

The Influence of Content Marketing, Perceived Quality, and Brand Trust on Repurchase Intention of Pixy Cosmetic Products in Surabaya

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ABSTRACT

The cosmetic industry is a leading industry among the three national priority industries in Indonesia. One of the local brands that has survived in market competition until now is Pixy Cosmetic. This study examines the influence of Content Marketing, Perceived Quality, and Brand Trust on Repurchase Intention towards Pixy Cosmetic products in Surabaya. This study uses a quantitative approach and a Likert scale to measure variables. This research uses non-probability sampling with purposive sampling technique to determine the sample, using 91 respondents. Analysis technique that used in this study is SmartPLS to analyze data. The results show that Content Marketing, Perceived Quality, and Brand Trust have a positive and significant influence on Repurchase Intention towards Pixy Cosmetic products in Surabaya.

INTRODUCTION

The cosmetic industry stands as a prominent sector among Indonesia's three prioritized national industries. Given the rising trend of self-care among Indonesian consumers, this sector is highly competitive. Local brands must continuously innovate, not only in product development but also in marketing strategies, and must maintain product quality to bolster brand trust and enhance consumer perception. Effective promotional activities, especially in the digital age, are essential for introducing brands, reminding consumers of existing products, and persuading them to make repeat purchases (Syahputra, 2019). According to We are social survey data cited in Riyanto (2024), Indonesia boasts 185.3 million internet users, representing 66.5% of the total population. This is an opportunity for companies to utilize the digital marketing, such as content marketing, to introduce their products.

One of the cosmetic brands that has survived for a long time in the Indonesian industrial market is Pixy, this brand is produced by PT Madom Indonesia Tbk which is also part of Madom Corporation Japan. This brand has been producing cosmetics since 1987 with moisturizing lipstick products and continued with new innovations tailored to Asian skin in 1995 until now. However, with so much competition Pixy experienced a decline in sales in 2024. According to data from the Top Brand Index, the Pixy brand is experiencing instability or fluctuation which can be said to be very drastic. This also indicates that the purchase of Pixy products is experiencing this instability. Supported by the Top Brand Index data, it can be seen that Pixy experiences instability every year.

In 2020 to 2021, the Top Brand Index of Pixy products stabilized at 10.80% and there was no change. Pixy experienced a fairly high surge to 11.40% surpassing Make Over in 2022. But in 2023 to 2024, Pixy experienced a very drastic decline to touch 4.60% defeated by Wardah and Make Over. Pixy's decline in sales was caused by many competitors appearing in the Indonesian cosmetics market until it only touched sales of 737,699 million rupiah. From these fluctuations, Pixy maximizes its product marketing through social media and online platforms such as tiktok, instagram and also Pixy's personal website in the form of content. Content Marketing is one of the strategies planned to attract audiences to recognize the products of the brand as well as encourage these consumers to make repeat purchases or remain loyal to the products offered (Nasta'in et al., 2023). The content created by Pixy is about make-up tutorials, tips and tricks regarding the use of cosmetics, reviews of the use of cosmetics with the aim of introducing its products.

In this content, there are comments that convey that they have Perceived Quality of the products they have bought and used. Perceived Quality according to Chandrawati & Vidyanata (2022) is a Personal opinion from the consumers about whole products and services and the relevance of these products for their functions. Perceived Quality is very important in a business, especially for the seller or marketing party because it causes the emergence of a differentiation in fierce market competition. In addition, high Perceived quality

from consumers will make consumers make repeated purchases and feel at home with certain products or services.

In addition on the comments that convey that they have a perception of good and real quality, there are also comments from customers who state that they feel comfortable and remain loyal to Pixy products. This can present that the Pixy brand has gained the trust of its consumers. According to Shodiquil & Kurniawati (2023) Brand Trust is a sense of security felt by consumers in using products on a brand that is believed and trusted by consumers Focusing on the needs and comfort of these consumers. This makes consumers also likely to depend on the brand and also high repurchase interest can represent how high satisfaction from consumers when they consume the product, after trying the product then they can feeling liking or disliking the product (Nasta'in et al., 2023).

Based to the results of research by Yonathan & Bernarto (2022) using a consumer population of 25 restaurants, it states that content marketing can influence Repurchase Intention. This is has same opinion with a research conducted by Nasta'in et al., (2023) using a population of 92 respondents from followers of Bekind.Id social media which resulted in Content Marketing having a significant impact on repurchase interest.

Studied by Wardani & Purwanto (2023) using the population of Kopi Janji Jiwa customers state that high Perceived Quality will also affect the level of Repurchase Intention that will be obtained. This is same opinion with the research of Widjajanta et al., (2020) which uses a population of reviewers in the Bata product review column, stating that high Perceived Quality will also have a major impact on repeat purchases interest in Bata shoe products.

Research from Sadikin & Aprilianto (2022) states that Brand Trust has a A strong influence on repurchasing, but in research conducted by Chandra et al., (2023) Brand Trust cannot influence Repurchase Intention.

After the description of the above research on the influence of Content Marketing, Perceived Quality, and Brand Trust on Repurchase Intention, there are still gaps in the literature regarding certain aspects of the population that need to be further explored. Most research tends to focus on a consumer population that is too general without considering the differences in characteristics between consumers who make purchases more than twice or who are new consumers. The reason for conducting this research is due to the increasingly cutthroat competition in the cosmetics industry, where companies must continue to innovate in marketing strategies to maintain and improve perceptions of quality and trust in their brands. With a focus on Pixy Cosmetic objects, this study seeks to identify how effective content marketing is, increasing perceived quality and brand trust that drives repurchase intention in consumers. These reasons make researchers interested in taking research with the variables Content marketing, Perceived quality and Brand Trust on Repurchase Intention with Pixy Cosmetic Brand as an object which is supported by data that raises the phenomenon of the problems described by the researcher above.

THEORETICAL REVIEW

Repurchase Intention

Based on Jauwena (2023) Repurchase Intention is a positive intention felt by customers to show interest in buying or re-consuming products from that brand. The research by Ardianto et al., (2021) Repurchase Intention is a consumer decision-making process after purchasing a product that is marketed or needed by consumers. Therefore, repurchase interest will arise in the minds of consumers if the previous experience is obtained. As indicated by Riani et al., (2023) the indicators used by Repurchase Intention, namely: Exploratory Interest, Referential Interest, Transactional Interest and Preferential Interest.

Content Marketing

As indicated by Pasaribu et al., (2023) the meaning of 'content' comes from the world of publishing where words, images, and moving graphics must be attractive enough for targets to search for information platforms ranging from newspapers, magazines, TV or radio channels. Meanwhile, content marketing As stated by Rahmayanti & Dermawan (2023) is a form of marketing strategy that aims to generate profits through interesting content, relevant and valuable in introducing products in order to attract an audience. Therefore, Content Marketing must be packed with information and interact with consumers in an interesting and creative way in order to influence consumers to repurchase. Content Marketing has 4 indicators (Pasaribu et al., 2023), as follows : Relevance, Accuracy, Value, and Consistency.

H1: Content Marketing has a positive effect on Repurchase Intention

Perceived Quality

According to Keller (2019) Customers' opinions about a product's overall quality and excellence compared to competitors, and how well it meets their expectations, are known as Perceived Quality. Meanwhile, according to Aaker (2019) Customers evaluate Perceived Quality based on how well a product aligns with their expectations of quality and superiority. Therefore, companies must provide superior quality so that the perception or assessment given by consumers continues to increase and is fulfilled. Perceived Quality has 3 indicators according to Kulsumaningtyas & Wiwoho (2023), including: Good Quality, Security, and A Sense of Accomplishment.

H2: Perceived Quality has a positive effect on Repurchase Intention

Brand Trust

According to Kurnia & Krisnawati (2023) Brand Trust is the belief of consumers in one product that has certain attributes or characteristics, beliefs will arise from repeated views and experiences gained. Meanwhile, according to Wardani et al., (2023) Brand Trust is defined as a customer's feeling of security and confidence in choosing a brand based on the good experience they get from a brand. Therefore, that consumers trust in the brand or they choose is based on the experience they get from previous purchases. According to Chandra et al., (2023) the indicators used to measure Brand Trust, namely: Reliability and Intentionality.

H3: Brand Trust has a positive effect on Repurchase Intention

Conceptual Framework

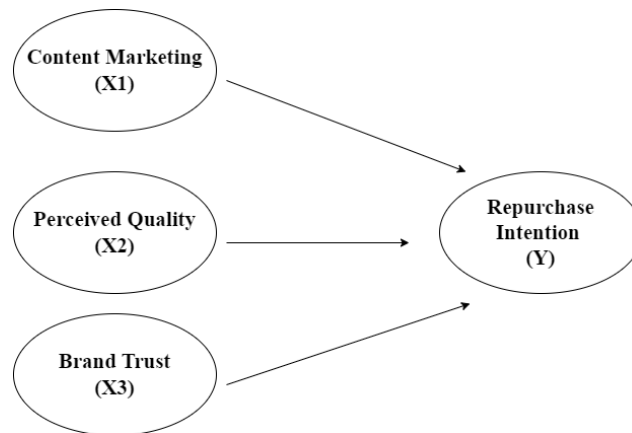


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a quantitative method, using data obtained through a distributed questionnaire. The population studied was consumers of Pixy Cosmetic products and the sample was chosen according to the criteria of being domiciled in Surabaya, knowing the Instagram account, tiktok and the official Pixy Cosmetic website and having purchased Pixy Cosmetic products before. The number of samples in this study was taken using non probability sampling with purposive sampling technique. The sample was taken with the Hair J. formula sample measurement guidelines, the number of samples required on the number of indicators multiplied by 5-10 estimated parameters. In this research using 13 indicators, and for the number of samples in this study was $13 \times 7 = 91$ respondents. Variable measurements in this study used a scale of 1 to 5. The data was analyze using the SmartPLS software.

RESULTS AND DISCUSSION

The validity of an indicator is measured by factor loading, which is the correlation between the indicator and the variable. If the p-value is higher than 0.5, then the indicator is considered valid and can accurately measure the construct.

Table 1. Mean, STDEV, T Values, P Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1.1 <- X1	0,826	0,832	0,047	17,402	0,000
X1.2 <- X1	0,850	0,851	0,039	22,051	0,000
X1.3 <- X1	0,788	0,783	0,069	11,423	0,000
X1.4 <- X1	0,822	0,820	0,053	15,622	0,000

X1					
X2.1 <- X2	0,866	0,864	0,036	23,886	0,000
X2.2 <- X2	0,914	0,913	0,030	30,881	0,000
X2.3 <- X2	0,852	0,853	0,040	21,405	0,000
X3.1 <- X3	0,973	0,974	0,013	72,126	0,000
X3.2 <- X3	0,970	0,968	0,024	40,020	0,000
Y1.1 <- Y	0,862	0,864	0,034	25,562	0,000
Y1.2 <- Y	0,888	0,888	0,036	24,454	0,000
Y1.3 <- Y	0,914	0,914	0,022	41,224	0,000
Y1.4 <- Y	0,863	0,865	0,037	23,052	0,000

The analysis presented in the table above demonstrates that the indicators employed for the constructs of Content Marketing, Perceived Quality, and Brand Trust exhibit factor loadings exceeding 0.5. This finding signifies that these indicators fulfill the requirement of convergent validity.

The validity of an indicator can be measured using the cross-loading table. If the factor loading of an indicator on its assigned variable is higher than its factor loading on other variables, then the indicator is considered valid.

Table 2. Cross Loading

	<i>Content Marketing(X1)</i>	<i>Perceived Quality (X2)</i>	<i>Brand Trust (X3)</i>	<i>Repurchase Intention (Y)</i>
X1.1	0,826	0,703	0,662	0,728
X1.2	0,850	0,761	0,668	0,816
X1.3	0,788	0,611	0,620	0,639
X1.4	0,822	0,745	0,655	0,713
X2.1	0,770	0,866	0,606	0,727
X2.2	0,788	0,914	0,635	0,839
X2.3	0,714	0,852	0,659	0,884
X3.1	0,797	0,720	0,973	0,785
X3.2	0,742	0,685	0,970	0,744
Y1.1	0,835	0,883	0,684	0,862
Y1.2	0,718	0,821	0,663	0,888

The cross-loading analysis confirms the discriminant validity of the model, as each indicator shows a higher loading on its corresponding latent variable compared to others. This suggests that all statements in this study can be considered valid.

Table 3. Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
<i>Content Marketing(X1)</i>	0,840	0,847	0,893	0,675
<i>Perceived Quality (X2)</i>	0,851	0,857	0,910	0,771
<i>Brand Trust (X3)</i>	0,941	0,943	0,971	0,944
<i>Repurchase Intention (Y)</i>	0,905	0,906	0,933	0,778

Average Variance Extracted (AVE) model is considered good if AVE value of each construct is higher than 0.5. The results of the test show that the AVE values of Content Marketing, Perceived Quality, Brand Trust, and Repurchase Intention are all above 0.5, indicating valid.

Construct reliability is computed using the composite reliability value. An indicator with a composite reliability value under 0.70 is considered consistent in evaluating the latent variables. The data reveals that Content Marketing, Perceived Quality, Brand Trust, and Repurchase Intention have composite reliability values above 0.7, indicating that they are reliable.

In PLS, the maximum correlation value between variables is 1. If the value closer to 1 indicates a stronger correlation between the variables.

Table 4. Construct Reliability dan Validity

	<i>Content Marketing(X1)</i>	<i>Perceived Quality (X2)</i>	<i>Brand Trust (X3)</i>	<i>Repurchase Intention (Y)</i>
<i>Content Marketing(X1)</i>	1,000	0,862	0,793	0,88
<i>Perceived Quality (X2)</i>	0,862	1,000	0,724	0,93
<i>Brand Trust (X3)</i>	0,793	0,724	1,000	0,78
<i>Repurchase Intention (Y)</i>	0,886	0,937	0,787	1,00

The correlation table of latent variables above shows that the strongest relationship is between Perceived Quality (X2) and Repurchase Intention (Y), compared between Content Marketing (X1) and Brand Trust (X3) with Repurchase Intention (Y). Therefore, it can be concluded that the high or low level of Perceived Quality or perceived quality affects the Repurchase Intention of Pixy Cosmetics users.

Table 5. Construct Reliability and Validity

	R-square
<i>Repurchase Intention(Y)</i>	0,910

The R^2 value is 0.910, this indicates that the model used in this study is able to explain the phenomenon or problem of Repurchase Intention by 91% of the variation in the phenomenon. Meanwhile, the remaining 9% is explained by other variables not included in the model and error factors.

Goodness of Fit Model in research can also be seen in the amount of Q^2 or Q-Square is a measure of how accurately the model predicts the observed values. The Q-Square value is between 0 and 1. In this study, the value of $Q^2 = 1 - (1 - 0.910) = 0.910$. As a result, the model is considered to have high predictive relevance.

Table 6. Construct Reliability and Validity

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
<i>Content Marketing(X1) -> Repurchase Intention</i>	0,202	0,203	0,092	2,209	0,028
<i>Perceived Quality(X2) -> Repurchase Intention(Y)</i>	0,648	0,657	0,073	8,852	0,000
<i>Brand Trust(X3) -> Repurchase Intention(Y)</i>	0,158	0,147	0,068	2,320	0,021

Based on table, the results of the hypothesis test are as follows:

1. Hypothesis 1: Content Marketing (X1) has a significant effect on Repurchase Intention (Y) with a path coefficient 0.202 and a t-statistic 2.209 > 1.96 (t-table value $Z_{\alpha} = 0.05$), where the p-value = 0.028 is less than $\alpha = 0.05$ (5%). As a result that hypothesis 1 is accepted.
2. Hypothesis 2: Perceived Quality (X2) has a positive and significant effect on Repurchase Intention (Y) with a path coefficient 0.648 and a t-statistic 8.852 > 1.96 (t-table value $Z_{\alpha} = 0.05$), where the p-value = 0.000 is less than $\alpha = 0.05$ (5%). In conclusion, hypothesis 2 is accepted.
3. Hypothesis 3: Brand Trust (X3) has a positive and significant effect on Repurchase Intention (Y) with a path coefficient 0.158 and a t-statistic 2.320 > 1.96 (t-table value $Z_{\alpha} = 0.05$), where the p-value = 0.021 is less than $\alpha = 0.05$ (5%). In summary, that hypothesis 3 is accepted

The Influence of Content Marketing on Repurchase Intention

From the data analysis, it appears that Content Marketing has a significant influence on Repurchase Intention. From the distributed questionnaire, the factor loading of Content Marketing shows that the Accuracy indicator has the greatest contribution in influencing consumers. This can be interpreted that Pixy Cosmetic is able to provide content that conveys accurate and factual information according to reality, thus providing a sense of security and comfort for making repeat purchases. These findings are consistent with those of earlier studies by Nasta'in et al., (2023) and Nurvajri Tr et al., (2022)

The Influence of Perceived Quality on Repurchase Intention

The data analysis reveals that Perceived Quality has a significant influence on Repurchase Intention. In the distributed questionnaire, the factor loading of Perceived Quality indicates that the Security indicator has the greatest contribution in influencing consumers. This can be interpreted as Pixy Cosmetic being able to provide a sense of security and a positive experience in the minds of consumers through the safety of its products, and does not pose health or safety risks. This study's findings are consistent with earlier research conducted by Anggriani & Ismunandar (2022) and Wardani & Purwanto (2023).

The Influence of Brand Trust on Repurchase Intention

According from data analysis, it can be stated Brand Trust has a significant influence on Repurchase Intention. In the distributed questionnaire, the factor loading of Brand Trust shows that the Reliability indicator has the greatest contribution in influencing consumers' repeat purchase intentions. This can be interpreted as Pixy Cosmetic having an impression from consumers towards its brand based on the suitability of the needs and desires of those consumer . The results of this study has same opinion with previous research conducted by Fadlilah & Widyastuti (2023) and Sutanto & Kussudyarsana (2024).

CONCLUSIONS AND RECOMMENDATIONS

Based on the research, it appears that Content Marketing, Perceived Quality, and Brand Trust has a significant and positive impact on Repurchase Intention of Pixy Cosmetic products in Surabaya. Therefore, it is recommended the improvement from Pixy Cosmetic on the quality of their content by providing accurate and factual information, delivering a positive experience through safe product quality, and creating an impression on consumers that their needs and desires are met to encourage increased Repurchase Intention for their products.

FURTHER STUDY

Moreover, suggestions for further studies are directed to other researchers to expand the use of other variables that were not used in this study, such as Word of Mouth, Customer Satisfaction, perceived value, or Brand Loyalty, which can influence Repurchase Intention to achieve better research results.

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