

Effect of Electronic Word of Mounth (E-Wom), Product Quality and Price Perception of Repurchase Intention of Skincare Products on the Tiktok Shop Application

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ARTICLE INFO

Keywords: Electronic Word of Mounth (E-Wom), Product Quality, Price Perception, Repurchase Intention

Received : 22, January

Revised : 21, February

Accepted: 20, March

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ABSTRACT

The purpose of this research is to determine the influence of Electronic Word of Mounth (E-Wom), Product Quality and Price Perception on Repurchase Intention for Skincare Products on the Tiktok Shop Application. Descriptive qualitative with survey design is the type of research used. This research is a type of quantitative research that uses data collection techniques in the form of questionnaires or surveys whose results are analyzed statistically using the SPSS 23 data analysis model. The sample in this research was 160 with respondents in the category of having purchased skincare products on the Tiktok Shop application. The research results show that E-WOM has an insignificant influence on repurchase intention on skincare products in the Tiktok application, while product quality has a significant influence on repurchase intention on skincare products in the Tiktok Shop application and price perception has a significant influence on repurchase intention on skincare products in TikTok Shop application

INTRODUCTION

The development of technology and information at this time changes the way people communicate and also changes the way of doing business for all circles. This happens because everyone easily accesses the internet anywhere and anytime because of many factors that support the use of the internet. Many new things are caused by the existence of the internet, one of which is online shopping activities. The shift in offline shopping habits to online is inseparable from the increasing social networking sites, one of which is e-commerce.

E-commerce is a digital platform that provides a forum for sellers and buyers to make buying and selling transactions in the form of websites and applications. In Indonesia itself there are several e-commerce that are in great demand between Shopee, Lazada, Bukalapak, Tokopedia. Not only e-commerce as a medium for selling social networks and video music platforms, for example, Tiktok in Indonesia created the Tiktok Shopshop feature as a place to buy and sell products. Tiktok users in Indonesia are the 2nd largest active users in the world after America, which is 99.1 million people (Novie, 2022). So it does not rule out the possibility if the business promotion carried out in the application is very profitable. The number of product promotion videos carried out by Influencers makes the application provide shopping features to make it easier for users to buy products and want to buy products again using the Tiktok Shop Application.

Various kinds of goods sales are carried out on Tiktok Shop, one of which is the sale of skincare. Skincare is a series of practices designed to maintain the health and appearance of the skin (Nabilah, 2023). The main purpose of skincare is to take care of the skin to keep it healthy, hydrated, and protected from environmental damage. Skincare involves the use of various products and various care steps that can be tailored to an individual's skin type. The skincare industry has become one of the industries that has experienced significant development in Indonesia lately. This certainly creates great opportunities for various companies in presenting innovative and high-quality products.

The emergence of repurchase intent using Tiktok Shop when consumers are satisfied with previous product purchases. As per Kotler and Keller (2012), repurchase intention denotes a firm inclination and actual effort to buy a product again, driven by the satisfaction gained from it meeting one's expectations. Repurchase intention is the stage after the consumer makes a purchase decision stage and the consumer is satisfied with the product he has purchased, so that the consumer has the desire to buy the product again. In other words, consumers who are satisfied with Shopee e-commerce will have the desire to use Shopee e-commerce again to make product purchases. Repurchase intent can occur if it is influenced by several things such as Electronic word of mouth, product quality, and consumer perception of pricing.

With the trend of online shopping through TikTok Shop along with Due to the constraints of being unable to physically evaluate products, E-WOM (Electronic Word of Mouth) has emerged as the primary information source for prospective customers. (Dwidienawati, et al. 2022). The advancement of social media with its varied features is certainly followed by various forms of E-WOM, which can later have some influence both for social media users and for marketers who utilize digital media such as Tiktok Shop. According to Kotler and Keller's theory (2016),

repurchase intention represents a consumer behavior characterized by a desire to purchase or select a product, influenced by their past experiences in selecting, using, and consuming said product the E-WOM that can be accepted by TikTok Shop users can be through the support of Social media influencers, celebrity endorsements, and feedback from customers. (customer reviews). All three can be considered E-WOM because they represent customers who share evaluations of their experiences about products or services with other potential buyers that are simultaneously published through digital platforms (Hennig-Thurau et al., 2004; Dwidienawati et al., 2020).

In addition to E-WOM, product quality also determines repeat purchases by consumers. Product quality can be defined as everything that a manufacturer can offer that can be noticed, used, purchased, and enjoyed by buyers and manufacturers according to specific needs. Product quality can be understood as the dependability of a product to deliver its intended benefits. Top of Form, such as durability, privilege, accuracy, simplicity of use, and refinement (Maryati & Khoiri, 2022). When the product received has good quality, of course, consumers will buy back the product.

Repurchases, of course, are also influenced by price. Where this is done by consumers by comparing these prices even if they can make price offers to get better and cheaper goods or services. The price of the product or service offered is very sensitive to affect purchase intent. According to research (Phan & Mai, 2016) which states that the price perceived by consumers has a positive impact on product repurchases.

From the background described above, the fact that the skincare industry has grown rapidly shows that customers are increasingly smart and selective in choosing skin care products. In this context, E-WOM, product quality and price perception are the main factors that influence repurchase intention. Previous findings implemented by Kudeshia (2017) show that E-WOM has an influence on *repurchase intention*. In addition, research by Maurencia (2021) shows that product quality and price perception have a positive and significant influence on *repurchase intention*. Therefore, this finding aims to explore it further, especially in the context of skincare products.

LITERATURE REVIEW

Electronic Word of Mouth

E-WOM entails communication among individuals, sharing personal experiences with a product. It involves the exchange of information between consumers through electronic channels, such as email, chat rooms, blogs, facebook, and twitter (Amanda et al., 2021). In accordance with technological developments, word of mouth has developed from face-to-face to cyberspace (Syafaruddin Z et al., 2016).

E-WOM is consumer awareness to recommend to other consumers about a product through the internet. The internet has given birth to a new form of communication that allows companies and consumers to communicate and share information and opinions (Syafaruddin et al., 2016). that is why it is so important to create a positive E-WOM through the delivery of outstanding service quality. Non-customer referrals are sourced from organizations that recommend to potential customers, including networks, multipliers, connectors, third-party introducers, agencies, and so on. So, E-WOM can be expressed as an exchange of

information about products or services through the internet (Susanto & Keni, 2018).

Extensive research on the impact of E-WOM on repurchase intention has been carried out, including studies by Kudeshia (2017), Winoto (2022), and Parahita (2023), all indicating that E-WOM positively and significantly influences consumer repurchase intention.

H1: Electronic word of mouth has a positive influence on the repurchase intention of skincare products on the Tiktok Shop application

Product Quality

Product quality encompasses the evaluation of a product, including its materials, manufacturing processes, durability, and utility for its users (Maurencia et al., 2021). According to Kotler and Keller (2016: 167), product quality refers to the capacity of an item to deliver satisfactory results or performance that exceeds customer expectations. Quality comprises the entirety of features and attributes of a product or service, determining its ability to meet stated or implied needs (Sutrisno & Haryani, 2017).

Numerous previous researchers have investigated the impact of product quality, including a study by Nasution et al. (2020) focusing on how product quality influences purchasing decisions on *shopee e-commerce* which showed that product quality affects product repurchases on shopee platform. Other studies that support this research are research conducted by Amanda (2018); Maurencia (2021) who also said that product quality affects Repurchase Intention.

H2: Product quality has a positive influence on the repurchase intention of skincare products on the Tiktok Shop application

Price Perception

According to Tj (2020), price is one of the components of the determining factor regarding the amount of market demand. Various surveys have shown the number of units purchased at different prices. While consumers may downplay purchase intent at high prices to prevent companies from setting high prices, they also tend to overestimate their willingness to pay for new products or services (Kotler & Keller, 2016). This means that consumer purchase intent will be greater at a cheaper price for the best product or service. According to the law, the demand for goods and services in the market is strongly influenced by price factors so that it determines the volume of demand for these goods and services. Consumers are very concerned about the price of goods and services they will buy. If the price is proportional to the benefits, the consumer will have the intention to buy who then makes a purchase decision. It can be said that price perception is the main motivation that influences consumers to buy online (Ching et al., 2021).

Several prior studies have examined the influence of price perception, such as research by Maurencia (2023) concerning how price perception impacts the purchase of sauce products. The findings indicated that price perception indeed affects the repurchase of sauce products. Aligning with this line of research are studies conducted by Tecolalu (2021) and Parahita (2023).

H3: Price perception has a positive influence on the *repurchase* intention of skincare products on the Tiktok Shop application

Repurchase Intention

Repurchase intention is the customer's desire to repurchase goods from the same retailer in the future (Javed & Wu, 2020). The great level of satisfaction from customers is when they decide to use the product indicated by a high level of repurchase intention. After trying a product, consumers choose to adopt or reject it, and then experience likes or dislikes. Positive sentiments towards products emerge when users perceive them to possess superior quality and the capability to exceed their desires and expectations.

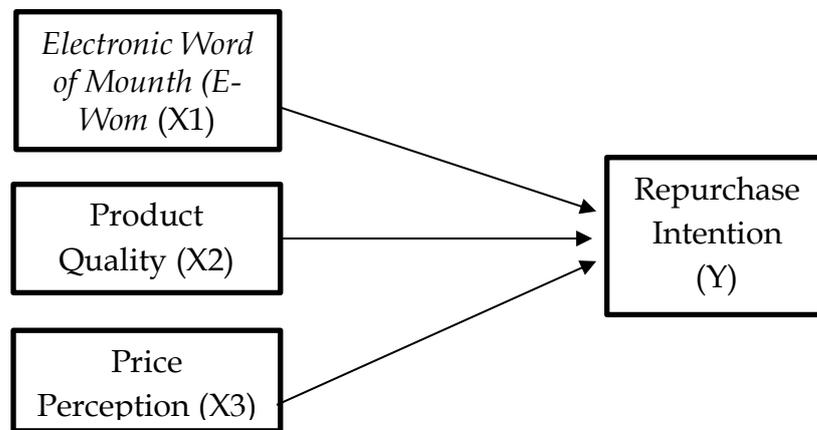


Figure 1. Conceptual Framework

METHODOLOGY

In this research, the Likert scale was employed to gauge respondents' satisfaction levels or perceptions regarding various topics or statements. This approach entails administering questionnaires or surveys comprising statements rated on the Likert scale, where respondents indicate their degree of agreement or disagreement with each statement. The Likert scale typically consists of five categories: strongly agree, agree, neutral, disagree, and strongly disagree. Statistical analysis of the results was conducted using the SPSS data analysis model, with assistance from SPSS 23 software.

Researchers use purposive sampling methods, which means researchers carefully select subjects or sample components based on specific features related to the research objectives (Azhari et al., 2023). The study's sample comprised 160 individuals categorized as purchasers of skincare products on the Tiktok Shop platform.

RESEARCH RESULT

This study involved 160 respondents who fit the research sample. From the characteristics of female respondents as much as 89.4% more than men who amounted to 10.6%, this illustrates that women prefer to shop than men. When viewed in terms of age, 51.2% are aged 15-20 years because that age is the

productive age. Meanwhile, when viewed from the type of work as much as 76.9%, the majority of respondents' jobs are students and college students.

Validity and Reliability Test

Validity tests are performed to ascertain the accuracy of each statement item included in the questionnaire distributed to the respondents. If the value of the Pearson Correlation ($r_{\text{calculated}}$) exceeds the value of r_{table} for 160 respondents, with a table r value of 0.183, it indicates validity.

Table 1 Uji Validity

No	Statement	R-count	R-Table	Information
1	EWO1	.793**	0,183	Valid
2	EWO2	.677**	0,183	Valid
3	EWO3	.746**	0,183	Valid
4	EWO4	.758**	0,183	Valid
5	PQ1	.582**	0,183	Valid
6	PQ2	.857**	0,183	Valid
7	PQ3	.765**	0,183	Valid
8	PQ4	.801**	0,183	Valid
9	PP1	.799**	0,183	Valid
10	PP2	.604**	0,183	Valid
11	PP3	.786**	0,183	Valid
12	PP4	.719**	0,183	Valid
13	RI1	.792**	0,183	Valid
14	RI2	.921**	0,183	Valid
15	RI3	.912**	0,183	Valid
16	RI4	.846**	0,183	Valid

Based on the data above, it can be concluded that all statement items are declared valid because all $r_{\text{calculated}} > r_{\text{table}}$. Then the results of reliability testing found that the value of Alpha Cronbach obtained was more than the threshold of Alpha Cronbach set, which is 0.600, it was concluded that the statement item was reliable.

Table 2. Reliability Test

Variable	Cronbach Alpha	Information
Electronic Word of Mouth	0,796	Reliable
Product Quality	0,801	Reliable
Price Perception	0,789	Reliable
Repurchase Intention	0,834	Reliable

According to Table 2, it can be concluded that all constructs examined in this study are reliable, as the Cronbach's Alpha value for each variable exceeds 0.6. Thus, these constructs are deemed suitable for further analysis.

Multiple Linear Regression

Multiple regression analysis is utilized to determine the extent of influence between independent variables such as Electronic Word of Mouth (X1), Product Quality (X2), and Price Perception (X3) on the dependent variable, Repurchase Intention (Y). Below is the table presenting the results of the multiple linear regression test:

Table 3. Multiple Linear Regression

Model	Standardized Coefficients Beta
1 (constant)	
Electronic Word of Mouth	.144
Product Quality	.197
Price Perception	.413

Based on the calculation results presented in table 3, a regression equation model is derived: $Y = 0.144X_1 + 0.197X_2 + 0.413X_3 + e$. This model indicates that all variables exert an influence on purchase interest as evidenced by the regression coefficients, with the following interpretations: The regression coefficient value of the Electronic Word of Mouth (X1) variable, 0.144, implies that an increase in Electronic Word of Mouth leads to a 0.144-unit rise in Repurchase Intention, assuming other independent variables remain constant. For the Product Quality variable (X2), the regression coefficient value of 0.197 suggests that an increase in Product Quality results in a 0.197-unit increase in Repurchase Intention, assuming other independent variables are held constant. The regression coefficient value of the Price Perception variable (X3), 0.413, indicates that an increase in Price Perception leads to a 0.413-unit increase in Repurchase Intention, assuming the other independent variables are unchanged.

F- Test

The F test is employed to examine whether the independent variables collectively or simultaneously exert a significant influence on the dependent variable or not.

Table: 4. Uji F

Model	F	Say.
1 Regression	41.043	.000b
Residual		
Total		

As the significance value of 0.000 is less than the significance level (α) of 0.05, it can be inferred that the hypothesis is accepted. Thus, it can be concluded that the variables Electronic Word of Mouth (X1), Product Quality (X2), and Price Perception (X3) collectively influence Repurchase Intention (Y).

T-Test

The t-test is used to measure how far the independent variable partially or individually has a significant effect on the dependent variable.

Table 5. Test t

Model	Say.
1 (Constant)	.031
Electronic Word of Mouth	.082
Product Quality	.017
Price Perception	.000

The results of the hypothesis test show that the Electronic Word of Mouth variable has a significant value of 0.082 greater than 0.05 then it can be concluded that the Electronic Word of Mouth variable has an insignificant effect on the Repurchase Intention variable, then the first hypothesis is rejected, Product Quality has a significant value of 0.017 smaller than 0.05 then it can be concluded that the Product Quality variable has a significant effect on the Repurchase Intention variable, then the hypothesis Both are accepted. Likewise, the third hypothesis is also accepted because the significant value of Price Perception of 0.000 is smaller than 0.05 so that it can be concluded that the Price Perception variable has a significant effect on the variable Repurchase Intention

Coefficient of Determination

The coefficient of determination assesses the extent to which the variables Electronic Word of Mouth (X1), Product Quality (X2), and Price Perception (X3) can explain the variation in the dependent variable Repurchase Intention (Y). Below are the results of the coefficient of determination:

Table 6. Determination Test

Type	Adjusted R Square	Std. Error of the Estimate
1	0.430	2.589

According to the table, the Adjusted R Square value of 0.441, or 44.1%, indicates that the dependent variable, Repurchase Intention (Y), can be accounted for by the independent variables Electronic Word of Mouth (X1), Product Quality (X2), and Price Perception (X3). The remaining 55.9% of the variability is attributed to other factors not considered in this study.

DISCUSSION

Electronic Word of Mouth against Repurchase Intention of skincare products on the Tiktok Shop application

The initial hypothesis of this study aims to examine the impact of Electronic Word of Mouth (E-WOM) on the repurchase intention of skincare products within the Tiktok Shop application. Findings from the conducted research indicate that E-WOM has a positive yet insignificant effect on the repurchase intention of skincare products on the Tiktok Shop application. These outcomes are consistent with prior research conducted by Prastyo (2018) and Alviana (2024), both of which assert that E-WOM positively influences consumer repurchase intention but lacks statistical significance.

Product Quality against Repurchase Intention of skincare products on the Tiktok Shop application

The second hypothesis of this study investigates the impact of product quality on the repurchase intention of skincare products within the Tiktok Shop application. Findings from the conducted research reveal that product quality exerts a positive and significant influence on the repurchase intention of skincare products on the Tiktok Shop application. These results are consistent with a study by Nasution et al. (2020), which explored the effect of product quality on purchases on the Shopee e-commerce platform, demonstrating that product quality influences product repurchases on the Shopee platform. Additionally, other studies by Amanda (2018) and Maurencia (2021) support these findings, indicating that product quality indeed affects repurchase intention.

Price Perception of skincare product repurchase intention on the Tiktok Shop application

The third hypothesis of this study examines the impact of price perception on the repurchase intention of skincare products within the Tiktok Shop application. Findings from the conducted research indicate that price perception has a positive and significant influence on the repurchase intention of skincare products on the Tiktok Shop application. These results align with a study by Maurencia (2023) concerning the effect of price perception on the repurchase of sauce products, which similarly found that price perception influences the repurchase of sauce products. Furthermore, other studies by Tecoalu (2021) and Parahita (2023) support these findings, further affirming the influence of price perception on repurchase intention.

CONCLUSIONS

Based on the findings concerning the influence of Electronic Word of Mouth (E-WOM), Product Quality, and Price Perception on Repurchase Intention for skincare products on the Tiktok Shop application, it can be concluded that E-WOM does not significantly affect Repurchase Intention for skincare products on the Tiktok Shop application. However, both product quality and price perception exhibit significant effects on Repurchase Intention for skincare products on the Tiktok Shop application.

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