

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.

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