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THE EFFECT OF INFLUENCER MARKETING, BRAND IMAGE, PRODUCT QUALITY, AND ONLINE CONSUMER REVIEW ON PURCHASE DECISIONS AND REPEAT PURCHASES (CASE STUDY: POND'S FACE WASH CONSUMERS IN SURABAYA)

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Abstract

The need for skincare to maintain good facial skin is being realized by more and more people, leading to growth in the skincare industry. One of the most important skincare products is facial cleansers. Despite this, POND'S facial cleanser market share has declined sharply over the past few years as a result of intense competition. Therefore, it is natural to wonder what factors cause customers to purchase and repurchase this product. Knowing how influencer marketing, brand image, product quality, and online consumer review influence the purchase decision and repeat purchase of POND'S facial cleanser in Surabaya is the main objective of this study. Researchers in this study adopted a quantitative approach using ML (Maximum Likelihood) estimation techniques for the Structural Equation Modeling (SEM) method. This research uses AMOS software. As part of this study, 110 users of POND'S facial cleanser were given a questionnaire. Influencer marketing had a negative and insignificant effect on purchase decisions, according to the research findings, but had a positive and substantial effect on repeat purchases. Brand image cannot be shown to influence purchase decisions or repeat purchases as it is a source of multicollinearity that should be eliminated. Product quality has a small but nonleading effect on purchase decision.

Keywords: AMOS, Face Wash, Management, Marketing, SEM

INTRODUCTION

As people's understanding of skincare grows, so does the beauty business. Facial soaps, which come in a variety of variants depending on skin type, are now an important component in a facial care regimen. POND'S is one of the most popular facial soap brands in both offline and online markets. In addition to the 46.18% percentage, facial cleansers emerged as the soap category with the highest e-commerce sales in early 2021. Transactions in this category reached nearly 40 billion rupiah. In addition, the total transaction value for the skin cleanser category also climbed throughout 2021, reaching IDR 893 million in January of that year. However, competition in the facial cleansing soap market is getting serious due to the growing number of competitors. However, POND'S facial cleansing products have seen a sharp decline in market share in recent years due to intense competition.

Several major brands such as Biore, Gariner, POND'S, Clean & Clear, and Wardah dominate the market and compete to be the top choice of consumers. This competition reflects the dynamics of the skincare industry that continues to innovate to meet the diverse needs and preferences of consumers. The following is the data of the Top Brand Award 2024 Personal Care Category, Facial Cleansing Soap Sub Category.

Table 1
Top Brand Index of Face Wash

Brand	Tahun				
	2020	2021	2022	2023	2024
Biore	17.10%	16.40%	14.30%	15.80%	21.50%
Garnier	13.80%	14.50%	14.40%	17.00%	13.10%
POND'S	22.40%	24.80%	24.50%	25.30%	10.10%
Clean & Clear	-	-	-	-	9.00%
Wardah	5.80%	9.90%	10.10%	6.90%	8.60%

Source: Top Brand Index, 2024

Based on Table 1, POND'S face wash experienced a significant decline in market share. When POND'S finally broke even in 2024 after reaching third place with a revenue of 10.10%. In the previous four years (2020-2023), POND'S face wash was the market leader in Indonesia, so 2024 was a pivotal year for the brand. This suggests a shift in consumer preferences that may be due to declining brand perceptions or stronger influencer strategies from competitors. The survey showed Biore outperformed POND'S in consumer preference, with 21.50% of consumers choosing Biore face wash over POND'S. This decline indicates a consumer shift to other brands caused by various factors. Several interconnected elements influence purchase decisions and repeat purchases, including influencer marketing, brand image, product quality, and online consumer reviews. These four components work together and form a satisfying customer experience that leads to high loyalty. While there is a wealth of research on individual factors that influence purchasing behavior, few have simultaneously examined the influence of influencer marketing, brand image, product quality, and online consumer reviews — especially in the case of a declining brand like POND'S in the competitive Indonesian skincare market.

Influencer marketing is a tactic where businesses or brands work with influencers to spread messages about a brand or product to achieve strategic goals (A. D. S. Putri et al., 2025). Consumers in today's digital era are increasingly influenced by public figures they follow on social media. Public perception of a product can be influenced by influencers who

are well-liked, knowledgeable, and provide a positive image. If a business does not use influencers in its marketing strategy, its brand appeal may be lost in the eyes of young people who use digital platforms. The study findings show that influencer marketing variables significantly and positively influence consumer propensity in purchasing decisions (Poetri et al., 2025).

A brand image is the general public's prejudices and memories about the brand, which includes the benefits and drawbacks of each product that has been used (A. Istiqomah et al., 2025). A strong brand image increases self-esteem, motivates loyalty, and influences the first purchase. If consumers are satisfied, they are likely to make additional purchases and even tell their friends. In other words, buyers tend to choose products that have a positive reputation. Conversely, if the brand is known for its negative reputation, consumers will be cautious and think twice before buying (Wardani & Maskur, 2022). The study findings found that consumers' perception of a brand significantly and positively influences their propensity to make a purchase (Violita et al., 2024).

A key factor in determining customer loyalty and happiness is product quality. Customers are more likely to buy a product again if its quality matches or exceeds their expectations. The quality of a product includes all its features that offer advantages to the client. Furthermore, quality indicates how well a product performs, looks, and meets customer expectations in terms of safety (Wibowo & Ahmadi, 2024). Businesses must assess how perceived product quality influences purchase decisions and repeat purchases in a competitive market that prioritizes product quality. The study findings state that product quality significantly influences purchase decisions (Alicia & Wulandari, 2024).

Online consumer reviews are statements that list the benefits and drawbacks of a product, sometimes the reviews include images or videos. Furthermore, online customer reviews are product ratings provided by customers based on their experiences after purchase (Sidauruk et al., 2024). In the digital age, consumers often rely on reviews from other users before deciding on a purchase. Positive reviews can encourage a purchase, while negative reviews can discourage it, even if the quality of the product is actually good. With the abundance of reviews on e-commerce platforms, social media, and online forums, consumers have access to a vast amount of information, which can directly influence their preferences and decisions. Study findings suggest that online customer reviews significantly influence purchase decisions (L. Istiqomah & Usman, 2021).

Influencer marketing, brand image, product quality, and online consumer reviews are the four main elements of this study. Each of these elements is considered an independent variable, and its impact on the dependent variables of purchase decision and repeat purchase will be examined. This study aims to analyze how influencer marketing, brand image, product quality, and online consumer reviews influence purchasing and repurchasing decisions of POND'S face wash products in Surabaya.

REVIEW OF LITERATURE

Influencer Marketing

A marketing strategy known as "influencer marketing" involves a company partnering with an individual or "influencer" who has a large following and significant influence on social media to promote their products or services to their audience. A person's credibility and trustworthiness in the eyes of their audience can be shaped by their influence,

which can come from several sources, such as celebrities, influential people in the industry, bloggers, or other influential people (Thei et al., 2024). The goal of influencer marketing is to increase product awareness by having popular social media users spread the word about a product. Relationships between influencers and those who follow them lend credence to this (Moumtaza & Aliyanti, 2023).

Brand Image

When customers think about a brand, both good and bad associations form in their thoughts. This is called the brand image. When customers have a favorable impression of a brand, it increases product awareness, which is good for manufacturers (Sasono & Siata, 2022). is a method by which people choose, arrange, and make sense of the data they get in order to build an accurate image (Saputra & Putri, 2022).

Product Quality

(Susanti & Rohima, 2023) stated how effectively a thing serves its purpose is a measure of its quality. This includes many different characteristics, such as how long it lasts, how accurate it is, how easy it is to use, and how little maintenance it requires. All the parts of a product that make it useful to buyers are reflected in its quality. In addition, satisfying customers' expectations requires that products adhere to all relevant rules and laws (Wibowo & Ahmadi, 2024).

Online Consumer Review

(Nurudin, 2023) stated asserts that reading reviews written by actual consumers is a great way to learn about a product's pros and downsides, as well as the thoughts and experiences of those who have bought and used the product. Consumers may learn more about a product and get suggestions from other customers' experiences through these reviews (Fauziah et al., 2023).

Purchase Decision

Consumers go through stages such as recognizing needs, seeking information, comparing options, and determining the most appropriate product before deciding whether to buy or not. Purchase decision indicators help evaluate conditions and predict possible changes over time. (Sudjanarti et al., 2023). (Marbun et al., 2022) stated that as part of consumer behavior, purchasing decisions include all consumer activities, from searching for information, choosing a product or service, to making a purchase. In addition, aspects such as time, frequency, and location of purchase also influence the decision.

Repeat Purchase

According to (Megawati et al., 2023) repeat purchases occur when consumers repurchase the same brand without having a strong emotional atmosphere. In order for consumers to repurchase, two things are needed: satisfaction with the previous purchase and a decision to continue purchasing even though satisfaction decreases. This condition often occurs because consumers feel the cost of switching to another brand, such as the time and effort to search and turn on is too high.

RESEARCH METHOD

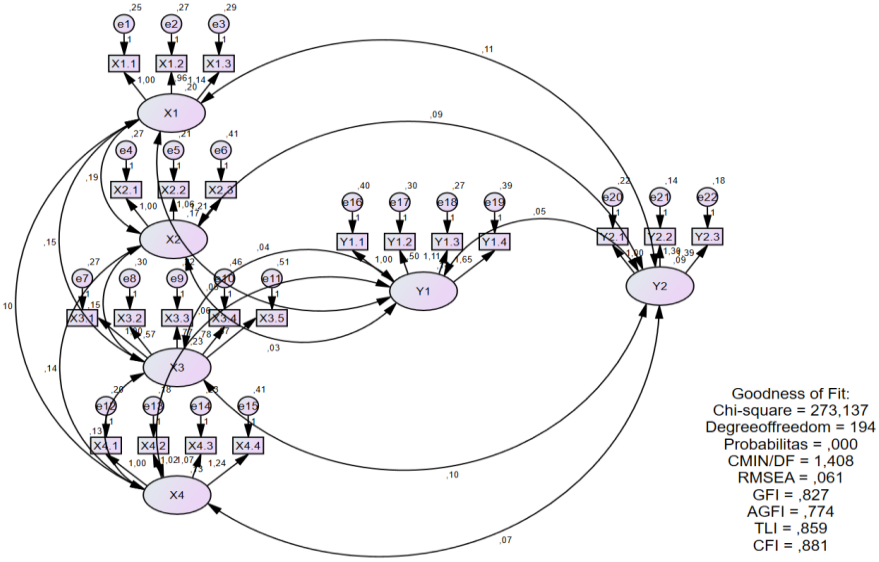
Structural Equation Modeling (SEM) is the quantitative tool of choice in this study. One of the statistical tools to estimate the potential strength of the relationship between theoretical model variables, either directly or through intervening or moderating variables, is structural equation modeling (SEM). According to (Waluyo & Rachman, 2020) when

processing and collecting data using SEM modeling, it is important to ensure the following assumptions are met: multicollinearity, normality, and the absence of outliers. The software used in this research is AMOS. AMOS stands for "Analysis of Moment Structures" and is used to analyze mean and covariance structures, which are the main aspects of analysis using SEM (Junaidi, 2021).

The online survey will provide most of the data needed for this study. The purpose of a questionnaire is to gather more in-depth information through the use of a series of questions or statements. In the context of this study, the questionnaire was used to measure consumer perceptions related to influencer marketing, brand image, product quality, online consumer reviews, purchasing decisions, and repeat purchases of POND'S face wash. SEM assumptions with the Maximum Likelihood (ML) technique require a sample size of between 100 and 200, with the recommended minimum limit being 5 to 10 times the number of parameters being estimated (Annisa et al., 2022). This study uses 22 indicators. In order for the SEM assumption to be met, the number of samples must be at least 100 respondents. Therefore, this study used 110 samples. This research falls into the category of cross-sectional research, which compares a number of variables using a representative sample of the entire population in one data set. Purposive sampling is an example of non-probability sampling methodology.

RESULTS AND DISCUSSION

The path diagram will be used to explain the model analysis, which will be presented in the basic equation categories of measurement model, structural model, and modified model. Measurement model (modified model) is a stage to test the suitability of the model through analyzing various goodness of fit criteria and cut off values. Knowing how well the proposed model "fits" or fits the data sample is the goal at this stage. The following is a picture of the measurement model results from this study:



Picture 1
Measurement Model
Source: Data processed by the author, 2025

The calculation of the weighted proportion of variance can be understood from the estimation of the population covariance matrix in relation to the sample covariance matrix, which can be seen from the fit index. The parameters at critical values are used to conduct goodness-of-fit testing. Table 1 presents the summary results of the Confirmatory Factor Analysis (CFA) output.

Table 2
Goodness of Fit Value and Cut-off Value

Criteria	Model Test Result	Critical Value	Description
X^2 Chi Square	273,137	Small, X^2 with df =194 with a' = 0.05 The result is 226.82	Not Good
Probabilitas	0,000	≥ 0,05	Not Good
CMIN/DF	1,408	≤ 2,00	Good
RMSEA	0,061	≤ 0,08	Good
GFI	0,827	≥ 0,90	Marginal
AGFI	0,774	≥ 0,90	Not Good
TLI	0,859	≥ 0,95	Marginal
CFI	0,881	≥ 0,95	Marginal

Source: Data processed by the author, 2025

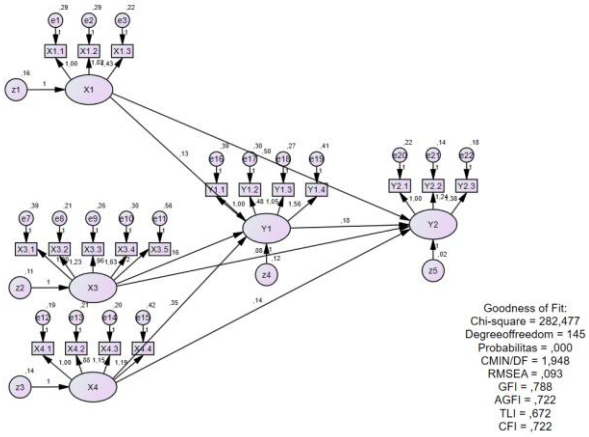
It can be seen that the resulting model is still unable to represent latent variables. This is in accordance with the results shown in table 2, which shows that three criteria in model testing are inadequate when compared to critical values. After that, running reliability, validity, and significance tests, where it was found that all indicators were reliable, and it was also found that the constructs were statistically significant. Next, the purpose of the correlation test is to determine whether two variables are related. Specifically, the correlation matrix can take values between zero and plus or minus one. All external variable correlation coefficient (r) values are positive and close to 1, which indicates a strong and unidirectional influence, according to the correlation test results. This indicates that the other variable will also increase in response to a given increase in variation.

When there is substantial interaction between exogenous variables, multicollinearity is said to exist. Strong collinearity between independent variables is a prerequisite for multicollinearity. Parameter estimates will have significant variability and uncertainty if multicollinearity occurs (S. B. Putri & Suliadi, 2023). The main problem with multicollinearity is the difficulty of comparing many exogenous variables with one or more endogenous variables, because the requirement is that there should not be a large correlation between exogenous variables (Waluyo & Rachman, 2020).

Increasing the number of observations, converting data to a different format, and replacing or eliminating variables with strong correlations are some strategies to overcome multicollinearity (Budi et al., 2024). In this study, researchers decided to choose to remove variables that have a high correlation. The high value in the correlation test between X1 and X2 indicates that one of the variables must be removed because of the considerable relationship between the two. To obtain a smaller correlation value between external variables, the Brand Image (X2) variable is removed.

The model from the measurement model is used for structural model analysis. The following is the result of the structural model image after X2 is removed.

Figure 2
Structural Model



Source: Data processed by the author, 2025

The critical values of the parameters are used for testing, in table 3 below shows the results of the Confirmatory Factor Analysis (CFA) output after the X2 variable is removed.

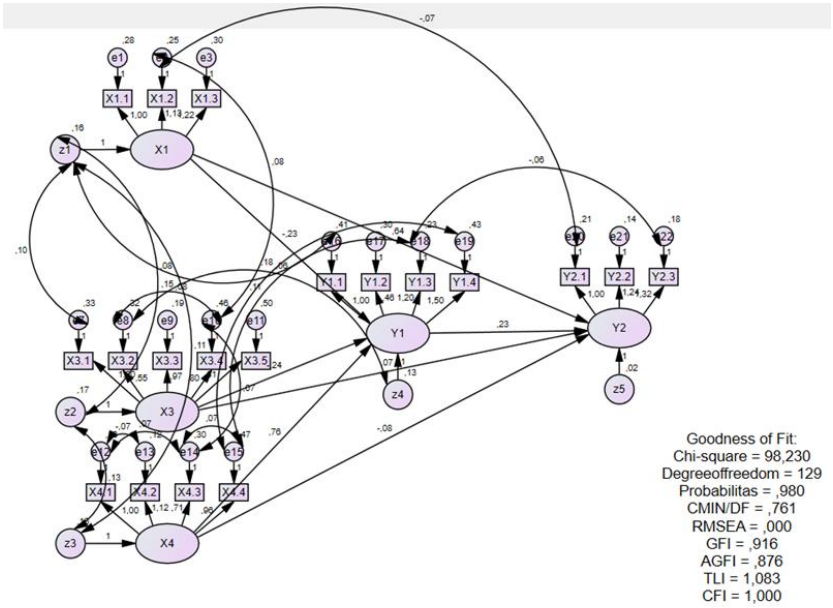
Table 3
Goodness of Fit Value and Cut off Value After X2 is Removed

Criteria	Model Test Result	Critical Value	Description
X^2 Chi Square	282,477	Small, X^2 with df =145 with a' = 0.05 The result is 173.4	Not Good
Probability	0,000	≥ 0,05	Not Good
CMIN/DF	1,948	≤ 2,00	Good
RMSEA	0,093	≤ 0,08	Not Good
GFI	0,788	≥ 0,90	Not Good
AGFI	0,722	≥ 0,90	Not Good
TLI	0,672	≥ 0,95	Not Good
CFI	0,722	≥ 0,95	Not Good

Source: Data processed by the author, 2025

Comparison of model test results with critical values in Table 3 above, there is only 1 criterion that has a good criterion or can be said to meet the expected standards, namely CMIN / DF. Meanwhile, the other criteria are not good or can be said to have failed to meet expectations. Therefore, the structural model needs to be modified. In modifying the model, it starts by connecting the largest number to the modification indices. The following is a description of the results of the modification model.

Figure 3
Modification Model



Source: Data processed by the author, 2025

Table 4 shows a summary of the results of the Confirmatory Factor Analysis (CFA) output, in this stage, the evaluation is carried out with the parameters set at critical values.

Table 4
Goodness of Fit Value and Cut off Value of Modified Model

Criteria	Model Test Result	Critical Value	Description
X^2 Chi Square	98,230	Kecil, X^2 with df =129 with a' = 0,05 The result is 156,73	Good
Probability	0,980	≥ 0,05	Good
CMIN/DF	0,761	≤ 2,00	Good
RMSEA	0,000	≤ 0,08	Good
GFI	0,916	≥ 0,90	Good
AGFI	0,876	≥ 0,90	Marginal
TLI	1,083	≥ 0,95	Good
CFI	1,000	≥ 0,95	Good

Source: Data processed by the author, 2025

Based on the results of the model modification output in table 4, it shows that there are all criteria that are of good value except AGFI which is of marginal value (close to good). But TLI values above 1.0, while mathematically possible, generally indicate a highly overfitted model and need to be interpreted with caution. This model can be said to be suitable because all criteria have reached a predetermined critical value. Not only that, relevance and validity testing is also carried out. To ensure that each estimated indicator can accurately represent the measured variable, validity testing is applied to the modified model that has been established for the study. In this analysis, CR values exceeding 2 × SE and t values > 1.729 indicate a valid and significant relationship. In factor weight analysis (also known as regression weight), the strength of the dimensions that make up the latent variable can be

seen by comparing the results with the critical ratio (C.R.), which is the same as the t-count in regression analysis; it confirms the relationship between the latent variable and other variables. If the t-count is greater than the t-table, the critical ratio (C.R.) value is higher, and the variable in question is considered important. With df = 19, the total number of indicators, and a significance level of 0.05, the t-table value is 1.729. Table 4 below displays the results of the significance and validity tests.

Table 5
Modified Model Validity Test

			Estimate	S.E.	C.R.	2.SE	Valid Description (C.R.>2.SE)	P	Significant Statement (C.R. > 1.729)	Estimate Standardized Regression Weight
Y1	←	X1	-0,230	0,216	-1,065	0,432	Invalid	0,287	Insignificant	-0,231
Y1	←	X3	-0,239	0,268	-0,892	0,536	Invalid	0,373	Insignificant	-0,247
Y1	←	X4	0,758	0,402	1,885	0,804	Valid	0,059	Significant	0,75
Y2	←	X1	0,638	0,181	3,526	0,362	Valid	***	Significant	0,84
Y2	←	X3	0,066	0,181	0,365	0,362	Valid	0,715	Insignificant	0,09
Y2	←	X4	-0,079	0,211	-0,375	0,422	Invalid	0,707	Insignificant	-0,103
Y2	←	Y1	0,235	0,101	2,325	0,202	Invalid	0,02	Significant	0,309
X1.1	←	X1	1,000						Significant	0,607
X1.2	←	X1	1,127	0,206	5,463	0,412	Valid	***	Significant	0,675
X1.3	←	X1	1,216	0,219	5,547	0,438	Valid	***	Significant	0,669
X3.1	←	X3	1,000						Significant	0,59
X3.2	←	X3	0,549	0,178	3,075	0,356	Valid	0,002	Significant	0,375
X3.3	←	X3	0,971	0,208	4,672	0,416	Valid	***	Significant	0,679
X3.4	←	X3	0,799	0,230	3,480	0,460	Valid	***	Significant	0,44
X3.5	←	X3	0,814	0,235	3,456	0,470	Valid	***	Significant	0,433
X4.1	←	X4	1,000						Significant	0,701
X4.2	←	X4	1,117	0,214	5,230	0,428	Valid	***	Significant	0,792
X4.3	←	X4	0,707	0,158	4,467	0,316	Valid	***	Significant	0,46
X4.4	←	X4	0,960	0,235	4,084	0,470	Valid	***	Significant	0,486
Y1.1	←	Y1	1,000						Significant	0,55
Y1.2	←	Y1	0,458	0,171	2,681	0,342	Valid	0,007	Significant	0,321
Y1.3	←	Y1	1,204	0,307	3,916	0,614	Valid	***	Significant	0,715
Y1.4	←	Y1	1,502	0,344	4,366	0,688	Valid	***	Significant	0,679
Y2.1	←	Y2	1,000						Significant	0,554
Y2.2	←	Y2	1,237	0,246	5,037	0,492	Valid	***	Significant	0,709
Y2.3	←	Y2	1,317	0,253	5,208	0,506	Valid	***	Significant	0,685

Source: Data processed by the author, 2025

Table 5 shows that variables X1 to Y1, X3 to Y1, and X4 to Y2 have a C.R. value < 2.SE where if the C.R. value < 2.SE then the variable relationship is invalid, while variable X3 to Y2 has a C.R. value > 2.SE where if the C.R. value > 2.SE then the variable relationship

is valid, but the C.R. value < 1.729 which states that variable X3 is not significant to Y2. After the suitability of the model is tested and validity is measured, the next step is to measure the reliability of each indicator. This shows that the indications included in the model have a good degree of suitability; stability; consistency; and accuracy. The construct is considered reliable if the reliability value is $\alpha \geq 0.70$. However, reliability values between 0.5 and 0.6 are considered acceptable in exploratory research (Waluyo & Rachman, 2020).

Table 6
Model Modification Reliability Test

Variable	Influencer Marketing (X1)	Product Quality (X3)	Online Consumer Review (X4)	Purchase Decision (Y1)	Repeat Purchase (Y2)
Reliability	0,783951933	0,718426103	0,792136086	0,747277038	0,782945276
Description	Reliable	Reliable	Reliable	Reliable	Reliable

Source: Data processed by the author, 2025

Table 6 shows that all indicators are reliable with construct reliability results ≥ 0.70. The following is the simultaneous equation generated in this research model.

Y1 = -0,230 X1 – 0,239 X3 + 0,758 X4 + Z4.....(1)

Y2 = -0,05405 X1 - 0,05617 X3 + 0,17813 X4 + Z5.....(2)

If all other variables remain constant, the value of Y1 will decrease by 0.230 units, or 23%, for every 1 unit increase in X1, according to simultaneous equation 1 above. The value of Y1 will decrease by 0.239, or 23.9%, for every 1 unit increase in variable X3. The value of Y1 will increase by 0.758, or 75.8%, for every 1 unit increase in variable X4. If all other variables remain constant, the value of Y2 will decrease by 0.054, or 5.4%, for every one unit increase in X1 (as shown in simultaneous equation 2) above. The value of Y2 will decrease by 0.056, or 5.6%, for every 1 unit increase in variable X3. The value of Y2 will increase by 17.8% for every one unit increase in variable X4.

By comparing the t-calculated value (C.R.) with the t-table value (1.729) and displaying the regression coefficient values, the results of hypothesis testing can be obtained. For each null hypothesis (H0), acceptance or rejection of H1 is determined by whether the C.R. value is less than or equal to the t-table value (1.729). The following are the results of testing the research hypothesis:

H1: The Effect of Influencer Marketing (X1) on Purchasing Decisions (Y1)

The results of testing the 1st hypothesis test found no statistically significant relationship between influencer marketing and purchasing POND'S facial cleanser. Since the t-table value is 1.729 and the C.R. value is -1.065, we can reject H1 and accept H0. Since POND'S is a very well-known brand, people do not rely too much on influencers to know about this product. Another factor that can explain this result is the current condition of the POND'S brand which is affected by the boycott movement against PT Unilever as its parent company. According to (Maftukhah & Wahyuning, 2024) in his research, supporters of the boycott action consider that Israel's economy will deteriorate because its goods are not selling, making it impossible to implement a ceasefire with Palestine. They also assume that consumers will look for similar products elsewhere or choose domestic goods, which allows Indonesian MSMEs to develop and eventually compete with goods from other countries.

H2: The Effect of Brand Image (X2) on Purchasing Decisions (Y1)

Eliminating the brand image variable (X2) makes the second hypothesis test results unable to be proven. Due to the high level of correlation or multicollinearity in the brand image variable (X2), the variable needs to be removed.

H3: The Effect of Product Quality on Purchasing Decisions (Y1)

The results of testing the 3rd hypothesis for POND'S face wash did not find a statistically significant relationship between product quality and purchasing decisions. Because the t-table value is 1.729 and the C.R. value is -0.892, it can reject H1 and accept H0. in this case product quality is not a determining factor in consumer decisions to buy POND'S face wash. This is contrary to the results of large studies which consistently show that product quality has a positive impact on purchasing decisions. However, in the specific scope of the current POND'S product, these results are understandable given the significant decline in market share in 2024, which was caused by the phenomenon of a boycott movement against PT Unilever, POND'S parent company. The boycott movement was triggered by social issues that led to consumer distrust of the company, so many consumers consciously chose not to buy products associated with Unilever, including POND'S. In such a situation, product quality becomes an issue. In situations like this, product quality becomes less relevant because purchasing decisions are more influenced by the social and ethical values held by consumers. According to (Maftukhah & Wahyuning, 2024) in his research, supporters of the boycott action consider that Israel's economy will deteriorate because its goods are not selling, making it impossible to implement a ceasefire with Palestine. They also assume that consumers will look for similar products elsewhere or choose domestic goods, which allows Indonesian MSMEs to develop and eventually compete with goods from other countries.

H4: The Effect of Online Consumer Review on Purchasing Decisions (Y1)

The results of testing the 4th hypothesis show that online consumer review have a strong impact on purchasing decisions. With a C.R. value of 1.885 which is greater than the t-table of 1.729, it can accept H1 and reject H0. In this case, it is in line with current consumer behavior, where potential consumers tend to look for product reviews before deciding to buy. Modern consumers rely more on reviews from other users on various platforms such as e-commerce, social media, and beauty forums to determine the effectiveness of a product. Trust in a brand is often influenced by previous user experience.

H5: The Effect of Influencer Marketing on Repeat Purchases (Y2)

The results of testing the 5th hypothesis show that influencer marketing has a strong impact on repeat purchases of POND'S face wash. With a C.R. value of 3.526 which is greater than the t-table of 1.729, it can accept H1 and reject H0. This is in line with current marketing strategy trends, where many face wash brands are actively collaborating with influencers to promote their products. Influencers have an important role in building consumer loyalty through authentic reviews and personal experience in using the product. This can help increase consumer confidence in making repeat purchases.

H6: The Effect of Brand Image on Repeat Purchases (Y2)

Eliminating the brand image variable (X2) makes the second hypothesis test results unable to be proven. Due to the high level of correlation or multicollinearity in the brand image variable (X2), the variable needs to be removed.

H7: The Effect of Product Quality on Repeat Purchases (Y2)

The 7th hypothesis test found no statistically significant relationship between product quality and the likelihood that customers will repurchase POND'S facial cleanser. So we can accept H0 and reject H1 because the C.R. value of 0.365 is smaller than the t-table value of 1.729. This proves that although the product quality of POND'S face wash is considered good by consumers, it is not the main factor in driving their decision to repurchase. This phenomenon can be attributed to the current condition of POND'S, which experienced a significant decline in market share in 2024, partly due to the impact of the crisis of consumer confidence and the increasing negative sentiment towards the brand under PT Unilever. In this situation, consumer purchasing decisions are not only based on product quality alone, but are also influenced by external factors such as company reputation, social values, and ethical preferences.

H8: The Effect of Online Consumer Review on Repeat Purchases (Y2)

The test of the 8th hypothesis found no statistically significant relationship between positive online reviews and customers' propensity to repurchase POND'S facial cleanser. Since the t-table value is 1.729 and the C.R. value is -0.375, we can accept H0 and reject H1. This proves that consumers tend to rely on personal experience rather than reviews from others. If the product already fits their needs and preferences, they will prioritize internal factors such as skin suitability or comfort of use, rather than constantly seeking validation from online reviews.

H9: The Effect of Purchasing Decisions (Y1) on Repeat Purchases (Y2)

The results of the 9th hypothesis test show that purchasing decisions have a significant effect on repeat purchases of POND'S face wash. With a C.R. value of 2.235 which is greater than the t-table of 1.729, it can accept H1 and reject H0. This indicates that consumers' initial experience with POND'S face wash determines whether they will buy the product again. Consumers who are satisfied with the results of their first use tend to have more trust in the product and are more likely to make repeat purchases. Factors such as the effectiveness of the product in caring for the skin, comfort of use, and fulfilled expectations after the first purchase can increase consumer loyalty.

CONCLUSION

Here are some takeaways from the study's analysis of the impact of influencer marketing, brand image, product quality and online customer reviews on one's propensity to buy and repurchase: Repeat purchase is positively and significantly influenced by influencer marketing (X2), but its impact on purchase decision (Y1) is unfavorable and small. Due to multicollinearity, we are unable to prove that brand image (X2) influences purchase decision (Y1) and repeat purchase (Y2). While product quality (X3) has no discernible impact on first-time buyer decisions (Y1), it has a small but favorable effect on repeat buyer decisions (Y2). The impact of online customer reviews (X4) on first-time purchases (Y1) is considerable, while the impact on subsequent purchases (Y2) is negative and negligible. The decision to purchase (Y1) influences subsequent purchases (Y2) in a positive and statistically significant manner.

Therefore, in order to increase repeat purchases of POND'S face wash, management should concentrate on a brand image recovery plan using open communication, corporate social responsibility, and a more humanistic approach to rebuild consumer trust. Seeing that factors such as influencer marketing and product quality do not have a significant influence

on consumers' decision to purchase the product suggests that consumers' perceptions of the brand have been influenced by issues from outside sources, such as the boycott on PT Unilever's products.

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