The Influence of E-Service Quality and Brand Trust on Repurchase Intention of Luxcrime Products on Shopee E-Commerce

Salsa Fania[1], Mariana Rachmawati[2]
[1]Universitas Widyatama, Bandung, West Java, Indonesia, salsa.fania@widyatama.ac.id
[2]Universitas Widyatama, Bandung, West Java, Indonesia, mariana.rachmawati@widyatama.ac.id

Corresponding Author: salsa.fania@widyatama.ac.id[1]

Abstract: The purpose of this study is to examine the influence of e-service quality and brand trust on repurchase intention of Luxcrime products on the Shopee e-commerce platform. The object of this study is the Luxcrime Official Store on Shopee, with the observation unit being consumers who shop at the store. E-Service Quality has a positive and significant effect on Repurchase Intention, proving that a fast, easy, and responsive digital service experience plays an important role in shaping consumer loyalty. The better the service quality perceived by consumers, the higher the likelihood they will repurchase Luxcrime products through Shopee. Brand Trust has a positive and significant effect on Repurchase Intention. Consumer trust in the quality, reputation, and consistency of the Luxcrime brand is a crucial factor in shaping repurchase decisions. This trust strengthens positive perceptions and reduces doubts about the risks of purchasing beauty products online. E-Service Quality and Brand Trust on Repurchase Intention: Simultaneously, E-Service Quality and Brand Trust have a very significant influence on Repurchase Intention, this emphasizes the importance of an integrated strategy in managing digital service quality and strengthening brand identity to maintain customer loyalty on e-commerce platforms.

Keywords: E-Service Quality, Brand Trust, Repurchase Intention

INTRODUCTION

The development of technology has changed the order of human life to become more modern. This can be seen from the use of technology used by the community to socialize, learn, and also trade. In the world of trade, technology is changing the system of buying and selling transactions that were previously carried out conventionally, slowly shifting towards online buying and selling transactions (Rachmat, 2023).

In recent years, purchasing behavior has undergone a significant transformation with an increasing preference for online purchases. This phenomenon is driven by various factors, including the ease of internet access, the development of digital technology, and innovations in e-commerce services. E-commerce shopee has an appeal in the eyes of the public, various kinds of products are sold on its platform, and of the many products, beauty products are very numerous. One of the beauty products sold on shopee is luxcrime cosmetic products.

Luxcrime is one of the local cosmetic products owned by Indonesia, but still has high quality. Luxcrime is a cosmetic brand founded by Achmad Nurul Fajri in December 2015.Although Luxcrime is a new cosmetic brand on the market, the Luxcrime brand has attracted the attention of consumers, especially women and has also won various awards from Beautyfest Asia, Sociolla Awards, to Female Daily Award these awards make Luxcrime products have a strong brand image among women. Luxcrime cosmetics itself was once included in the top 5 best-selling powder brands in 2022.

Luxcrime, which is a beauty brand from Indonesia, managed to lead the cosmetic market in the powder category with a sales revenue of 763 million for the period July 16-31, 2022 on Shopee. Its flagship product, Luxcrime Blur & Cover Two Way Cake, had indeed popped up on Shopee.

Repurchase intention is a critical measurement in marketing that reflects customer loyalty to a brand or product. Silalahi & Heryjanto (2023), showed that previous positive experiences, measured through variables such as customer satisfaction, trust, and service quality, have a significant influence on one's repurchase intention. On the other hand, digital marketing, particularly through social media, plays an important role in enhancing customer experience and building better relationships, which in turn increases repurchase intentions (Simbolon & Law, 2022; Ardisa et al., 2022). Customers who are satisfied with their previous experience are more likely to make repeat purchases, while a poor experience can decrease such intentions (Napitupulu et al., 2020; Rizky et al., 2023).

Repurchase intention does not necessarily occur directly in consumer interest, therefore there are several factors that can increase consumer repurchase intention, such as e-service quality. E-Service quality is a key aspect of e-commerce that has a direct impact on repurchase intentions. In the context of digital-based services, customers do not experience face-to-face interactions, so factors such as website interface design, response speed, and ease of transactions have a significant role in determining customer satisfaction (Alnaim et al., 2022). Intan et al. (2020) show that if the services provided are responsive and reliable, customers are more likely to feel satisfied, which in turn drives repurchase intentions. Good service quality can enhance the shopping experience and strengthen the relationship between consumers and service providers (Kumar & Patil, 2023). Therefore, e-commerce companies need to prioritize improving e-service quality aspects to ensure customers are not only satisfied, but also loyal (Indrawati et al., 2024; Çelik, 2021). In addition to service quality, trust in products from reputable brands is also a key factor in repurchase intentions.

Brand trust is consumer confidence that a brand can consistently fulfill the expectations and promises given (Tarabieh et al., 2024). In the context of digital marketing, this aspect is particularly important because consumers are often unable to physically evaluate products before making a purchase (Jeffry et al., 2023). Positive experiences, perceived quality, and company integrity in communication contribute to the formation of brand trust (Akoğlu & Özbek, 2021; Aji et al., 2020). Correspondingly, brand trust also has a significant impact on repurchase intentions, where consumers who trust the brand tend to show loyalty despite alternatives (Tian et al., 2022; Anaya-Sánchez et al., 2020). Many studies show that when brand trust is built, consumers feel more comfortable making repeat purchases without deep consideration (Afridhianika et al., 2024; Sutanto & Kussudyarsana, 2024). In a competitive e-commerce market, building solid brand trust can be a very valuable asset for companies to retain customers and achieve sustainable competitive advantage (Kwon et al., 2020; Althuwaini, 2022). By utilizing social media and the right marketing strategies, companies can more effectively build brand trust and, in turn, increase repurchase intentions among their customers (Jeffry et al., 2023; Wijaya et al., 2020).

Various previous studies have also shown a positive relationship between e-service quality and brand trust on repurchase intention, but there are still inconsistencies in the findings that create a research gap. Research by Purnawa (2024) found that both e-service quality and brand trust directly have a significant effect on repurchase intention. However,

Jogja's study (2023) states that e-service quality has no direct effect on repurchase intention, but must be mediated by e-trust. Meanwhile, Junianungrum's research (2023) confirmed the influence of trust on repurchase intention.

In addition, most of the previous studies have not specifically highlighted beauty products such as Luxcrime that have product experience characteristics and high brand trust needs in e-commerce platforms. Therefore, further research is needed to re-examine the effect of e-service quality and brand trust on repurchase intention specifically in the context of cosmetic products on Shopee in order to enrich the literature and provide more contextual and focused empirical evidence.

This research leads to the current digital era, where the trend of online shopping through e-commerce has experienced rapid growth, and the cosmetics industry has become one of the most competitive sectors. With more and more local and international brands competing on platforms such as Shopee, maintaining customer loyalty has become a strategic challenge for businesses. One effective way to maintain loyalty is through improving e-service quality and strengthening brand trust, which directly affects consumer's repurchase intentions. Therefore, this study is important to provide an in-depth understanding of the influence of these two variables in the context of local cosmetic brands such as Luxcrime on Shopee. The findings of this study are expected to help companies in developing more targeted and data-driven digital marketing strategies.

In novelty, this research offers a new contribution by integrating the analysis of e-service quality and brand trust simultaneously in influencing repurchase intention on local cosmetic products marketed through the Shopee e-commerce platform. Most previous studies have focused more on global brands or have not specifically studied local brands in the decorative cosmetics category in the Indonesian marketplace. This research also sharpens the context by taking a case study of Luxcrime, one of the rising local brands that has the characteristics of an active digital audience. Thus, this study not only fills the literature gap in the local context, but also provides practical insight into customer retention strategies based on brand trust and digital service quality in the e-commerce era.
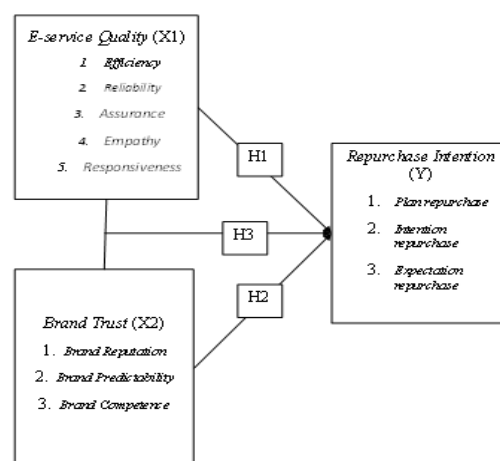
Hypothesis

Figure 1. Framework

a) Hypothesis 1: E-Service Quality has a positive and significant effect on Repurchase Intentions.
b) Hypothesis 2: Brand trust has a positive and significant effect on repurchase intentions.
c) Hypothesis 3: E-Service Quality and Brand Trust have a positive and significant effect on Repurchase Intention.

METHOD

The technique for data collection employed involves field research alongside studies from libraries. This includes multiple linear regression analysis, Hypothesis Testing: Statistical Test t (Partial Test) both individually and collectively, and the Coefficient of Determination. The methodology adopted for this research incorporates quantitative methods along with descriptive research approaches and verification analysis. The aim of this approach is to ascertain whether one variable influence another, specifically illustrating how E-Service Quality and Brand Trust positively and significantly impact Repurchase Intention. The sample consists of 300 customers, with the study utilizing non-probability sampling through purposive sampling. The technique for gathering data relies on field research studies combined with literature research studies. This encompasses multiple linear regression analysis, Hypothesis Testing: Statistical Test t (Partial Test) both individually and collectively, and the Coefficient of Determination.

RESULTS AND DISCUSSION
Respondent Profile

Characteristics of Respondents by Age

Table 1. Characteristics of Respondents by Age

No	Age Category	Number (Person)	Percentage (%)
1	18-24 years	135	45.0%
2	25-30 years	105	35.0%
3	31-35 years	42	14.0%
4	>35 years	18	6.0%
Total		**300**	**100.0%**

This data indicates that Luxcrime is still dominated by young consumers, so digital marketing and customer retention strategies need to be focused on this age segment to increase repurchase intention sustainably.

Characteristics of Respondents Based on Gender

Table 2. Distribution of Respondents Based on Gender

No	Gender	Number (Person)	Percentage (%)
1	Female	270	90.0%
2	Male	30	10.0%
Total		**300**	**100.0%**

This data confirms that Luxcrime's marketing communication strategy should remain focused on women as the main target, but still open an inclusive space for the male segment as supporting buyers or indirect customers.

Characteristics of Respondents by Occupation

Table 3. Distribution of Respondents Based on Occupation

No	Occupational Category	Number (Person)	Percentage (%)
1	Students	120	40.0%
2	Private Employees	90	30.0%
3	Self-employed	45	15.0%
4	ASN / Teachers / Lecturers	30	10.0%
5	Housewives and Others	15	5.0%
Total		**300**	**100.0%**

This distribution shows that Luxcrime successfully reaches out to various occupations, but still has a major strength in young productive and educated people. A digital marketing

strategy geared towards college students and young professionals would be very effective in increasing customer loyalty and repurchase intention towards this product.

Characteristics of Respondents Based on Income Per Month

Table 4. Distribution of Respondents Based on Income Per Month

No	Category Income per Month (IDR)	Number (People)	Percentage (%)
1	< 1.500.000	105	35.0%
2	1.500.000 – < 3.000.000	90	30.0%
3	3.000.000 – < 5.000.000	60	20.0%
4	≥ 5.000.000	45	15.0%
Total		**300**	**100.0%**

This distribution indicates that Luxcrime products have a strong market reach in the lower middle segment, but remain relevant in the upper middle segment. Therefore, Luxcrime's marketing strategy can be focused on promoting affordable prices, while maintaining quality and brand image that can be accepted by all income segments.

Characteristics of Respondents Based on Frequency of Purchase of Luxcrime Products

Table 5. Distribution of Respondents Based on Frequency of Online Purchases of Luxcrime Products

No	Frequency of purchase	Number (Person)	Percentage (%)
1	2-3 times	150	50.0%
2	4-5 times	90	30.0%
3	>5 times	60	20.0%
Total		**300**	**100.0%**

The majority of respondents have demonstrated real repurchase intentions, thus providing a strong basis to validly analyze the relationship between e-service quality, brand trust, and repurchase intention. Retention strategies directed at this segment have a great opportunity to increase consumer loyalty and advocacy.

Characteristics of Respondents Based on Luxcrime Products Most Frequently Purchased

Table 6. Distribution of Respondents Based on Luxcrime Products Most Frequently Purchased

No	Luxcrime Product Type	Number (People)	Percentage (%)
1	Blur & Cover Two Way Cake	135	45.0%
2	Lip Cream	60	20.0%
3	Skin Tint Foundation	45	15.0%
4	Eyebrow Pencil	30	10.0%
5	Other products (setting spray, serum, etc)	30	10.0%
Total		**300**	**100.0%**

This shows that although not the most dominant, these products still have their own market segment. This data strengthens Two Way Cake's position as a key product in increasing customer loyalty and encouraging repurchase intention, so it deserves to be the main focus in Luxcrime's marketing strategy.

Characteristics of Respondents Based on Source of Information for Purchasing Luxcrime Products

Table 7. Distribution of Respondents Based on Luxcrime Products Most Frequently Purchased

No	Source of Information	Number (Person)	Percentage (%)
1	Social media (Instagram, TikTok)	120	40.0%
2	Beauty influencers	75	25.0%
3	Customer reviews on Shopee	45	15.0%

No	Source of Information	Number (Person)	Percentage (%)
4	Friends/Family	36	12.0%
5	Official advertisements (Shopee, YouTube, etc.)	24	8.0%
Total		**300**	**100.0%**

Traditional promotions are now less dominant than community-based approaches and digital content. This finding indicates that Luxcrime's communication strategy should continue to focus on social media channels and collaboration with relevant influencers to strengthen consumer repurchase intention signaling that traditional promotion approaches are now less dominant than community-based approaches and digital content. This finding indicates that Luxcrime's communication strategy should continue to focus on social media channels and collaboration with relevant influencers to strengthen consumer repurchase intention.

Characteristics of Respondents Based on Reasons for Choosing Shopee to Buy Luxcrime Products

Table 8. Distribution of Respondents Based on Reasons for Choosing Shopee to Buy Luxcrime Products

No	Reasons for Choosing Shopee	Number (Person)	Percentage (%)
1	Many promos and discounts	105	35.0%
2	Free shipping	75	25.0%
3	Luxcrime official store available	60	20.0%
4	Fast shipping	36	12.0%
5	Easy payment system	24	8.0%
Total		**300**	**100.0%**

This finding confirms that cosmetics consumers not only consider product quality, but also an economical and reliable transaction ecosystem in choosing Shopee as a purchasing channel.

Regression Coefficient Test Results and T Test

Table 9. Multiple Linear Regression Coefficient Test Results

Variable	B	Std. Error	Beta	t	Sig.	Remarks
(Constanta)	0.157	0.112	—	1.399	0.163	
E-Service Quality	0.504	0.071	0.457	7.134	0.000	Significant Positive Effect
Brand Trust	0.479	0.068	0.450	7.013	0.000	Significant Positive Effect

1) Constant (c = 0.157): The constant value of 0.157 indicates that if the E-Service Quality and Brand Trust variables are considered absent or zero, the Repurchase Intention value will be at 0.157.
2) E-Service Quality coefficient (b_1 = 0.504): The regression coefficient for the E-Service Quality variable is 0.504 with a significance value of 0.000 ($p < 0.05$). This means that there is a positive and significant influence between electronic service quality on repurchase intentions. Every one unit increase in E-Service Quality will increase the Repurchase Intention value by 0.504 units, assuming other variables remain constant. This shows that an efficient, reliable and responsive online shopping experience directly encourages consumers' desire to repurchase.
3) Brand Trust coefficient (b_2 = 0.479): The regression coefficient for the Brand Trust variable is 0.479 with a significance value of 0.000 ($p < 0.05$), which also means that there is a positive and significant effect. This shows that the higher consumers' trust in the Luxcrime brand, the greater their intention to make repeat purchases. This trust includes brand reputation, quality consistency, and product competence.
4) Error Term (ε): The symbol ε\varepsilon$\varepsilon$ or error term in the regression equation represents the influence of other variables outside the model that are not included in the

analysis, but influence Repurchase Intention. Its value is not directly estimated in the table, but its presence is important as a component of the precision of the regression model. These errors include external factors such as seasonal promotions, recommendations from friends, social media trends and other situational factors.

Test Coefficient of Determination (R²)

Table 10. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.886	0.785	0.784	0.35500

The Adjusted R Square value of 0.784 shows that the R^2 value remains high even after adjusting for the number of variables in the model, which indicates that this model is stable and does not experience overfitting. Thus, this regression model has a very strong predictive ability in explaining repurchase intention towards Luxcrime products on the Shopee platform.

CONCLUSION

The effect of E-Service Quality on Repurchase Intention: The results of the regression analysis show that E-Service Quality has a positive and significant effect on Repurchase Intention This proves that a fast, easy, and responsive digital service experience plays an important role in shaping consumer loyalty. The better the quality of service that consumers feel, the higher the likelihood that they will return to buy Luxcrime products through Shopee.

The influence of Brand Trust on Repurchase Intention: The research findings also reveal that Brand Trust has a positive and significant influence on Repurchase Intention. Consumer trust in the quality, reputation, and consistency of the Luxcrime brand is a crucial factor in shaping repurchase decisions. This trust strengthens positive perceptions and reduces doubts about the risk of purchasing beauty products online.

Simultaneous Effect of E-Service Quality and Brand Trust on Repurchase Intention: Simultaneously, E-Service Quality and Brand Trust have a very significant influence on Repurchase Intention. This confirms the importance of an integrated strategy in managing digital service quality and strengthening brand identity to maintain customer loyalty on e-commerce platforms.

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