

ABSTRACT

E-commerce technology is rapidly advancing in Indonesia's personal care and cosmetics industries. BeautyHaul is the first personal care e-commerce company in Indonesia. Its goal is to strengthen its relationship with customers and increase their loyalty through consumer involvement in online brand communities and word-of-mouth (eWOM) marketing, both of which have the potential to increase repurchase intention.

The purpose of this study is to provide insight into the BeautyHaul digital marketing strategy in order to increase customer repurchase intention through the variables of customer involvement, online brand community trust, and positive electronic word-of-mouth. The research findings are valuable for enhancing learning developments and can be applied to developing business strategies in the future.

The research method used is a quantitative method using a questionnaire instrument for 385 respondents. The sampling technique used is non-probability sampling with a purposive sampling. The respondents are BeautyHaul Indonesia members who have made at least two purchase transactions. The data analysis technique used is dependent multivariate statistics Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0 software.

The statistical analysis results indicate that (1) customer participation have positive and significant effect on online brand community trust, positive word-of-mouth, and repurchase intention on BeautyHaul. (2) online brand community trust have positive and significant effect on positive eWOM and repurchase intention on BeautyHaul, (3) positive eWOM has a positive and significant effect on repurchase intention at BeautyHaul, (4) customer participation has a positive and significant effect on repurchase intention BeautyHaul through online brand community trust, (5) customer participation has a positive and significant effect on repurchase intention BeautyHaul through positive eWOM, (6) online brand community trust has a positive and significant effect on repurchase intention through positive eWOM, (7) customer participation has a positive and significant effect on repurchase intention through online brand community trust and positive eWOM. The analysis finding indicate that the direct relationship between customer participation has the greatest influence in increasing BeautyHaul customer's repurchase intentions.

Therefore, the Author suggests that the company can better facilitate customer involvement in interactions with BeautyHaul through various activities, customer experience and feedback. Thus, BeautyHaul can strengthen long-term relationships with its customer base and increase loyalty through customer repurchase intentions.

Keywords: e-commerce, customer participation, online brand community, eWOM, repurchase intention