



# The Effect of Online Customer Reviews, Brand Trust, and Customer Experience on Repurchase Intention: The Moderating Role of Augmented Reality



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## Abstract

The increasing intensity of business competition has driven the makeup industry to innovate in responding to the shift in consumer behavior toward online shopping. Generation Z has become a key segment due to its characteristic desire to look attractive and its dominant use of e-commerce, with 72% of respondents choosing Shopee as their primary platform. Therefore, it is important to understand the factors influencing repeat purchase decisions for makeup products online. This study aims to analyze the influence of online customer reviews, trust, and customer experience on repeat purchase decisions, as well as to evaluate the role of augmented reality (AR) as a moderating variable. The theoretical approaches used are the Theory of Planned Behavior (TPB) and the Stimulus-Response (S-R) Theory to explain the relationship between technological stimuli and consumers' psychological and behavioral responses. The research was conducted using a quantitative approach through a survey of 132 Generation Z respondents in Denpasar City who had purchased makeup products on Shopee. The sampling technique used was purposive sampling, and the data were analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) method. The results showed that online customer reviews, trust, and customer experience have a positive effect on repeat purchase decisions. Furthermore, augmented reality acts as a pure moderator that strengthens the relationship between these three variables and repeat purchases. These findings indicate that psychological factors and enjoyable digital experiences influence consumer decisions. Practically, the results encourage makeup companies to optimize interactive technologies such as AR as virtual try-on tools to increase consumers' confidence and intention to repurchase makeup products online.

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## 1 Introduction

Increasingly intense business competition poses a major challenge across all industries. The number of new business players continues to grow, while established companies are becoming more aggressive in implementing strategies to reach new customers or even attract competitors' customers. This condition demands that companies improve their competitiveness and adapt to market dynamics to maintain both market position and customer loyalty. Moreover, industry players realize that acquiring new customers is more costly than retaining existing ones; therefore, companies must ensure that their current customers have the intention to repurchase, as this is essential for business sustainability.

The makeup industry in Indonesia faces the same challenge but has shown significant growth in recent years. Sales data for beauty and personal care products indicate a consistent upward trend from 2010 to 2023, with market value increasing from USD 2,116 million to USD 5,184 million. This growth is mainly driven by the cosmetics and skincare categories, which account for the largest share and have recorded the most significant increase. According to [Statista \(2023\)](#), Indonesia's makeup market revenue reached USD 1.85 billion in 2023, surpassing pre-pandemic levels. Additionally, around 26% of total cosmetic sales in Indonesia come from online channels, and this proportion is expected to rise alongside changes in consumer behavior that increasingly rely on digital platforms for beauty needs. This shift in shopping preferences is supported by the rapid growth of e-commerce users in Indonesia. Based on Statista Market Insights data cited by [DataIndonesia \(2023\)](#), the number of e-commerce users in Indonesia reached 178.94 million in 2022, up 12.79% from the previous year, and is projected to reach 196.47 million by the end of 2027. This trend shows that makeup products have not only become part of daily necessities but have also moved into the digital realm, creating vast opportunities for industry players to optimize marketing strategies through e-commerce platforms.

In Indonesia, there are various online shopping platforms catering to customer needs, including Tokopedia, Shopee, Bukalapak, Lazada, Zalora, and others. Data from [We Are Social \(2023\)](#) shows that Shopee is among the most frequently accessed e-commerce platforms in the country. Shopee has more than 100 million monthly active users in Indonesia, with over 30 million products sold each month. Originally from Singapore and founded by Forrest Li in 2009, Shopee entered the Indonesian market in December 2015. According to [SimilarWeb data released by Databoks \(2023\)](#), Shopee is the e-commerce market leader in Indonesia, with over 150 million monthly visits—far surpassing competitors like Tokopedia and Lazada—demonstrating its strong market dominance. Shopee has achieved this position through effective marketing strategies, such as aggressive promotions with large discounts, collaborations with celebrities and influencers, and continuous improvement of user experience through a user-friendly interface, fast delivery services, and product category expansion. Moreover, Shopee enhances the shopping experience with its Augmented Reality (AR) “Beauty Cam” feature in the makeup category, enabling consumers to virtually try products before purchasing, thereby minimizing the risk of mismatches and increasing repurchase intention.

A 2023 survey by IDN Times targeting Generation Z respondents found that 72% chose Shopee as their preferred online shopping platform, followed by local marketplaces at 12% and TikTok Shop at 11% ([Ardiansyah & Sadat, 2024](#)). Known as the “Mobile Generation,” about 93.9% of Gen Z is connected to the internet. This generation is considered the most engaged with social media and advanced technologies and has greater proficiency in navigating the internet ([Turner, 2015](#)). Research by [Dalimunthe et al. \(2019\)](#) and [Dewanti & Indrajit \(2018\)](#) revealed that Gen Z engages in more online transactions compared to other generations. Gen Z and Millennials tend to prioritize appearance, beauty, and uniqueness ([Arsj, 2022](#)). The large population size and distinct characteristics of Gen Z make them the primary target segment for the makeup industry in e-commerce. This is supported by the Indonesia Gen Z Report 2024 from IDN Times, which provides data on shopping preferences by gender: women show a stronger preference for fashion (46%) and beauty (31%), while men are more interested in electronics (17%) and hobbies (17%). Although percentages do not total 100% as only the top eight categories are shown, the data places makeup as the second most favored category after fashion among female Gen Z consumers. Interestingly, male consumers also show interest in purchasing makeup, supported by a study in Vietnam which found that self-image and appearance consciousness significantly influence men's attitudes and purchase intentions toward cosmetics ([Tran et al., 2023](#)).

A common challenge when purchasing makeup online is the lack of direct interaction. Consumers cannot physically see or try the product before buying, leading to concerns about whether the purchased product will match their skin tone. [Risdianti & Putra \(2022\)](#) state that uncertainty about makeup suitability often causes hesitation among consumers. Their study, involving 200 female teenagers aged 15–25, found that 54% experienced difficulties selecting the right shade due to reasons such as product photos differing from the actual color and the absence of an online tester that could be applied directly to their skin. This mismatch often results in disappointment and can diminish consumers' willingness to repurchase.

In this context, several factors play a critical role in influencing repurchase intention. The first is Online Customer Review (OCR). These reviews, shared voluntarily by previous buyers, provide honest product evaluations that can significantly guide future purchasing decisions (Zhang et al., 2024). The second is trust, consumers' confidence in the safety, quality, and integrity of online sellers and platforms. Trust is essential for maintaining long-term transactional relationships (Zhang et al., 2011; Widodo & Utami, 2021). The third factor is customer experience, which encompasses every touchpoint a consumer has with an online store, from navigating the website to checking out and receiving support. A positive experience fosters familiarity and emotional connection with the platform, encouraging repeated use (Li et al., 2025). Although these three variables, OCR, trust, and customer experience, have been widely studied, inconsistent findings across digital contexts highlight a gap in the literature. Furthermore, the growing integration of interactive technologies in e-commerce calls for a more nuanced approach. One such technology is Augmented Reality (AR), which Shopee has begun implementing in its makeup product listings. This virtual try-on feature allows users to simulate how a product will look on their face, offering a more accurate preview and helping bridge the gap between online and offline shopping. By delivering virtual realism, AR can reduce purchase uncertainty and enhance consumer confidence (Azuma, 1997).

Previous research has explored the effects of online customer reviews (OCR), trust, and customer experience on repurchase intention, yet findings remain inconsistent, creating a research gap, particularly in technological interaction. This study addresses the gap by examining augmented reality (AR) as a moderating variable. On Shopee, AR features allow users to virtually test makeup products, providing realistic visualizations of colors, shapes, and textures (Azuma, 1997). Prior literature indicates that AR can enhance product value (Heller et al., 2019) and act as a persuasive tool that elevates customer experience (Javornik, 2016). Within the Stimulus–Response (S–R) framework, AR functions as an external stimulus offering realistic visualization and interactivity (Rauschnabel et al., 2019), influencing cognitive evaluation, emotional satisfaction, and ultimately behavioral intentions (Qin et al., 2021). Despite its potential, limited studies have examined AR's moderating role between OCR, trust, and customer experience in driving repurchase intention for makeup products in e-commerce. This research contributes by addressing that gap, offering both theoretical insights into AR's influence on consumer decision-making and practical guidance for targeting Gen Z, the largest and most digitally active market segment, through innovative, technology-driven marketing strategies.

### *S-R Theory*

The Stimulus–Response (S-R) theory, rooted in Pavlov's classical conditioning experiments and formalized by Watson in 1913, explains the direct causal link between external stimuli and observable responses, contrasting with cognitive models that emphasize internal processes (Pavlov, 2010; Watson, 1913; Su & Teo, 2025). In marketing, S-R illustrates how factors such as pricing, packaging, messaging, and brand image influence consumer reactions like attention, emotions, or purchase intentions (Abbasi et al., 2019; Zhang & Benyoucef, 2016; Khan et al., 2025), while in digital contexts, elements such as visual quality, interactivity, and interface design shape psychological responses and purchasing decisions (Eroglu et al., 2001). This study frames Augmented Reality (AR) as a stimulus delivering realistic product visualization and high interactivity (Rauschnabel et al., 2019), which fosters emotional satisfaction and cognitive engagement, ultimately encouraging behaviors like repeat purchases or recommendations, thereby linking digital marketing stimuli to consumer buying behavior.

### *Theory of Planned Behaviour*

The Theory of Planned Behaviour (TPB) is a widely used framework in marketing for predicting consumer behaviour, emphasizing that behavioural intention, the strongest predictor of actual purchase behaviour, is shaped by three interrelated factors: attitude, subjective norms, and perceived behavioural control (Ajzen, 1991; Huong et al., 2024; Rozenkowska, 2023). A consumer with a favourable evaluation of a product (attitude), strong social pressure or encouragement to use it (subjective norms), and a high sense of control over the purchase (perceived behavioural control) is more likely to proceed with the purchase. When perceived control aligns closely with actual control, it can serve as a reliable proxy for predicting behaviour.

In the context of repurchase behaviour, online customer reviews (OCR), customer experience, and trust act as key antecedents to these three predictors (Fileri & McLeay, 2024; Verhoef et al., 2009; Gefen et al., 2003). Positive OCR strengthens subjective norms by influencing social perceptions and creating normative pressure to repurchase; positive customer experiences enhance attitudes by fostering satisfaction and favourable behavioural evaluations; and trust

increases perceived behavioural control by reinforcing confidence in one's ability and willingness to make repeat purchases. Together, these elements form an integrated predictive model for understanding how digital-era marketing factors influence consumer repurchase intention (Santri et al., 2021).

### *Repurchase Intention*

Repurchase intention is a widely discussed concept in consumer behaviour studies, referring to the likelihood of consumers purchasing a product or service again from the same company based on prior purchase experiences (Kotler & Keller, 2016). Beyond repeat buying, it also encompasses a customer's willingness to share positive information about the product and recommend it to others (Jang & Namkung, 2009). Kani et al. (2018) further emphasize that repurchase intention reflects not only future purchase decisions but also the customer's overall evaluation of their experience. This construct holds strategic importance for businesses, as it supports customer retention, fosters habitual purchasing, and reduces the risk of switching to competitors (Lukito & Ikhsan, 2020).

### *Online Customer Review*

Online customer reviews (OCR) are customer-generated information and recommendations about a product, presented online, and typically based on personal experiences, evaluations, and opinions (Bae & Lee, 2011). Such platforms are perceived as trustworthy (Sen & Lerman, 2007) because they are created by customers who are generally not seen as attempting manipulation (Bickart & Schindler, 2001), providing honest feedback on both strengths and weaknesses of a product (Park et al., 2007). OCRs are voluntarily written by consumers who have purchased the product (Camilleri & Filieri, 2023) and may be positive or negative. Positive reviews enhance trust and loyalty, while negative reviews have a stronger deterrent effect on repurchase intention, especially when supported by multiple sources (Zhang et al., 2025). OCRs also influence purchase intentions by conveying real customer experiences, such as satisfaction and word of mouth (Sepúlveda-Torres et al., 2023), and in eco-friendly personal care products, have been shown to significantly increase green repurchase intention (Asan, 2024). This influence occurs because OCR provides low-cost brand and product information (Daiya & Roy, 2016), reduces purchase risk, and saves decision-making time (Al-Abbadi et al., 2022). Moreover, 88% of buyers trust reviews responded to by companies as credible purchase recommendations (Paget, 2023). Therefore, prior research supports the hypothesis:

*H1: Online customer review has a positive and significant effect on repurchase intention*

### *Trust*

Trust is defined as the consumer's belief in the quality and reliability of a product offered by the seller (Garbarino & Johnson, 1999) and is a critical component in establishing transactional relationships. It has been widely studied across disciplines such as psychology, economics, marketing, and information systems (Widodo & Utami, 2021). In e-commerce, trust is categorized into pre-purchase and post-purchase stages (Zhang et al., 2011). Post-purchase trust develops from prior customer experiences with a platform, such as Shopee, enabling customers to quickly decide whether to make future purchases (Sullivan & Kim, 2018). Studies consistently show that trust plays an important role in repurchase intention, with significant direct effects reported by Jang & Kim (2023), Miao et al. (2022), and Gün & Söyük (2025). Similarly, Putri & Hasib (2022) found that trust positively influences repurchase intention. Based on these findings, this study proposes the following hypothesis:

*H2: Trust has a positive and significant effect on repurchase intention*

### *Customer Experience*

The terms "customer experience," "user experience," and "consumer experience" are often used interchangeably to describe a user's complex, dynamic, and multidimensional reactions, including behavioural, cognitive, emotional, and social responses to their engagement with a company's marketing initiatives throughout the customer journey (Lemon & Verhoef, 2016). In online shopping, user experience emerges from interactions with smart objects or items (Hoffman & Novak, 2018). While "consumer" refers to human entities, "objects" can include various non-human entities. Customer experience can be defined as the subjective, internal response of consumers to direct or indirect contact with a company's products or services (Meyer & Schwager, 2007). Direct contact typically occurs during the purchase or use of a product/service, whereas indirect contact may involve word-of-mouth recommendations or criticisms,

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advertising, news reports, and product reviews. Previous online shopping experiences influence factors such as trust, satisfaction, perceived value, and repurchase intention (Yin et al., 2019; Liu & Li, 2019). Studies in online contexts (Anshu et al., 2022; Liu et al., 2016) consistently show that customers are more likely to make repeat purchases if they have had positive past experiences (Anshu et al., 2022; Martin et al., 2015; Li et al., 2022). Based on these findings, this study proposes:

*H3: Customer experience has a positive and significant effect on repurchase intention*

### *Augmented Reality*

Augmented reality (AR) is an interactive technology that overlays virtual elements such as text, images, videos, or 3D objects onto the physical environment via devices like smartphones, tablets, head-mounted displays, or interactive screens (Furht, 2011). In marketing, AR integrates digital content into consumers' perception of the physical world to communicate benefits and achieve business goals (Rauschnabel et al., 2019), enhancing consumer-product interaction in online shopping contexts. Prior studies in VR/AR tourism show that higher user satisfaction strengthens behavioural intention (Sobarna, 2021), while in digital marketing, AR can stimulate electronic word-of-mouth (e-WOM) by encouraging customers to share experiences online (Cheung & Thadani, 2012; Zhang, 2020) and motivating product recommendations (Neuburger et al., 2018). Positive reviews have been linked to stronger repurchase intention, suggesting that AR can enhance the influence of online customer reviews (OCR) on purchase decisions. In e-commerce, AR also builds trust by offering realistic simulations, increasing purchase confidence, and reducing return rates (Lutfiana et al., 2024; Wang & Zhang, 2021; Anderson et al., 2023). For high-involvement or luxury products, AR facilitates information search and reduces perceived purchase risk (Rizzo, 2018; Kumagai & Nagasawa, 2021), potentially strengthening the link between trust and repurchase intention. Additionally, AR provides immersive and personalized shopping experiences that evoke cognitive, emotional, behavioural, sensory, and social responses (Dwivedi et al., 2023; Wu et al., 2024; Thakkar et al., 2023), enhancing customer experience, a factor proven to increase repurchase likelihood (Anshu et al., 2022; Martin et al., 2015; Li et al., 2022). Based on these findings, this study proposes:

*H4: Augmented reality moderates the relationship between online customer reviews and repurchase intention.*

*H5: Augmented reality moderates the relationship between trust and repurchase intention.*

*H6: Augmented reality moderates the relationship between customer experience and repurchase intention.*

## **2 Materials and Methods**

### *Research Framework*

In line with the research objectives and based on the variables that have been identified, a conceptual framework can be developed to illustrate the relationships among online customer reviews, trust, customer experience, augmented reality (AR), and repurchase intention, as shown in the following figure.

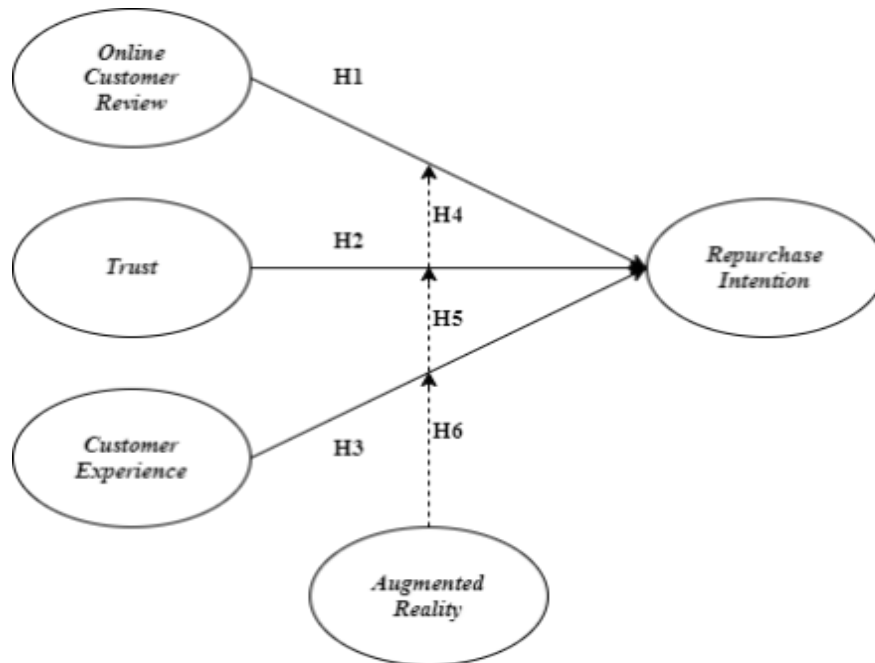


Figure 1. Conceptual Framework

*Sample and Sampling Method*

This study adopts a quantitative, causal-explanatory approach to examine the relationships between online customer reviews, trust, and customer experience, as well as the moderating role of augmented reality in their influence on repurchase intention. The research was conducted in June 2025 using a mixed-method data collection strategy, combining online surveys via Google Forms and offline questionnaire distribution across various locations in Denpasar, Bali. A non-probability purposive sampling method was used, targeting Gen Z individuals (born between 1997 and 2012) who had previously purchased makeup products and were users of the Shopee e-commerce platform. The number of indicators in this study is 23, so based on the rule of thumb of five times the number of indicators, the minimum required sample size is 115 respondents. However, this study successfully collected data from 132 respondents, thus meeting the minimum sample size requirement.

Table 1  
Summary of Research Variable Indicator

Variable	Indicator	Reference
<b>OCR</b>	<i>Source Credibility</i> (X <sub>1,1</sub> )	Putri dan Wandebori (2016); Camilleri and Filieri (2023); Pooja and Upadhyaya (2024)
	<i>Argument Quality</i> (X <sub>1,2</sub> )	
	<i>Review Valance</i> (X <sub>1,3</sub> )	
	<i>Perceived Usefulness</i> (X <sub>1,4</sub> )	
	<i>Quantity of Reviews</i> (X <sub>1,5</sub> )	
<b>Trust</b>	Kehandalan (X <sub>2,1</sub> )	Maharani (2010); Refanda <i>et al.</i> (2024); Anggraeni (2024)
	Kejujuran (X <sub>2,2</sub> )	
	Kepedulian (X <sub>2,3</sub> )	
	Kredibilitas (X <sub>2,4</sub> )	
	Keamanan Transaksi (X <sub>2,5</sub> )	
	Privasi Pengguna (X <sub>2,6</sub> )	
Afektif (X <sub>3,1</sub> )		

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Variable	Indicator	Reference
<b>Customer Experience</b>	Kognitif (X <sub>3.2</sub> )	Pentina <i>et al.</i> (2011); Utomo <i>et al.</i> (2020); Gahler <i>et al.</i> (2022)
	Relasional (X <sub>3.3</sub> )	
	Sensorial (X <sub>3.4</sub> )	
<b>Augmented Reality</b>	<i>Virtual Presence</i> (M <sub>1</sub> )	Rauschnabel <i>et al.</i> (2019); Leonnard <i>et al.</i> (2023)
	<i>Convenience</i> (M <sub>2</sub> )	
	<i>Enjoyment</i> (M <sub>3</sub> )	
	<i>Usefulness</i> (M <sub>4</sub> )	
<b>Repurchase Intention</b>	Niat Transaksional (Y <sub>1</sub> )	Ferdinand (2006); Hasan (2018); (Putri & Yasa, 2022)
	Niat Referensi (Y <sub>2</sub> )	
	Niat Preferensi (Y <sub>3</sub> )	
	Niat Eksplorasi (Y <sub>4</sub> )	

### Data Collection and Analysis Procedure

A total of 132 valid responses were collected. The questionnaire consisted of seven sections: screening questions, demographic data, online customer review, trust, customer experience, augmented reality, and repurchase intention, with all items measured using a 5-point Likert scale (1 = strongly disagree to 5 = strongly agree). The data were analyzed using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) method via SmartPLS software. The analysis began with validity and reliability tests, including convergent validity (outer loading > 0.70, AVE > 0.50), discriminant validity (Fornell-Larcker criterion and cross-loading), and reliability checks using Cronbach's Alpha and Composite Reliability (> 0.70). Descriptive statistics such as frequencies, percentages, means, and standard deviations were used to describe respondent characteristics and response patterns. Inferential analysis was performed through bootstrapping to test hypotheses, using path coefficients, t-statistics, and p-values ( $p \leq 0.05$ ) for significance. The model's explanatory power was evaluated using the  $R^2$  value, and a moderation analysis was conducted to assess the role of Augmented Reality (AR) as a pure moderator.

## 3 Results and Discussions

This study involved 132 respondents, and the survey results revealed that the respondents' characteristics were as follows that the majority of respondents were female (130 people, 98.5%), which is expected given the study's focus on repurchase behavior for makeup products on e-commerce platforms, a market segment largely dominated by women. Women tend to be more engaged in reading customer reviews, building brand trust, and evaluating shopping experiences, especially for personal products like makeup. Augmented Reality (AR) features, which allow virtual product trials, are also more targeted toward enhancing female consumers' shopping experience. By age, most respondents were 16–20 years old (65 people, 49.2%), representing Gen Z, a group highly active in digital technology and online shopping, with a strong interest in makeup and openness to innovations like AR. In terms of education, the largest group held a bachelor's degree (80 people, 60.6%), often linked to good digital literacy and more critical brand evaluation before repurchasing. Most respondents were students (49 people, 37.1%). Geographically, respondents came from all four districts of Denpasar, with the highest from West Denpasar (49 people, 37.1%), followed by South (26.5%), North (24.2%), and East (12.1%). The dominance of West Denpasar likely relates to its concentration of campuses where surveys were distributed, though overall, the sample remained geographically diverse.

### Descriptive Analysis

The descriptive analysis in this study was used to describe the tendency of respondents' responses to statement items for each research variable, namely online customer review, trust, customer experience, and augmented reality. In this study, the assessment scores range from a minimum value of 1 (one) to a maximum value of 5 (five). Based on this range, the measurement criteria can be arranged as follows:

Table 2  
Variable Class Interval Category

Score Range	Category				
	X1	X2	X3	Z	Y
1.00 – 1.80	Very Low	Very Low	Very Low	Very Low	Very Low
1.81 – 2.60	Low	Low	Low	Low	Low
2.61 – 3.40	Fairly High	Fairly High	Fairly High	Fairly High	Fairly High
3.41 – 4.20	High	High	High	High	High
4.21 – 5.00	Very High	Very High	Very High	Very High	Very High

In this study, the assessment scores range from the lowest value of 1 (one) to the highest value of 5 (five). Based on this range, the measurement criteria can be defined as follows:

Table 3  
Description of Research Variable Values

Variable	Average Mean
Online Customer Review	4.23
Trust	4.20
Customer Experience	4.24
Augmented Reality	4.20
Repurchase Intention	4.25

Based on the descriptive analysis results, all research variables, such as Online Customer Review, Trust, Customer Experience, Augmented Reality, and Repurchase Intention, were rated in the very high category, with mean scores above 4.21 on a 5-point scale. This indicates that respondents generally had highly positive perceptions toward each factor. Online Customer Review was perceived as highly informative and influential, Trust reflected strong confidence in the platform and sellers, and Customer Experience showed that users found their shopping journey smooth and satisfying. Similarly, Augmented Reality was considered an engaging and useful feature that enhanced product evaluation before purchase, while Repurchase Intention scores suggested a strong willingness among respondents to buy makeup products again through Shopee.

#### *Inferential Statistical Analysis (PLS-SEM Analysis)*

In this study, the measurement model (outer model) was evaluated in two steps: (1) Convergent Validity, assessed through two criteria, factor loading (should be  $\geq 0.70$  for each indicator) and Average Variance Extracted ( $AVE \geq 0.50$ ) to ensure that each indicator strongly represents its corresponding construct; and (2) Composite Reliability, with a minimum threshold of 0.70, to verify the internal consistency of indicators within each construct. The results in Table X show that all variables meet these criteria, indicating that the constructs used in this study are valid and reliable.



Table 4  
Convergent Validity and Composite Reliability Test

Variable	Loading Factor Range	AVE	Composite Reliability	Criteria (AVE $\geq$ 0.5; CR $\geq$ 0.7; LF $\geq$ 0.7)	Validity
Online Customer Review	0.770 – 0.893	0.694	0.900	Met	Valid
Trust	0.807 – 0.906	0.729	0.913	Met	Valid
Customer Experience	0.770 – 0.880	0.683	0.897	Met	Valid
Augmented Reality	0.814 – 0.895	0.730	0.915	Met	Valid
Repurchase Intention	0.854 – 0.896	0.770	0.931	Met	Valid

The results of the measurement model (outer model) evaluation indicate that all constructs in this study meet the required criteria for both convergent validity and composite reliability. For Online Customer Review, factor loadings range from 0.770 to 0.893, AVE is 0.694, and Composite Reliability is 0.900, indicating strong indicator representation and high internal consistency. Trust shows loadings between 0.807 and 0.906, with AVE of 0.729 and Composite Reliability of 0.913, reflecting excellent validity and reliability. Customer Experience has loadings from 0.770 to 0.880, AVE of 0.683, and Composite Reliability of 0.897, meeting all thresholds. Augmented Reality demonstrates loadings between 0.814 and 0.895, AVE of 0.730, and Composite Reliability of 0.915, confirming the construct is well-measured. Finally, Repurchase Intention has the highest AVE (0.770) and Composite Reliability (0.931), with loadings ranging from 0.854 to 0.896, indicating very strong measurement quality. Overall, these results confirm that all constructs are valid and reliable, meaning the indicators used in this study effectively measure their respective variables and can be confidently used for further structural model analysis.

The next step in the measurement model (outer model) evaluation is testing discriminant validity, which assesses the extent to which a construct in the model is truly distinct from other constructs. This ensures that each construct measures a unique concept and is not redundant with other variables.

Table 5  
Discriminant Validity Test using Cross-Loading

	<i>Augmented Reality (M)</i>	<i>Online Customer Review (X1)</i>	<i>Trust (X2)</i>	<i>Customer Experience (X3)</i>	<i>Repurchase Intention (Y)</i>
<i>Virtual Presence (M<sub>1</sub>)</i>	<b>0.803</b>	0.249	0.250	0.170	0.008
<i>Convenience (M<sub>2</sub>)</i>	<b>0.743</b>	0.213	0.195	0.160	-0.026
<i>Enjoyment (M<sub>3</sub>)</i>	<b>0.873</b>	0.237	0.216	0.154	0.024
<i>Usefulness (M<sub>4</sub>)</i>	<b>0.973</b>	0.312	0.268	0.230	0.047
<i>Afektif (X<sub>3.1</sub>)</i>	0.239	0.518	0.512	<b>0.876</b>	0.411
<i>Kognitif (X<sub>3.2</sub>)</i>	0.249	0.631	0.580	<b>0.925</b>	0.436
<i>Relasional (X<sub>3.3</sub>)</i>	0.098	0.587	0.502	<b>0.897</b>	0.417
<i>Sensorial (X<sub>3.4</sub>)</i>	0.191	0.591	0.562	<b>0.881</b>	0.459
<i>Source Credibility (X<sub>1.1</sub>)</i>	0.292	<b>0.820</b>	0.475	0.517	0.379
<i>Argument Quality (X<sub>1.2</sub>)</i>	0.268	<b>0.783</b>	0.521	0.533	0.364
<i>Review Valance (X<sub>1.3</sub>)</i>	0.209	<b>0.830</b>	0.460	0.564	0.410
<i>Perceived Usefulness (X<sub>1.4</sub>)</i>	0.352	<b>0.891</b>	0.543	0.525	0.413
<i>Quantity of Reviews (X<sub>1.5</sub>)</i>	0.203	<b>0.866</b>	0.508	0.589	0.455
<i>Niat Transaksional (Y<sub>1</sub>)</i>	0.061	0.488	0.435	0.438	<b>0.903</b>
<i>Niat Referensi (Y<sub>2</sub>)</i>	0.102	0.457	0.436	0.432	<b>0.911</b>
<i>Niat Preferensi (Y<sub>3</sub>)</i>	0.039	0.398	0.374	0.373	<b>0.834</b>
<i>Niat Eksplorasi (Y<sub>4</sub>)</i>	0.023	0.333	0.354	0.441	<b>0.841</b>
<i>Kehandalan (X<sub>2.1</sub>)</i>	0.167	0.500	<b>0.853</b>	0.528	0.422
<i>Kejujuran (X<sub>2.2</sub>)</i>	0.245	0.440	<b>0.885</b>	0.475	0.353

	<i>Augmented Reality (M)</i>	<i>Online Customer Review (X1)</i>	<i>Trust (X2)</i>	<i>Customer Experience (X3)</i>	<i>Repurchase Intention (Y)</i>
Kepedulian (X <sub>2.3</sub> )	0.220	0.563	<b>0.901</b>	0.523	0.419
Kredibilitas (X <sub>2.4</sub> )	0.270	0.486	<b>0.907</b>	0.506	0.405
Keamanan Transaksi (X <sub>2.5</sub> )	0.278	0.581	<b>0.865</b>	0.550	0.392
Privasi Pengguna (X <sub>2.6</sub> )	0.252	0.537	<b>0.808</b>	0.560	0.403

The results of the discriminant validity test in this study show that the correlation values between each construct and its indicators are higher than their correlations with other constructs. Therefore, it can be concluded that all constructs in this model meet the criteria for discriminant validity.

The next step is to calculate the inner model to examine the relationship between latent variables and their indicators or manifest variables (measurement model). The evaluation of the structural model can be carried out by assessing the R<sup>2</sup> values for the dependent latent constructs and the goodness of fit.

Table 6  
R-Square Value

Variable	R Square
Repurchase Intention	0.516

The R<sup>2</sup> value indicates the proportion of variance in the dependent latent variable explained by the independent latent variables. In this study, the R<sup>2</sup> values show that the independent variables have a substantial explanatory power for the dependent constructs, suggesting a strong model. The R<sup>2</sup> value for the dependent construct indicates that 51.6% of the variance in the variable is explained by the independent variables in the model. This means that slightly more than half of the changes in the dependent variable can be predicted from the independent variables, while the remaining 48.4% is influenced by other factors not included in the model.

The Goodness of Fit (GoF) is calculated using the formula:

$$\text{GoF} = \sqrt{\text{AVE} \times R^2}$$

$$\text{GoF} = \sqrt{0,750 \times 0,516}$$

$$\text{GoF} = \sqrt{0,387}$$

$$\text{GoF} = 0,622$$

The calculation results of the Goodness of Fit Index (GoF) show a value of 0.622. Based on this result, it can be concluded that the combined performance of the measurement model (outer model) and the structural model (inner model) is overall good.

### *Hypothesis Testing*

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine both direct and indirect effects among the variables. The results of hypothesis testing using the bootstrapping method are presented in Table 1. This test evaluates the direct and moderating effects between variables by analyzing path coefficients, t-statistics, and p-values to determine the significance of each relationship.

Table 1  
Hypothesis Testing Results

<i>Path</i>	<i>Path Coefficient</i>	<i>T-statistik</i>	<i>P-values</i>	<i>Remark</i>	<i>Type of Moderation</i>
<b>X<sub>1</sub> → Y</b>	0.306	2.871	0.002	H <sub>1</sub> (significant)	
<b>X<sub>2</sub> → Y</b>	0.190	2.089	0.018	H <sub>2</sub> (significant)	

Path	Path Coefficient	T-statistik	P-values	Remark	Type of Moderation
$X_3 \rightarrow Y$	0.196	1.658	0.049	H <sub>3</sub> (significant)	
$X_1M \rightarrow Y$	0.154	1.760	0.039	H <sub>4</sub> (significant)	Pure Moderation
$X_2M \rightarrow Y$	0.145	1.694	0.045	H <sub>5</sub> (significant)	
$X_3M \rightarrow Y$	0.166	1.681	0.046	H <sub>6</sub> (significant)	
$M \rightarrow Y$	-0.079	1.016	0.155		

Source: Data Processing Result (2025)

Based on the results of the path coefficient evaluation on the structural model, all relationships between variables show a significant relationship, so that testing can be continued to the hypothesis significance test. The hypothesis significance test aims to test whether the relationship between variables in the SEM-PLS model being tested has a statistically significant effect. The results of this test are calculated using t-statistics and p-values, where t-statistics measure how much the path coefficient differs from zero, and p-values determine whether the relationship is significant or not. The criteria used to interpret the results of this test are the p-value  $\leq 0.05$  is considered significant.

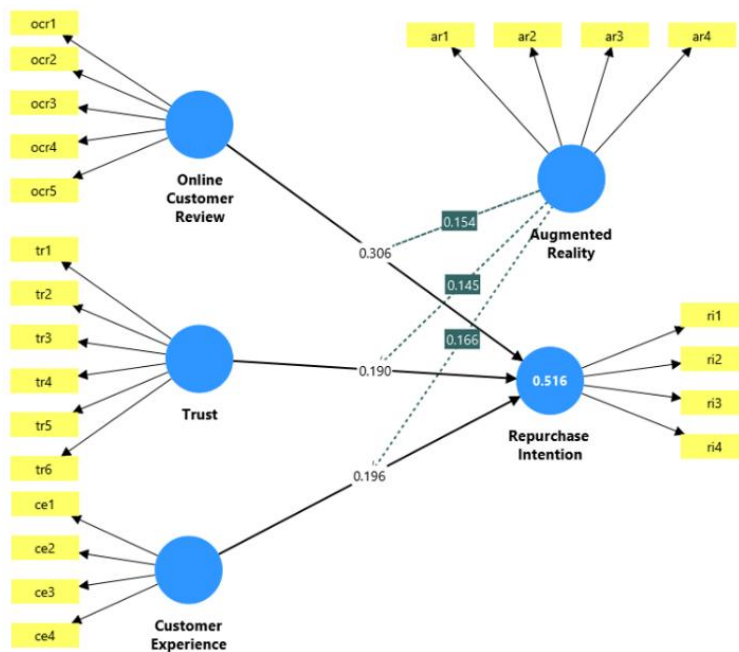


Figure 2. Structural Model of the Relationship Between Variables

As shown in Figure 1, all hypotheses in this study are accepted.

*Discussion*

First, *Online Customer Review* (OCR) was found to have a significant positive effect on *Repurchase Intention* with a coefficient of 0.306 and a p-value of 0.002 ( $p < 0.05$ ). This indicates that the better the quality of customer reviews available on e-commerce platforms, the greater the likelihood that consumers will make repeat purchases. Positive reviews serve as an important source of information and help shape subjective norms that influence consumers' social perceptions (Fileri & McLeay, 2024). Positive reviews enhance trust and loyalty, while negative reviews deter repurchases, especially when supported by multiple sources (Zhang et al., 2025). OCR reflects real customer experiences, such as satisfaction and word of mouth, that strongly relate to repurchase

intention (Sepúlveda-Torres et al., 2023; Asan, 2024). Reviews help consumers obtain product and brand information at low cost, reducing risk and saving time (Daiya & Roy, 2016; Al-Abbadi et al., 2022). Globally, 88% of buyers trust company-replied reviews as purchase recommendations (Paget, 2023). This aligns with Paride et al. (2018), confirming OCR's significant positive effect on repurchase intention.

Second, *Trust* also showed a significant positive effect (coefficient 0.190;  $p = 0.018$ ), meaning that the higher the level of consumer trust in the seller and the Shopee platform, the greater their tendency to repurchase. Post-purchase trust aligns with the concept of *perceived behavioral control* in the TPB, which enhances consumers' confidence and comfort in making repeat transactions (Gefen et al., 2003). Post-purchase trust develops from prior Shopee transactions, enabling quicker future purchase decisions (Sullivan & Kim, 2018). High trust occurs when consumers feel safe using the product/service (Martin & Nasib, 2021). Studies by Jang & Kim (2023), Miao et al. (2022), and Gün & Söyük (2025) confirm trust's direct effect on repurchase intention. Similar results were found by Putri & Hasib (2022).

Third, *Customer Experience* had a significant positive effect (coefficient 0.196;  $p = 0.049$ ), indicating that a positive experience during the entire shopping process, from product search, interaction with the platform, to product delivery, encourages a positive attitude toward repurchasing behavior (Verhoef et al., 2009). This finding is supported by previous literature, past online shopping experiences influence trust, satisfaction, perceived value, and repurchase intention (Yin et al., 2019; Liu & Li, 2019; Anshu et al., 2022; Liu et al., 2016). Positive past experiences increase the likelihood of repeat purchases (Martin et al., 2015; Li et al., 2022). Comfort during Shopee shopping drives repeated purchases, as interactions, both physical and emotional, leave lasting impressions (Angelina & Supriyono, 2024).

Furthermore, the moderating variable, *Augmented Reality* (AR) was shown to strengthen the influence of all three main variables on *Repurchase Intention*. The OCR-AR interaction (coefficient 0.154;  $p = 0.039$ ) demonstrates that AR features, such as virtual try-on, make customer reviews feel more relevant and convincing, thereby increasing the confidence to repurchase. This finding is supported by previous literature, in VR tourism, user satisfaction significantly affects behavioral intention (Sobarna, 2021), and AR usage in marketing boosts e-WOM and sales (Sulistyo, 2020; Zhang, 2020). AR advertising can encourage recommendations (Neuburger et al., 2018), and positive reviews combined with AR strengthen repurchase intentions.

The *Trust-AR* interaction (coefficient 0.145;  $p = 0.045$ ) shows that realistic visualizations provided by AR enhance consumers' sense of security and trust, thus encouraging repeat purchases. This finding aligns with prior research, AR boosts purchase confidence, with trust increasing by 67% after AR use (Lutfiana et al., 2024). AR helps raise consumer trust, sustain transactions, and create positive brand impressions globally (Ozturkcan, 2020). By offering realistic product simulations, AR enhances engagement and reduces returns (Wang & Zhang, 2021; Anderson et al., 2023).

Lastly, the *Customer Experience-AR* interaction (coefficient 0.166;  $p = 0.046$ ) suggests that a positive shopping experience will have a greater impact when supported by AR that is both informative and easy to use, improving perceptions of convenience and comfort. Overall, AR acts as a pure moderator that strengthens the relationships between OCR, Trust, and Customer Experience with repurchase intention, in line with the *Stimulus-Response Theory*, which explains AR's role as an external stimulus that triggers positive psychological responses and drives actual purchasing behavior. This finding is in line with previous research, AR blends images, objects, and information into 3D virtual content overlaid in the real world, creating immersive experiences (Dwivedi et al., 2023; Wu et al., 2024). It enhances product perception through more interactive and personalized shopping (Thakkar et al., 2023). AR makes learning about products more enjoyable (Zhang, 2020) and triggers cognitive, emotional, behavioral, sensory, and social responses that shape the overall purchase experience (Flavián et al., 2019).

## 4 Conclusion

Based on the research findings on repurchase intention and the moderating role of augmented reality (AR) in repeat purchases of makeup products by Generation Z on Shopee, it can be concluded that online customer reviews, trust, and customer experience each have a significant positive influence on repurchase intention. Reviews from other users, especially those accompanied by photos, videos, or detailed explanations of product results help potential buyers assess product suitability for their personal needs, thereby boosting confidence to repurchase. Trust in the authenticity, safety,

and accurate description of products, as well as in the security of payment systems, delivery processes, and data protection on the platform, plays a key role in fostering loyalty and repeat buying decisions. Positive customer experiences, such as easy platform navigation, smooth transactions, clear product information, and user-friendly interfaces, further encourage repurchase, whereas obstacles or frustrations can reduce it. The study also finds that AR significantly moderates these relationships: it strengthens the impact of online reviews by allowing consumers to virtually try products, making the reviews more convincing; it enhances the effect of trust by providing transparent and immersive interactions that verify product suitability beyond brand claims; and it enriches the overall customer experience by adding an interactive, personalized, and realistic shopping dimension. Together, these effects make consumers more confident, satisfied, and likely to make repeat purchases in the future.

*Conflict of interest statement*

The authors declared that they have no competing interests.

*Statement of authorship*

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

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