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The Effect of E-WOM and Consumer Satisfaction on Repurchase Interest in Azarine Sunscreen in Cirebon

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ABSTRACT: This study aims to determine the effect of Electronic Word Of Mouth and Consumer Satisfaction on Azarine Sunscreen in Cirebon. This study used descriptive analysis with a quantitative approach. The population in this study is consumers of Azarine Sunscreen in Cirebon with the number of samples used as many as 200 respondents. The sampling method used is nonprobability sampling with sampling techniques using purposive sampling, as well as data collection techniques using questionnaires. The analysis methods used are validity tests and reliability tests, classical assumption tests which include normality tests, multicollinearity tests and heteroscedasticity tests, and hypothesis tests that include linear regression analysis, F tests, t tests, and coefficients of determination (R^2) with analytical tools using SPSS29 (Statistical Product and Service Solutions) applications. The results showed that Electronic Word Of Mouth had a significant effect on Azarine Sunscreen Repurchase Interest in Cirebon, Consumer Satisfaction had a significant effect on Azarine Sunscreen Repurchase Interest in Cirebon, and Electronic Word Of Mouth and Consumer Satisfaction variables simultaneously affected Azarine Sunscreen Repurchase Interest in Cirebon.

Keywords: eWOM, consumer satisfaction, repurchase interest, azarine sunscreen

INTRODUCTION

Indonesia is a country located on the equator with a tropical climate. This can allow for high-intensity sun exposure. Facial skin care *(skincare)* and cosmetics are a necessity for many people in Indonesia. One of the human needs in using cosmetics and skin care is *sunscreen*, which is a skin care product that serves to protect the skin from sun exposure and the influence of UV radiation that can damage the skin.

In Indonesia itself, which is a tropical country, people are exposed to hot sunlight almost every day. Therefore, the use of *sunscreen* is very important in daily life so that the skin is maintained healthy. mediaindonesia.com According to a survey from Inventure Alvara in January 2022, the priority for using

skincare is facial cleanser (59.4%), serum (47.3%), mask (40.6%), moisturizer (38.1%), sunscreen (33.4%), *face oil* (28.6%), *essence* (17.4%), *hydrating toner* (15.2%), *exfoliating toner* (15.2%) and *face mist* (15,1%). From these data, it can be concluded that the use of *sunscreen* in Indonesia attracts a fairly high public consumption interest of 33.4%, so that sunscreen sales will continue to increase. Based on data taken from statista.com the skincare industry's revenue in the sun protection product segment of the beauty and personal care market in Indonesia for 2019 – 2028 is expected to continue to increase between 2024 and 2028 with a total of $64.6 million (+35.89%). After eight consecutive years of gains, this indicator is expected to reach $244.52 million US dollars and is therefore a new peak in 2028.

Some consumers in the use of sunscreen products have different perspectives during and after use on a product. When a product or service does not meet consumer expectations, dissatisfaction often arises which leads to complaining behavior (Kim & Park, 2020). This is because many consumers feel uncomfortable when using *sunscreen* products. One of the reasons some consumers avoid using *sunscreen* is a sticky texture, the use causes whitecast, can cause breakouts, and weather conditions allow for no need to wear *sunscreen*. On average, regular users of sunscreen products do not use sunscreen unless they are outdoors for at least 3.3 hours on sunny days, 3.2 hours on partially cloudy days, and 3.4 hours on cloudy days (Norman et al., 2023).

Over time, the use of *sunscreen* has now become a necessity in itself to prevent the negative effects of sun exposure on the skin. Ultraviolet radiation often causes damage to body tissues such as erythema, edema, sunburn, tanning, hyperplasia, photoaging and even skin cancer (Dewi & Yowani, 2023). As for some popular local sunscreen products in Indonesia are able to maintain health and moisture and protect the skin from sun exposure, one of which is beauty products from Azarine Cosmetic. *Azarine Sunscreen* itself has several types of *sunscreens* including Azarine Hydrasoothe Sunscreen Gel SPF45 PA++++, Azarine Calm My Acne Sunscreen Moituriser SPF35 PA+++, Azarine Hydramax-C Sunscreen Serum SPF50 PA++++, Azarine City Defense Aqua Essence Sun Shield Serum SPF50 PA++++, Azarine Tone Up Mineral Sunscreen Serum SPF50 PA++++, Azarine Cicamide Barrier Sunscreen Moisturiser SPF35 PA+++, Azarine Hydrqsoothe Sunscreen Mist SPF50 PA++++. Sunscreen products in the form of gels (water bases) and sprays are very light, cool and Azarine sunscreen products are easily absorbed and can be used for all skin types, including oily skin and acne prone skin.
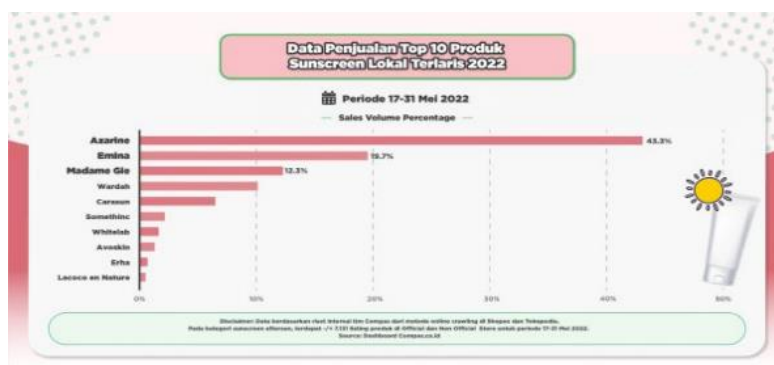
Figure 1
Local Sunscreen Sales Data 2022
Source: compas.co.id

In the data above, it is explained that *sunscreen* with the Azarine brand is the best-selling local *sunscreen* product in 2022 which occupies the first position in the percentage sales data of 43.3%. This shows that *Azarine local* sunscreen is a favorite *skincare* product of the Indonesian people.

Consumers choose *sunscreen* products, of course, consider several things, such as starting from identifying the condition of their facial skin that will be adjusted to the content in a product and ending with purchase. It is true, consumer buying interest is influenced by various factors of consumer perception, trust, and attitude to be important factors in this regard (Mustafa et al., 2022). The planned decision of consumers to repurchase certain products and services, taking into account the experience situation that occurs after shopping through positive or negative responses (Gosal & Setiobudi, 2020). Therefore, quick response has a positive impact on repurchases (Istanbulluoglu & Sakman, 2022). If consumers are satisfied with the products or services provided, it will cause loyalty, so they make repurchases in the future (Bahar, 2017). The interest in repurchasing a product is directly influenced by consumer satisfaction with the brand accumulated through information over time.

Word of Mouth (*WOM)* is a strategy carried out by companies as a form of face-to-face communication to obtain information about marketed products (Rahma & Setiawan, 2022). *Electronic Word Of Mouth* (*e-WOM*) is now the most effective and efficient marketing communication media because of the existence of social media that supports these activities and positive word of mouth promotion is much easier to remember and produces a positive brand image (Rahma & Setiawan, 2022). (Huang & Rust, 2021) claim that the most common application of AI in marketing is various advertising recommendations that provide personalized content to consumers at the right stage in their online shopping journey (Agrawal et al., 2021). Content can provide tremendous convenience, which meets individual needs for example, such as obtaining desired information and reducing information retrieval costs (Wang et al., 2023).

With a wide reach and easy accessibility, *e-WOM* can be a marketer's

strategy to build curiosity and consumer assessment on a product. Sharing experiences and providing reviews to other consumers on a product will help other consumers in making repurchase decisions (Rachbini et al., 2021). According to research conducted by (Shodiqul, 2023) and (Anjani et al., 2022) shows that *the Electronic Word Of Mouth* (e-WOM) variable has a positive and significant effect on repurchase interest. However, the results of another study (Law et al., 2024) show that *electronic word of mouth* does not directly affect consumer repurchase interest, regardless of how positive or negative word-of-mouth promotion is.

Consumer satisfaction in shopping is closely related to communication and interaction during shopping (Li et al., 2023). Wants, expectations and needs that are met can be seen from the nature and attitude of consumers in placing their expectations on a product (Sari & Tabrani, 2023). When a consumer feels satisfied and happy because the product purchased is in accordance with his expectations, it will certainly strengthen the consumer's repurchase interest, so that feelings and emotions can affect buying interest (Deliana, 2022). A higher level of consumer satisfaction will increase loyalty and encourage consumers to make repeat purchases (Safitri, 2017). According to research conducted by (TJ et al., 2022) and (Soebandhi et al., 2020) shows that consumer satisfaction variables have a positive and significant effect on repurchase interest. Meanwhile, the results of the study (Fitria, 2021) show that consumer satisfaction does not have a positive effect on repurchase interest and the probability value of this influence is not significant, so the

findings show that the variable of consumer satisfaction is unlikely to have anything to do with repurchase interest.

The object of this study includes the generation Z population in Cirebon users of Azarine *sunscreen* products. Generation Z is not just a young generation, but also a new group of consumers who have different ways of researching, considering, buying and using products in the new digital era (Feng & Ivanov, 2023). Marketing through digital media by sharing information and consumer satisfaction after purchasing products is a very important factor in determining repurchase interest in consumers so that it can help companies improve their marketing strategies.

From the background that has been conveyed, the following research problems can be formulated: Does *electronic word of mouth* and consumer satisfaction affect repurchase interest in *Azarine Sunscreen* in Cirebon. This study aims to test and analyze the influence of each of these variables on the interest in repurchasing Azarine sunscreen products in Cirebon.

Literature Review and Hypothesis
Electronic Word of Mouth (E-WOM)

The rapid development of the internet has given birth to a new strategy in *word of mouth* so that electronic *word of mouth* or *E-WoM* was born. According to (Liu et al., 2024) states that electronic word of mouth is a negative or positive statement made by actual, potential, or previous consumers who talk about products or companies and this information is available to people or institutions through internet media.

Electronic Word of Mouth is a relatively new phenomenon in the field of communication, especially marketing

communication, where people use online media to share information and good or bad experiences they have experienced with each other. According to (Priansa, 2017) divides *electronic word of mouth* into the following three indicators

1. Intensity

    Intensity in electronic word of mouth relates to the number of opinions written by consumers on a social networking site.

2. *Valence of opinion*

    Valence of opinion is the opinion of consumers, both positive and negative about products, services, and *brands*.

3. *Content*

    Content is the content of information from social networking sites related to products and services.

Customer Satisfaction

Consumer satisfaction itself is a level where the consumer's feelings after comparing between what he receives and whether it is in accordance with his expectations. Consumer satisfaction is a picture of consumer attitudes after buying and using a product and creates expressions of consumer pleasure or disappointment that can arise from comparing the performance results of a product (Riyanto & Satinah, 2023). If a product can meet the expectations of buyers, then there is a high probability that consumers will return to buy the product.

Some of the advantages obtained from consumer satisfaction include building stronger relationships between producers and consumers, providing a good basis for consumers to return to buy products, and building consumer loyalty (Zannuba & Prawitasari, 2022).

According to (Kotler &; Keller, 2016) there are indicators that can affect consumer satisfaction, namely:

1. Experience

    The impression that individuals feel when using a product from time to time causes satisfaction.

2. Consumer expectations

    Suitability and consumer confidence before trying or buying a product that is used as a reference in assessing the performance of the product.

3. Necessity

    Factors that encourage individuals to adjust between needs and needs in making decisions to buy a product. If it is fulfilled, it will cause satisfaction.
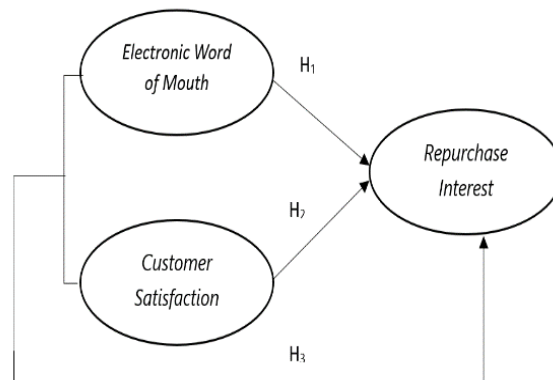
Repurchase Interest

Interest in buying back is a form of consumer confidence in a product. There are several reasons why customers are interested in buying back a product, including customer satisfaction (Pertiwi et al., n.d.). According to (Ananda & Jamiat, 2021) the definition of Repurchase Interest is customer behavior where consumers give a positive response to what has been given by a company and are interested in making a return visit or reconciliation of a product.

When the performance of a product or service exceeds consumer expectations, consumers will feel happy and amazed. This feeling makes consumers buy products from the same brand, but at this stage, consumers have placed expectations higher than before (Qital et al., 2023). According to (Nasta'in et al., 2024) repurchase interest can be recognized through several indicators, namely:

1. Transactional interest, the tendency to buy a product
2. Preferential Interest, an interest that describes a choice taken and chosen by consumers from a variety of available options.
3. Referential interests, interests that describe the behavior of a person who has a primary preference for a product and tends to reference the product to others.
4. Exploratory Interest, an interest formed from the process of exploring information from related products first.

HYPOTHESIS
Frame of Mind

Figure 2
Frame of Mind

Hypothesis

H1: It is suspected that *Electronic Word of Mouth* has a significant effect on Repurchase Interest in Azarine Sunscreen products in Cirebon.

H2: It is suspected that consumer satisfaction has a significant effect on repurchase interest in Azarine Sunscreen products in Cirebon.

H3**:** It is suspected that *Electronic Word of Mouth* and Consumer Satisfaction variables simultaneously affect Repurchase Interest in Azarine Sunscreen products in Cirebon.

RESEARCH METHODOLOGY

This research uses a quantitative approach with a type of description analysis research. According to (Yusuf, 2014) quantitative descriptive research is one type of research that aims to describe systematically, factually, and accurately about the facts and properties of certain populations, to try to describe phenomena in detail. In this study, researchers conducted a study on consumers who use Azarine sunscreen in Cirebon. Respondents selected as samples in this study have characteristics: Respondents who have purchased Azarine *sunscreen* products and are interested in buying them again, know information about Azarine *sunscreen* products, Gen Z aged 17 years and over and live in Cirebon.

The sampling technique uses *the nonprobability sampling method.* According to (Indrawan & Yaniawati, 2016) *Nonprobability Sampling* is a sampling technique that does not provide equal opportunities for every element of the population member to be selected as a sample. The sampling technique used is *purposive sampling*. According to (Sugiyono, 2017), purposive sampling is a sampling technique with certain considerations.

In this study, the number of consumer populations usingAzarine *sunscreen* products in Cirebon is not known with certainty, so to calculate the minimum number of samples needed using the Cochran formula for the population is unknown (Sugiyono, 2020).

$$n = \frac{Z^2 . \text{Pq}}{e^2}$$

Information:

n = Number of samples required

Z = Price in the normal curve for a deviation of 10%, with a confidence level of 99% obtained a value of 2.58

P = 50% chance of correct = 0.5

q = 50% chance of being wrong = 0.5

e = Sampling error rate 10%

So:

$$n = \frac{Z^2 . \text{Pq}}{e^2}$$

$$= \frac{(2,58)^2 . (0,5) . (0,5)}{(0,1)^2}$$

$$= 166,41$$

Based on the calculation of the formula above, the minimum number of samples obtained is 166.41 samples. However, the sample size for this study was rounded up to 200 respondents/sample.

Data collection techniques by providing questionnaires in the form of *Google Forms* to consumers who have met the characteristics that have been determined, in order to facilitate data collection for research. According to (Sugiyono, 2019) questionnaire is a data collection technique carried out by giving a set of questions or written statements to respondents to answer. The scale used is the *Likert scale*. According to (Sugiyono, 2016) Likert scale is used to measure attitudes, opinions, and perceptions of people or groups of people about social phenomena. The data analysis method in this study uses SPSS Ver.29, namely validity and reliability tests, classical assumption tests which include normality tests, multicollinearity tests and heteroscedasticity tests, and hypothesis tests which include multiple linear regression analysis, f tests, t tests and coefficients of determination (R2).

RESULTS AND DISCUSSION
Validity Test

Tabel 1 Valid

Variable	Statement	Pearson Corelation	Significance	Conclusion
Electronic Word of Mouth (X1)	X1.1	0,789	0,001	Valid
	X1.2	0,801	0,001	Valid
	X1.3	0,816	0,001	Valid
	X1.4	0,498	0,001	Valid
	X1.5	0,714	0,001	Valid
	X1.6	0,714	0,001	Valid
Customer Satisfaction	X2.1	0,779	0,001	Valid
	X2.2	0,835	0,001	Valid

(X2)	X2.3	0,850	0,001	Valid
	X2.4	0,885	0,001	Valid
	X2.5	0,826	0,001	Valid
	X2.6	0.832	0,001	Valid
Repurchase Interest (Y)	Y1	0,828	0,001	Valid
	Y2	0,713	0,001	Valid
	Y3	0,853	0,001	Valid
	Y4	0,802	0,001	Valid
	Y5	0,788	0,001	Valid
	Y6	0,851	0,001	Valid
	Y7	0,688	0,001	Valid
	Y8	0,746	0,001	Valid

Based on Table 1 of the validity test results from N = 200 respondents who have filled out a questionnaire with 20 statements in this study, it shows that the results of testing the validity of indicators from all independent and bound variables show valid because the significance value is smaller than 0.05, so that all research variables are declared valid. The variables X1, X2, and Y have *their respective Pearson Correlation* values more than r table = 0.1381 (r count > r table), so all statements are declared valid.

Reliability Test

Table 2 Reliable

| Variabel	Cornbach Alpha	Keterangan
Electronic Word of Mouth (X1)	0,807	*Reliabel*
Customer Satisfaction (X2)	0,912	*Reliabel*
Repurchase Interest (Y)	0,910	*Reliabel*

The results of the reliability test can be measured by statistical tests cronbach alpha (a) value > 0.70, then the question items in the questionnaire can be declared reliable. Table 2 shows that *the variables Electronic Word of Mouth* (X1), Consumer Satisfaction (X2) as the independent variable and Repurchase Interest (Y) as the dependent variable can be said to be reliable because all *Cornbach Alpha values* > 0.70.

Classical Assumption Test
Normality Test

A normality test is performed to find out whether the dependent, independent or both variables have a normal distribution or not. In this study researchers used graph analysis. If the distribution of data spreads out following a diagonal line or the histogram graph shows a normal distribution pattern, then the regression model satisfies the normality assumption. The following are the results of the normality test in this study, namely:
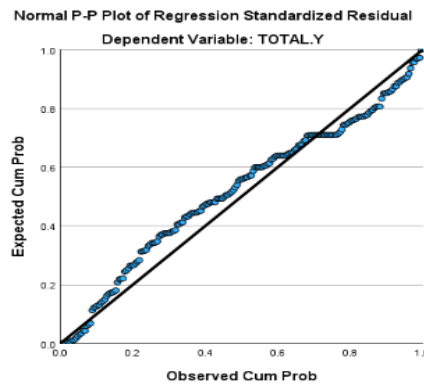
Figure 3
Normality Test Results Graph

Based on Figure 3 shows that the data spreads around the diagonal line and follows the direction of the diagonal line, the regression model of this study data is normally distributed.

Multicollinearity Test

The Multicollinearity Test aims to determine whether or not multicollinearity occurs in the regression model, namely looking at the value of *tolerance* and *variance inflation factor* (VIF). If the *tolerance value* > 0.10 and VIF < 10, then multicollinearity does not occur.

Table 3
Multicollinearity

Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
EWOM (X1)	0,435	2,299
Customer Satisfaction (X2)	0,435	2,299

Based on Table 3 shows that the tolerance value of each variable EWOM (X1) and Consumer Satisfaction (X2) is greater than 0.10 and the VIF value is less than 10, then in this study there were no symptoms of multicollinearity. The regression model in this study is good so that there is no correlation between independent variables.

Heteroscedasticity test

The Heteroscedasticity test is carried out to detect the presence or absence of heteroscedasticity in a multiple linear regression model, then it is done by looking at the scatterplot graph or the predicted value of a bound variable called SRESID with residual error ZPRED. If there is no clear pattern, nor are the points spreading above and below the number 0 on the y-axis, heteroscedasticity does not occur. The following are the results of the heteroscedasticity test in this study, namely:
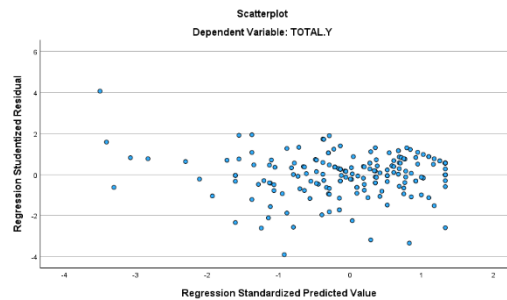
Figure 4
Heteroscedasticity Test Results

Based on Figure 4 shows that there is no clear pattern, and the points spread above and below the number 0 on the Y axis, this study did not occur heteroscedasticity.

Multiple Linear Regression Analysis

Table 4
Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.321	1.609		2.064	.040
	EWOM (X1)	.365	.096	.243	3.792	<.001
	Customer Satisfaction(X2)	.793	.084	.605	9.428	<.001
a. Dependent Variable: Repurchase Interest (Y)						

Table 4 shows that the multiple linear regression equation is as follows:
Y = 3.321 + 0.365 X1 + 0.793 X2
From the following equation it can be concluded that:

a. The constant value (a) of 3.321 gives the understanding that if the *Electronic Word of Mouth* (X1), and Consumer Satisfaction (X2) variables in fixed or constant conditions do not change, then the amount of Repurchase Interest (Y) is 3.321.

b. The value of the Electronic Word of Mouth *(X1) regression coefficient* is positive of 0.365, if there is an increase of 1 unit in the *EWOM variable* (X1) then the value of the Repurchase Interest (Y) variable will increase by 0.365.

c. The value of the Regression Coefficient of Consumer Satisfaction (X2) is positive at 0.793, if there is an increase of 1 unit in the Consumer Satisfaction variable (X2) then the value of the Repurchase Interest variable (Y) will increase by 0.793.

Test Multiple Determination Coefficient (R2)
Table 5
Multiple Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804[a]	.647	.643	3.515
a. Predictors: (Constant), Consumer Satisfaction (X2), EWOM (X1)				

Based on Table 5 of the test results of the coefficient of multiple determination (R2), an adjusted R square value of 0.643 (64.3%) was obtained. It is that the ability of the independent variable *Electronic Word of Mouth* (X1) and consumer satisfaction (X2) in this study has a simultaneous influence of 64.3% on the dependent variable of repurchase interest (Y). While the remaining 35.7% was influenced by variables other than the independent variable in this study.

Test t

Table 6 T Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.321	1.609		2.064	.040
	EWOM (X1)	.365	.096	.243	3.792	<.001
	Consumer Satisfaction (X2)	.793	.084	.605	9.428	<.001
a. Dependent Variable: Repurchase Interest (Y)						

Based on Table 6, it is known that the t-count value in the *Electronic Word of Mouth* (X1) variable of 3.792 is greater than the t-table value of 1.971 (3.792 > 1.971) with a significance value of 0.001. This value is less than the probability values of 0.05 or 0.001 < 0.05. Then the coefficient of analysis is significant. This it can be concluded that H1 is accepted, so it can be interpreted that *Electronic Word of Mouth* (X1) has a positive and significant effect on Repurchase Interest (Y).

Testing of the second hypothesis shows the significance of the effect of Consumer Satisfaction (X2) with Repurchase Interest (Y) with a t-count of 9.428 (9.428 > 1.971). The significance value is 0.001. This value is smaller than the probability value of 0.05 or 0.001 < 0.05 shows that the effect of Consumer Satisfaction (X2) with Repurchase Interest (Y) is positive, so the H2 hypothesis in this study states that Consumer Satisfaction (X2) has a positive and significant effect on Repurchase Interest (Y) is acceptable.

Test F

Table 7 F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4459.377	2	2229.689	180.501	<.001[b]
	Residual	2433.498	197	12.353		
	Total	6892.875	199			
a. Dependent Variable: Repurchase Interest (Y)						
b. Predictors: (Constant), Consumer Satisfaction (X2), EWOM (X1)						

Test F was conducted to determine the effect given by variables that *Electronic Word of Mouth* (X1) and Consumer Satisfaction (X2) on Repurchase Interest (Y). Based on Table 7, the value of F-count = 180.501 and sig. (probability) = 0.001. The F-table value is 3.04, then the F-count value > the F-table (180.501 > 3.04) and the probability 0.001 < 0.05. Then it can be stated that H3 is accepted, meaning that *the variables Electronic Word of Mouth* (X1) and Consumer Satisfaction (X2) simultaneously or together affect the variable Repurchase Interest (Y).

Discussion

The Effect *Of Electronic Word Of Mouth On* Repurchase Interest

The Electronic Word Of Mouth *variable* has a partial influence on Repurchase Interest on *Azarine Sunscreen* in Cirebon, because the *Electronic Word Of Mouth* variable has a significant positive influence on Repurchase Interest

The Effect of Consumer Satisfaction on Repurchase Interest

Consumer Satisfaction variable has a partial influence on Repurchase Interest on *Azarine Sunscreen* in Cirebon, because Consumer Satisfaction variable has a significant positive influence on Repurchase Interest.

The Effect *of Electronic Word Of Mouth* and Consumer Satisfaction on Repurchase Interest

Electronic Word Of Mouth and Consumer Satisfaction variables have a simultaneous influence on Repurchase Interest in Azarine Sunscreen in Cirebon, because these variables have a significant positive influence on Repurchase Interest.

CONCLUSION

Based on data analysis conducted regarding the effect of Electronic Word of Mouth and Consumer Satisfaction on Repurchase Interest in Azarine Sunscreen in Cirebon, the following conclusions can be drawn: The results of the first hypothesis test show that the electronic word of mouth variable has a significant and positive effect on repurchase interest in Azarine Sunscreen in Cirebon, this shows that if e-WOM is increased, repurchase interest in consumers will increase. The results of testing the second hypothesis show that the consumer variable has a significant and positive effect, this shows that the fulfillment of consumer needs causes satisfaction with the benefits obtained, which will further increase consumer repurchase interest.

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