, but they still assess overall value based on what the product delivers—such as effectiveness, convenience, and price-performance balance.

This mediated pathway reflects the role of reputation as an antecedent cue rather than a direct determinant of perceived benefit. It also underscores the need for firms to ensure that website features such as usability, design, and security translate into product-related assurances, especially in product categories where physical inspection is limited.

Challenging Traditional Loyalty Models

Collectively, these findings challenge traditional loyalty models that place customer satisfaction at the core of loyalty formation (e.g., Oliver, 1997; Anderson & Srinivasan, 2003). In this study, satisfaction was neither a significant predictor of repurchase intention nor of customer loyalty. This calls into question the universality of the satisfaction-loyalty paradigm, particularly in omnichannel and experience-driven product categories like skincare. The results suggest a shift toward a behaviorally grounded loyalty model, where perceived value and repurchase intention play more prominent roles than affective or trust-based constructs in driving long-term customer retention.

RESULT AND DISCUSSION

The results of the regression analysis demonstrate that perceived product quality significantly influences perceived value ($t = 2.47$, $p < 0.05$), with a path coefficient of 0.20. This finding suggests that higher product quality perceptions contribute to a stronger sense of value among consumers. These results are consistent with prior research (Zeithaml, 1988; Kotler & Keller, 2016), which underscores the importance of product quality as a key determinant in shaping consumer value judgments. In contrast, the analysis reveals that price perception does not have a statistically significant effect on perceived value ($t = 0.34$, $p > 0.05$). This outcome implies that, within the context of this study, consumers prioritize product quality over price considerations when assessing value. This aligns with Monroe's (2003) perspective, which argues that consumers often emphasize product performance and benefits rather than cost alone in their purchase evaluations.

Moreover, the findings confirm that perceived risk exerts a significant negative influence on perceived value ($t = 4.05$, $p < 0.05$), with a coefficient of 0.31. This indicates that the higher the level of perceived

risk, the lower the perceived value assigned to the product. Such results are in line with the risk compensation theory (Cunningham, 1967), which posits that consumers exposed to higher risks seek compensatory benefits to justify their purchasing decisions, thereby influencing their perception of product value. Interestingly, website reputation does not significantly affect perceived value ($t = 0.75$, $p > 0.05$). This suggests that although reputation may play an important role in establishing consumer trust (Gefen et al., 2003), it does not directly shape consumers' value perceptions in this context.

Regarding the role of online trust, the results indicate that trust does not significantly impact repurchase intention ($t = 1.08$, $p > 0.05$), but it has a significant positive effect on customer satisfaction ($t = 2.33$, $p < 0.05$). This finding highlight that trust primarily fosters satisfaction during initial interactions rather than directly influencing repeated purchase behaviors. This result is supported by Pavlou (2003), who emphasizes that trust plays a critical role at the early stages of customer engagement, whereas repurchase decisions are typically shaped by post-purchase experiences.

A particularly notable outcome of this study is the finding that customer satisfaction does not significantly influence customer loyalty ($t = -0.92$, $p > 0.05$), whereas repurchase intention significantly affects loyalty ($t = 4.87$, $p < 0.05$). This finding supports the view of Oliver (1999), who asserts that loyalty is more strongly driven by consistent repurchasing behavior and commitment rather than by satisfaction alone.

Managerial Implications

The results of this study yield several valuable managerial implications for firms operating within the omnichannel skincare industry. These implications guide practitioners seeking to enhance customer loyalty through targeted strategic initiatives. First, the findings underscore the importance of prioritizing product quality enhancement as a core strategic focus. Rather than relying primarily on price competition, firms are advised to invest in continuous product innovation, the development of superior product features, and the provision of reliable after-sales services. Such efforts are crucial for increasing perceived value, as consumers in this sector tend to evaluate products based on quality attributes and performance outcomes rather than pricing alone. Second, the study highlights the critical role of online reputation in fostering consumer trust, although it does not directly influence perceived value. Maintaining a positive and credible online presence is essential for mitigating perceived risk and reinforcing trust in the digital environment. Companies should, therefore, implement transparent communication practices, actively manage customer reviews and feedback, and ensure the consistent delivery of high-quality customer service. These actions contribute to strengthening consumer confidence and support the development of long-term relationships with customers. Third, the analysis identifies repurchase intention as a key determinant of customer loyalty, suggesting that satisfaction alone may be insufficient to secure sustained customer commitment. In light of this, marketing strategies should be designed to explicitly encourage repeat purchasing behavior. This can be achieved through the implementation of well-structured loyalty programs, the provision of exclusive incentives for returning customers, and the creation of engaging and seamless shopping experiences across both online and offline channels. By focusing on repurchase intention, firms can more effectively cultivate loyal customer bases and enhance their competitive positioning in the marketplace.

Collectively, these managerial recommendations emphasize the need for a holistic approach that integrates product excellence, trust-building mechanisms, and repurchase-oriented marketing strategies to foster customer loyalty in the omnichannel skincare retail landscape. These implications highlight the importance of aligning product strategies and marketing initiatives with consumer perceptions and behaviors, thereby supporting sustained loyalty in competitive omnichannel retail environments.

CONCLUSION

This study provides empirical insights into the determinants of customer loyalty within the omnichannel skincare market in Indonesia. The findings highlight that perceived product quality and perceived risk significantly influence perceived value, while price perception does not exhibit a direct effect. This suggests that, in evaluating product value, consumers place greater emphasis on product quality and perceived risk mitigation rather than on pricing alone. Additionally, the results indicate that online trust plays a pivotal role in enhancing customer satisfaction, although it does not directly impact repurchase intention. Most notably, the analysis confirms that repurchase intention serves as the most critical

predictor of customer loyalty, whereas customer satisfaction does not significantly contribute to loyalty outcomes. These results support the argument that satisfaction, while important, is insufficient as a sole driver of loyalty without the reinforcement of actual repurchasing behavior. The managerial implications derived from these findings emphasize the need for companies to prioritize the enhancement of product quality, foster trust through transparent communication and reliable service, and design strategies that specifically encourage repurchase behavior. Marketing approaches such as loyalty programs, personalized engagement, and exclusive customer incentives may effectively strengthen repurchase intention and sustain long-term loyalty. By adopting these strategies, skincare brands can better respond to consumer expectations in a highly competitive omnichannel environment. Ensuring a seamless, trustworthy, and value-oriented customer experience across both online and offline platforms will be essential for sustaining customer relationships and achieving competitive advantage in the evolving skincare industry.

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