



DOI: <https://doi.org/10.38035/dijemss.v6i6>
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Examining the Role of Influencer Authenticity and Sustainability Experience Values in Driving Repurchase

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Abstract: The rise of digital media and growing environmental awareness have shifted consumer preferences toward brands that emphasize authenticity and sustainability, especially in the beauty industry. This study aims to examine the influence of influencer authenticity and sustainability experience values on the driving repurchase of Avoskin skincare products. A quantitative method using purposive sampling was applied, collecting data from 158 consumers in Bandung who had purchased Avoskin products at least twice. Influencer authenticity was measured through transparency, credibility, uniqueness, and consistency, while sustainability experience values included sustainability, spirituality, ethical packaging, and social empathy. Driving repurchase was evaluated using indicators of satisfaction, trust, perceived quality, and loyalty. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) via SmartPLS 3.0. The results indicate that both influencer authenticity and sustainability experience values have a significant and positive influence on Driving Repurchase. Consumers are more likely to make repeat purchases when they perceive influencers as trustworthy and the brand as aligned with their ethical and environmental values. Authentic and sustainable branding strategies are essential in strengthening consumer trust and loyalty. This study confirms the role of value-based engagement in cultivating long-term consumer relationships within the skincare industry. This research extends the Technology Acceptance Model (TAM) by integrating social and ethical value dimensions, offering a novel perspective on behavioral intention in the context of influencer marketing and sustainability in beauty products.

Keyword: Influencer Authenticity, Sustainability Experience Values, Driving Repurchase, Skincare

INTRODUCTION

The beauty industry has undergone significant growth in recent years, fueled by a heightened awareness of self-care and the impact of social media (Liu, 2023). This trend is particularly pronounced in urban areas with high pollution levels, where consumers are increasingly concerned about maintaining healthy skin, leading them to incorporate skincare

products into their daily routines (Sidabutar & Febriansyah, 2024). The rising demand for cosmetic products has intensified competition among beauty companies. In 2022, Indonesia emerged as the largest market in Southeast Asia, capturing 36% of the makeup cosmetic market based on monthly e-commerce sales (Statista, 2024). The emergence of numerous local skincare brands has further increased competitive pressures within the industry (Fitriana & Afifah, 2024).

Many Indonesian consumers display a lack of brand loyalty (Rahman et al., 2022). This scenario compels companies, particularly in the cosmetics sector, to adopt more innovative and consumer-focused strategies to cultivate customer loyalty (Zollo et al., 2021). To capture market share, it is essential to develop a strategic model grounded in a profound understanding of consumer purchasing behavior and the factors that drive repurchase, especially in the competitive landscape of local cosmetics, as emphasized by Suwandi & Balqiah (2023). Emotional attachment and consumer engagement play pivotal roles in fostering loyalty and supporting marketing goals like market share expansion. Moreover, a company's ability to enhance consumer trust significantly influences repurchase intentions. When consumers perceive a product to be beneficial, they are more inclined to make repeat purchases and develop elevated expectations of the brand (Veronica & Keni, 2023). Various elements can impact repurchase intentions, including perceived ease of use, perceived usefulness, customer satisfaction, and trust (Keni, 2020).

The pervasive influence of social media has fundamentally transformed how consumers engage with beauty products, with influencers playing a pivotal role in shaping perceptions through relatable narratives and personal experiences (Pereira, 2022). For local skincare brands such as Avoskin, social media marketing, particularly through influencer endorsements, has become an essential strategy for boosting consumer interest and purchase intentions by enhancing both brand visibility and emotional connections (Mutiarra Dini & Abdurrahman, 2023). The authenticity of influencers, demonstrated through their credibility, consistency, and genuine interactions, has proven to significantly impact consumer trust and engagement, making it a critical factor in influencing repurchase decisions (Cheah et al., 2024; Zniva et al., 2023; Borchers & Enke, 2021). As public opinion leaders, influencers are chosen based on their popularity, expertise, and perceived trustworthiness, all of which play a vital role in shaping consumer behavior (Koles et al., 2024; Nunes et al., 2021). Empirical studies confirm that authentic influencers positively affect brand-related decisions, particularly purchase intentions, through credible content and emotional resonance (Aw & Chuah, 2021; Belanche et al., 2021; Lee & Eastin, 2021). Simultaneously, businesses are increasingly adopting sustainable corporate entrepreneurship and green marketing strategies, integrating environmental values into various aspects of their operations—including product design, advertising, and sales—to appeal to ethically conscious consumers and strengthen brand loyalty (Adhimursandi et al., 2020; Gerlich et al., 2025; Pancić et al., 2023; Putri et al., 2021). While both influencer authenticity and sustainability values are recognized as significant factors influencing consumer behavior, existing research often examines these elements in isolation. There remains a gap in research integrating influencer authenticity and sustainability experience value concerning driving the repurchase of local skincare products in Indonesia.

With shifting consumption patterns, an increasing number of young individuals are adopting environmentally friendly lifestyles across various facets of their lives, including their choice of cosmetic products. According to a survey conducted by the IDN Research Institute in the Indonesia Gen Z 20.22 report, 66% of Gen Z are willing to invest more in sustainable products, with 70% expressing a sense of responsibility regarding the climate crisis (Sugiarti et al., 2023). This rise in public demand for natural ingredients and a sustainable lifestyle aligns with growing concerns about harmful chemicals. Consequently, manufacturers need to prioritize marketing strategies that enhance consumer awareness about the environmental and health benefits of their offerings. Companies should emphasize the advantages and authenticity

of their products, delivering clear and persuasive messages to mitigate skepticism and purchasing aversion (Testa et al., 2024).

Consumer preferences are evolving, with a growing awareness of environmental sustainability prompting a shift toward natural and eco-friendly products (Febriane, 2022). As this awareness increases, the adoption of green marketing concepts is becoming more significant, as it helps assess customer satisfaction with the products they choose (Putri Nilam Sari et al., 2024).

Research carried out by Putri Nilam Sari, Ratna, Ruswaji dan Puguh (2024) indicates that green marketing positively and significantly impacts customer satisfaction. Therefore, implementing green marketing strategies can be a crucial factor in enhancing customer satisfaction with their chosen products. Moreover, similar findings emerged from a study by Hu, Chao, and Lin (2024), which highlighted that a product's sustainability plays a vital role in influencing consumers' intentions to repurchase. The study demonstrated that when consumers view a product as environmentally friendly and in alignment with their values, they are more inclined to make repeat purchases. This illustrates that sustainability is not merely a moral or environmental issue, but also a key driver of long-term consumer behavior and brand loyalty.

METHOD

This study employs a quantitative research design utilizing a survey methodology to gather data from participants who meet specific research criteria. The primary objective of this investigation is to explore the impact of influencer authenticity and sustainability-related values on the repurchase decisions of Avoskin consumers in Bandung, Indonesia. Given the increasing reliance of beauty brands on influencer marketing strategies and the heightened awareness of sustainability among consumers, it is imperative to understand how these two factors contribute to consumer loyalty. By examining the interrelationships between these components, this research aims to enhance marketing strategies for skincare brands aiming to foster customer retention through value-based approaches and authentic engagement.

Bandung has been identified as the research site for this study due to its status as one of Indonesia's prominent urban centers, characterized by a significant population of beauty-conscious consumers who are both digitally active and environmentally aware. Furthermore, Bandung's demographic profile includes a substantial number of women aged 18 to 35, a crucial target audience for skincare brands. Additionally, residents of Bandung exhibit a strong propensity to respond to lifestyle and beauty trends, particularly those disseminated through social media platforms. Previous studies indicate that urban consumers in cities like Bandung are more likely to be influenced by digital marketing initiatives and messages that emphasize sustainable branding (Nugroho et al., 2022; Praharjo & Wijaya, 2023). These factors render Bandung an optimal context for investigating the dynamics between influencer authenticity, sustainability values, and their effects on repurchase behavior.

The target population for this study comprises Avoskin consumers residing in Bandung who have purchased Avoskin products on at least two occasions. Participants were selected based on their perceptions of influencer authenticity and the relevance of sustainability values in their repurchase decision-making processes. A total of 158 respondents were recruited through purposive sampling, which involved the deliberate selection of participants according to predetermined criteria. Data collection was conducted via an online questionnaire, which employed a seven-point Likert scale ranging from "strongly disagree (1)" to "strongly agree (7)" to assess the respondents' perceptions of each variable indicator.

For data analysis, this study utilizes Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach, implemented using SmartPLS 3.0 software. This methodology is chosen for its capacity to simultaneously test the relationships between constructs and their corresponding indicators within a singular model, making it suitable for relatively small sample sizes and data that do not follow a normal distribution. Following the guidelines established by

Hair et al. (2014), the analysis comprises three distinct stages: (1) model specification to delineate the structure of both inner and outer models; (2) outer model evaluation to assess indicator reliability and construct validity through metrics such as loading factor, Average Variance Extracted (AVE), Composite Reliability, and Cronbach’s Alpha; and (3) inner model evaluation to examine causal relationships and model quality using indicators such as R^2 , Q^2 , f^2 , and path coefficients. The significance of the path relationships is determined through the utilization of the bootstrapping method.

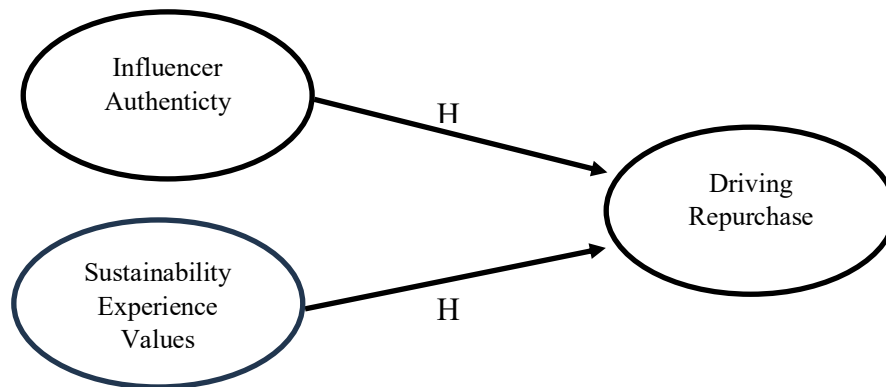


Figure 1. Research Model

The Technology Acceptance Model (TAM), introduced by Davis in 1989, is a widely regarded theoretical framework that elucidates how individuals come to accept and utilize specific technologies. The model identifies two key determinants: Perceived Usefulness (PU), which refers to the extent to which an individual believes that using a system will enhance their performance, and Perceived Ease of Use (PEOU), which denotes the degree to which a person believes that utilizing the system will require little effort (Davis, 1989; Venkatesh & Davis, 2000). Together, these factors influence user attitudes toward technology, ultimately shaping both behavioral intentions and actual usage behaviors (Venkatesh et al., 2003) Over the years, TAM has been refined and expanded through numerous studies across various contexts, including e-commerce (Gefen et al., 2003), and social media marketing (Chong, 2013)

Influencer Authenticity and Driving Repurchase

Influencer authenticity refers to the degree to which an influencer is perceived as genuine, consistent, and transparent in sharing their experiences and opinions about a product or brand. This concept has become increasingly important in the field of digital marketing, particularly on social media platforms, as perceived authenticity significantly influences consumer trust (Audrezet et al., 2020). Influencers who demonstrate characteristics such as honesty, alignment between their lifestyle and the products they promote, and emotional closeness with their followers are often viewed as more authentic and, therefore, have a greater impact on consumer behavior (Schouten et al., 2020).

Previous research indicates that influencer authenticity not only shapes purchase intentions but also affects actual consumer behavior, including the likelihood of repurchasing a product (Djafarova & Trofimenko, 2019). When consumers believe that an influencer is sharing honest and relatable experiences, they are more inclined to trust the product recommendations, thus strengthening their intention to continue using the same brand. Additionally, authenticity fosters emotional bonds between influencers and their followers, creating affective loyalty that surpasses rational decision-making (Colliander & Dahlén, 2011).

The positive effect of authenticity on driving repurchase behavior can also be explained through the concept of perceived credibility. Studies by Jin et al. (2019) and Mishra & Ashfaq.

(2023) highlights a strong correlation between authenticity and credibility. When followers perceive an influencer as credible due to their authenticity, they are more likely to trust the product recommendations given. In the beauty industry, particularly for products like Avoskin, where consumers often rely on reviews and personal experiences before making purchases, trust in influencers plays a crucial role in encouraging repurchase behavior.

Furthermore, Schouten et al. (2020) emphasize that consumers are more engaged with influencers who demonstrate transparency, consistency, and uniqueness in their content delivery. Such engagement fosters a parasocial relationship that increases the likelihood of followers acting on influencer recommendations, including making repeat purchases. Essentially, the relationship is not one-sided but emotionally significant, influencing consumer decisions on a deeper level. Therefore, influencer authenticity serves as a critical driver of trust, emotional engagement, and perceived credibility, all of which contribute to driving repurchase behavior. In the context of Avoskin products, authenticity in influencer marketing can enhance brand loyalty and encourage repeat consumer behavior. Based on the literature, the following hypothesis is proposed:

H1: The influence of Influencer Authenticity on Driving Repurchase of Avoskin products

Sustainability Experience Values and Driving Repurchase

Sustainability Experience Values (SEV) refer to the experiential benefits consumers derive from a brand's environmental and social responsibility efforts, including dimensions such as eco consciousness, ethical practices, and social impact (Dikici et al., 2022). In the beauty industry, these values are increasingly influential, as consumers seek not only product performance but also alignment with their personal beliefs and desire to support sustainable development (Nguyen et al., 2016). Avoskin, a local skincare brand, actively promotes sustainability through initiatives such as the use of natural ingredients, eco-friendly packaging, and cruelty-free testing. Such practices provide consumers with a deeper, value-laden experience that contributes to brand differentiation and emotional engagement (Kinasih et al., 2023). When consumers perceive authenticity and consistency in a brand's sustainability efforts, they are more likely to develop positive emotions and loyalty, leading to repurchase behavior (Reddy et al., n.d.).

(Kang & Hur. (2012) found that sustainability-based brand experiences significantly shape consumer attitudes and behavioral intentions. Positive experiences arising from sustainable brand interactions—whether emotional (feeling good about supporting sustainability), intellectual (learning about eco-practices), or social (participating in green communities)—lead to higher levels of brand attachment and drive repurchase. In the context of Avoskin, this means that SEV can influence consumers beyond functional benefits, engaging them on a personal and emotional level. Signori et al. (2019) emphasize that integrating sustainability into customer experience significantly enhances emotional bonding and long-term loyalty. Their study found that brands delivering meaningful sustainability practices not only fulfill ethical responsibilities but also create added experiential value that deepens customer engagement and increases repurchase likelihood. When sustainability is embedded within the customer journey through emotional resonance, intellectual stimulation, or social participation, it can drive stronger brand attachment and behavioral commitment. Consumers are more inclined to stay loyal to brands that reflect their values, with repurchasing becoming a reflection of their self-identity and moral satisfaction (Mohd Suki, 2016). This underscores that sustainable consumption is driven not only by rational considerations but also by emotional and ethical motivations.

SEV also fosters long-term consumer brand relationships through emotional bonding and identity alignment. When consumers feel that a brand shares their ethical concerns and actively practices them, repeated purchases can emerge from a sense of shared purpose and commitment (Nguyen et al., 2016). Thus, sustainability experience values play a critical role in cultivating

ongoing engagement and consumer loyalty. For Avoskin, embedding these values into the consumer experience enhances emotional significance and supports the development of lasting brand relationships.

H2: Sustainability experience values have a positive effect on driving the repurchase of Avoskin products.

RESULTS AND DISCUSSION

Characteristics of Respondents

Table 1 presents the demographic characteristics of the respondents, which include gender, age, occupation, and domicile. In terms of gender, the majority of respondents were female, comprising 89.2% of the total sample, while male respondents accounted for only 10.8%. Regarding age, most respondents (90.5%) were between 18 and 24 years old, followed by 8.9% who were aged 25 to 34, and only 0.6% were in the 35 to 44 age group. In terms of occupation, undergraduate students made up the largest portion of the sample at 71.5%, followed by private employees at 22.8%, state employees at 5.1%, and students at 0.6%. As for domicile, the majority of respondents resided in Bandung City (72.2%), with others coming from Bandung Regency (25.3%) and West Bandung Regency (2.5%). Overall, the dominant profile of respondents was female undergraduate students aged 18–24 years, primarily residing in Bandung City, which aligns with the target population of this study.

Descriptive Analysis

The descriptive analysis provides an overview of respondents' perceptions toward the three main variables in this study: influencer authenticity, sustainability experience value, and driving repurchase. Each variable was measured through multiple dimensions and indicators, which were validated through convergent validity and reliability tests. The influencer authenticity variable consists of four main dimensions: transparency, credibility, uniqueness, and consistency. The transparency dimension includes honesty and openness; credibility comprises trust and competence; uniqueness includes authenticity and creativity; while consistency involves communication and alignment. The analysis results show that all indicators for this variable had loading factor values above 0.70, with the highest value reaching 0.803 and a composite reliability score of 0.918. These findings indicated that respondents perceive the influencers they follow as transparent, credible, unique, and consistent in delivering messages.

The sustainability experience value variable consists of four dimensions: sustainability, spirituality, packaging, and empathy. The sustainability dimension includes certification and ingredients; spirituality covers meaning and connectedness; packaging includes recyclability and material; and empathy involves awareness and participation. The results indicate strong loading factor values across all indicators, with the highest value reaching 0.891. This variable also recorded a high composite reliability score of 0.942, showing that respondents have a strong perception of sustainability values when using Avoskin products, reflecting their awareness and involvement in environmental issues. The driving repurchase variable comprises four dimensions: customer satisfaction, trust, quality, and loyalty. The satisfaction dimension includes utilitarian value and customer interaction; trust comprises reliability and information quality; quality includes innovation and effectiveness; and loyalty covers brand preference and recommendation. All indicators showed good validity, with the highest loading factor reaching 0.768 and a composite reliability of 0.909. These results indicate that the intention to repurchase is influenced by respondents' satisfaction, trust, and loyalty toward the product. Overall, the descriptive analysis shows that all three variables are perceived positively by respondents. They see influencers as authentic figures, feel a strong sense of sustainability when using the product, and exhibit a high inclination to repurchase Avoskin products.

Table 1. Demographics of respondents

Demographics	Description	Frequency	Percentage
Gender	Female	141	89,2%
	Male	17	10,8%
Age	18 – 24 Years	143	90,5%
	25 – 34 Years	14	8,9%
	35 – 44 Years	1	0,6%
Job	Students	1	0,6%
	Undergraduate students	133	71,5%
	Private Employee	36	22,8%
Domicile	State Employee	8	5,1%
	Bandung City	114	72,2%
	Bandung Regency	40	25,3%
	West Bandung Regency	4	2,5%

The demographic analysis confirms that the respondents met the screening criteria, namely being residents of Bandung who are familiar with and have purchased Avoskin products at least twice. The majority were female undergraduate students aged 18–24 years, primarily residing in Bandung City, which aligns with the target population of the study. The descriptive analysis highlights that respondents demonstrated high perceptions of Influencer Authenticity, Sustainability Experience Value, and Driving Repurchase. Among the dimensions, credibility emerged as the most influential aspect of influencer authenticity, Sustainability was the key driver within sustainability experience value, and loyalty played the most significant role in influencing repeat purchase intentions of Avoskin products.

Validity Test

Validity tests are designed to assess whether the measurement items accurately represent the constructs being investigated. This involves evaluating both convergent and discriminant validity. Convergent validity examines the correlation among indicators that measure the same construct, typically utilizing outer loading values and the Average Variance Extracted (AVE). Constructs are considered valid when all item loadings exceed 0.7 and AVE values surpass 0.5 (Hair et al., 2014). As shown in Table 1, all items for Driving Repurchase, Influencer Authenticity, and Sustainability Experience Value exhibit outer loadings greater than 0.7, with respective AVE values of 0.554, 0.585, and 0.670, all exceeding the minimum threshold and confirming robust convergent validity.

Discriminant validity was assessed using the Fornell-Larcker Criterion and the Heterotrait-Monotrait Ratio (HTMT). The Fornell-Larcker Criterion states that the square root of a construct's AVE must surpass its correlations with other constructs, a requirement indicated as fulfilled in Table 2. Furthermore, Table 3 illustrates that HTMT values remain below 0.9 for all constructs, thereby validating discriminant validity. Collectively, these findings affirm the measurement model's validity and reliability, making it suitable for further structural analysis.

Table 2. Convergent validity & reliability test results

Construct	Item	Mean	SD	Loading	CA	CR	AVE
Influencer Authenticity	I A1	6.019	1.064	0.770	0.899	0.918	0.585
	I A2	6.044	1.033	0.803			
	I A3	6.044	1.008	0.769			
	I A4	6.120	964	0.731			
	I A5	5.930	1.114	0.763			
	I A6	5.873	1.216	0.708			
	I A7	6.158	890	0.788			
	I A8	6.152	995	0.782			

Sustainability	SE V1	6.468	1.220	0.711	0.930	0.942	0.670
Experience	SE V2	6.247	1.246	0.760			
Values	SE V3	5.937	1.296	0.789			
	SE V4	5.949	1.237	0.891			
	SE V5	6.051	1.163	0.889			
	SE V6	6.051	1.135	0.779			
	SE V7	6.044	1.176	0.862			
	SE V8	6.070	1.038	0.848			
Driving	DR1	6.297	904	0.768	0.886	0.909	0.554
Repurchase	DR2	6.000	900	0.704			
	DR3	6.025	934	0.764			
	DR4	6.215	822	0.732			
	DR5	6.127	946	0.765			
	DR6	6.038	920	0.753			
	DR7	5.880	937	0.740			
	DR8	6.095	848	0.728			

Table 3. Discriminant Validity

Variable	Driving Repurchase	Influencer Authenticity	Sustainability Experience Value
Driving Repurchase	0.745		
Influencer Authenticity	0.546	0.765	
Sustainability Experience Value	0.473	0.403	0.818

Table 4. Discriminant Validity HTMT Results

	Driving Repurchase	Influencer Authenticity
Influencer Authenticity	0.595	
Sustainability Experience Value	0.491	0.447

Reliability Test

The reliability of the measurement instrument is evaluated by examining the stability, consistency, and dependability of the constructs. In this study, these constructs are measured using Cronbach’s alpha and composite reliability values. A construct is considered reliable when Cronbach’s alpha exceeds 0.60 and composite reliability surpasses 0.70 (Hair et al., 2014). Based on these benchmarks, all construct indicators in this study are deemed reliable, as their respective values meet the required standards. Table 2 confirms that all variables exhibit Cronbach’s alpha and composite reliability values above the accepted thresholds, demonstrating that the measurement model possesses strong reliability and robustness.

R Square (R²)

R² reflects the extent to which exogenous latent variables explain the variance in an endogenous latent variable. According to Hair et al. (2014), R² values can be interpreted as follows: a value of 0.75 indicates substantial explanatory power, 0.50 indicates moderate explanatory power, and 0.25 indicates weak explanatory power. Table 5 displays the results of the R² test, showing that the R² value for Driving Repurchase is 0.375, which falls into the moderate range. This indicates that the model accounts for 37.5% of the variance in the Driving Repurchase construct.

Q Square (Q²)

Q² functions as an indicator for evaluating the predictive capability of the model toward endogenous variables. A Q² value greater than 0 signifies that the model possesses predictive relevance (Hair et al., 2014). Table 5 displays a Q² value for the variable that exceeds 0, thereby meeting the criterion. This result confirms that the model demonstrates predictive relevance.

Table 5. R-squared & Q-squared results

Variable	R-Square	Adjusted R-Square	Q-Square
Driving Repurchase	0.375	0.367	0.18

Table 6. Uji Effect Size (F²)

Variable	Driving Repurchase
Influencer Authenticity	0.242
Sustainability Experience Value	0.123

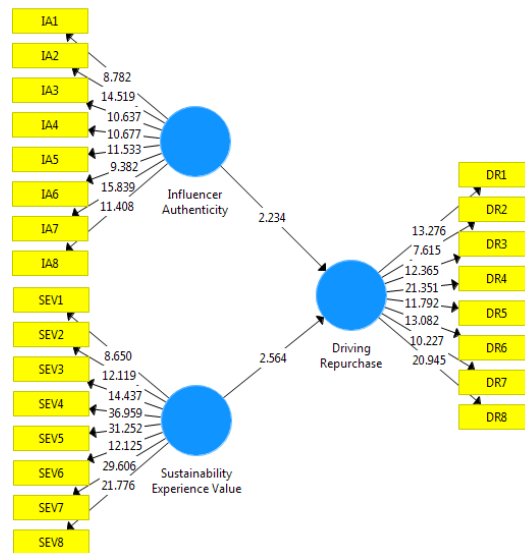


Figure 2. Analysis With SmartPLS 3.0

Table 7. Hypothesis test results

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Hypothesis Results
H1 Influencer Authenticity	0.425	0.423	0.190	2.234	0.026	Accepted
H2 Sustainability Experience Value	0.302	0.318	0.118	2.564	0.011	Accepted

Hypothesis Testing

Path coefficient values range from -1 to +1, where values nearing +1 indicate a strong positive relationship, while values approaching -1 suggest a strong negative relationship (Hair et al., 2014). Hypothesis testing was performed by analyzing P-values, with values below 0.05 deemed statistically significant, utilizing SmartPLS version 3.0. The results indicate that

Influencer Authenticity (X1) has a significant positive effect on Driving Repurchase (Y), evidenced by a path coefficient of 0.425 and a P-value of 0.026, thereby supporting the first hypothesis. Likewise, Sustainability Experience Value (X2) demonstrates a significant positive influence, with a path coefficient of 0.302 and a P-value of 0.011, thereby supporting the second hypothesis.

Based on the T-statistic values, the effect of Sustainability Experience Value (2.564) is stronger than that of Influencer Authenticity (2.234). The indicators within the SEV construct, such as connectedness (loading 0.891) and recycling (loading 0.889), exhibit substantial contributions. Connectedness reflects consumers' emotional attachment to environmentally conscious communities, while recycling signifies the company's commitment to using recyclable materials, thereby enhancing consumer trust.

In conclusion, while both variables significantly influence repurchase decisions, Sustainability Experience Value emerges as the dominant factor driving repurchase intentions for Avoskin products in Bandung, reinforcing the emotional bond between consumers and the brand.

CONCLUSION

This study aimed to explore the impact of influencer authenticity and sustainability experience values on the repurchase intentions for Avoskin skincare products. Based on data gathered from 158 respondents in Bandung who had purchased the products at least twice, the findings indicate that both variables significantly promote repeat purchases by enhancing consumer trust and fostering emotional attachment to the brand.

Influencer authenticity—characterized by credibility, transparency, uniqueness, and consistency—was shown to cultivate trust among consumers. Meanwhile, sustainability values, including environmental responsibility, ethical packaging, spirituality, and social empathy, reinforced emotional connections and perceptions of the brand, particularly among Gen Z women who tend to prioritize alignment with personal values like honesty and sustainability over mere product performance.

Theoretically, these findings contribute to the Technology Acceptance Model (TAM) by positioning influencer authenticity and sustainability experience as external factors that influence perceived usefulness and trust, which in turn shape behavioral intentions. This supports existing research on the significance of emotional and ethical value alignment in consumer behavior.

Practically, the study recommends that brands focus on cultivating authentic influencers and integrating sustainability as a core component throughout the product lifecycle. Transparent and genuine communication is essential for building enduring consumer relationships.

However, the study acknowledges certain limitations, such as its focus on a specific geographic and demographic group, its cross-sectional design, and reliance on self-reported data. Future research should aim to include a more diverse sample, implement longitudinal designs, and gather behavioral data. In conclusion, the study confirms that authenticity and sustainability are vital drivers of repurchase intention in the skincare industry, making them essential elements of modern brand strategy.

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