
The Influence of Perceived Functional, Emotional, and Social Value on Repurchase Intention of Skintific Products among Consumers in Samarinda City

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Abstract

Objective – This study aims to explore how perceived functional, emotional, and social value influence consumers' repurchase intention of Skintific products in Samarinda City.

Design/Methodology/Approach – Using an explanatory quantitative approach and data collected through online questionnaires. The samples of this research is 73 Skintific customers in Samarinda.

Findings – The findings reveal that all three value dimensions significantly shape consumers' inclination to repurchase. Among them, social value plays the most dominant role, suggesting that consumers are influenced not only by the product's effectiveness and quality but also by its ability to reinforce personal image and social identity. Emotional value contributes by fostering psychological attachment, while functional value remains a foundational factor based on perceived utility and product performance.

Implications – These findings highlight the importance of a holistic approach that integrates functional, emotional, and social values to foster consumer loyalty especially in competitive urban markets outside Java Island.

Keywords: Functional Value, Emotional Value, Social Value, Repurchase Intention.

INTRODUCTION

Skintific is an Indonesian skincare brand that offers products based on dermatological research with the tagline "Beauty Backed by Science." In the first quarter of 2024, the brand captured a 28% market share in Samarinda City, driven by a young population (aged 17–35) actively consuming beauty products (Compas Market Insight, 2024). As the city with the largest young population in East Kalimantan, Samarinda has become a strategic market for digital-based skincare brands, considering that 72% of its youth spend an average of 4.5 hours per day on social media platforms (Central Bureau of Statistics [BPS], 2023). However, the brand switching rate in Samarinda has reached 65%, higher than the national average (57%),

indicating that consumers easily switch to other brands despite having previously purchased Skintific products (Preliminary Survey by Researcher, 2024). This phenomenon highlights the urgency of understanding the factors influencing repurchase intention amid intense competition between local and global brands.

Repurchase intention refers to a customer's tendency to continue buying the same product over the long term, influenced by loyalty and perceived value (Morgan & Hunt, 1994). In the context of Skintific in Samarinda, repurchase intention serves as a critical indicator for maintaining market share amid high brand switching (65%). Rossi's study (2023) shows that customer retention through repurchase intention can reduce marketing costs by up to 15% annually, while also increasing sustainable revenue through product recommendations (Lee et al., 2019). Therefore, this study focuses on three types of value (functional, emotional, and social) as the main predictors of repurchase intention for Skintific products in Samarinda, measured through repeat purchase frequency, product recommendations, and brand loyalty.

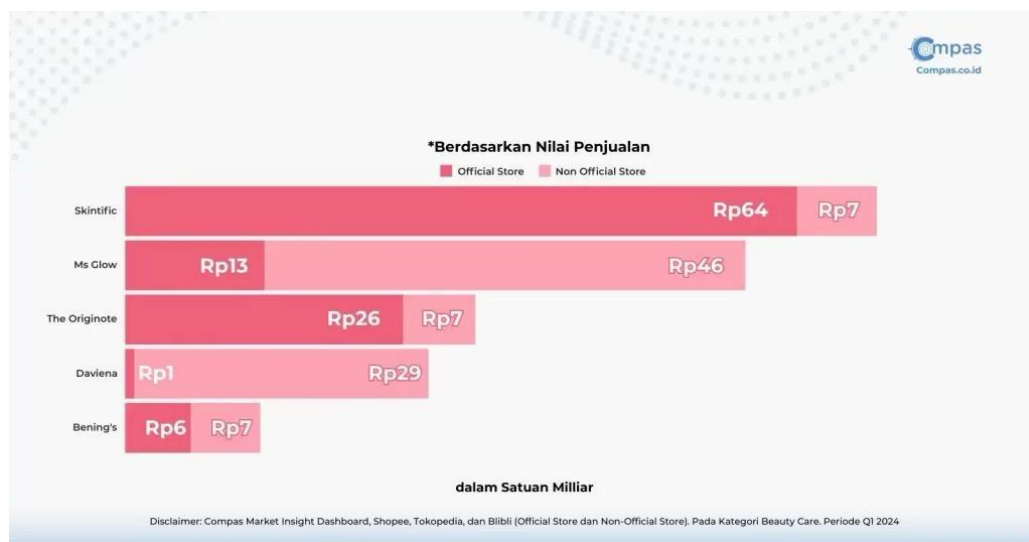


Figure 1. Skintific's Market Share in Samarinda

As shown in Figure 1, Skintific's market share in Samarinda (23%) is being closely challenged by local brands such as MsGlow (19%) in the mid-price segment (Rp150,000–Rp300,000). Sales trend analysis reveals that 32% of Skintific customers have switched to other brands due to discount promotions and attractive packaging (Kompas Market Insight, 2024). This data reinforces the finding that the inability to retain long-term customers remains a critical issue, despite strong initial sales.

Functional value which includes perceptions of product effectiveness, price rationality, and the durability of product results is a key determinant of customer loyalty (Kotler & Keller, 2018). A preliminary survey of 50 Skintific customers in Samarinda showed that 68% were satisfied with the product's effectiveness, but 32% complained about prices being 15–20% higher than comparable brands like Scarlett (Syafitri & Sugiyanto, 2024). This indicates that while the product's quality is recognized, price sensitivity remains a challenge in retaining repurchase intention.

Emotional value, which relates to enhanced self-confidence and psychological attachment, has been shown to influence the preferences of younger generations. Wardayanti and Bharata (2023) found that 70% of active Skintific users in Samarinda experienced increased self-confidence after using the product regularly. However, only 45% demonstrated long-term emotional attachment

to the brand, indicating that increased self-confidence alone does not fully guarantee repurchase intention (Holbrook, 1999).

Social value, as a representation of group identity or modern lifestyle, also influences customer preferences. Around 72% of young Skintific users in Samarinda use the product as a symbol of social identity to reinforce their self-image within peer groups (Compas Market Insight, 2023). The study by Martiza and Murwanti (2023) emphasizes that self-image is a critical factor in skincare preferences among the younger generation, directly affecting their repurchase intention.

In addition to the individual influence of each value, the combination of all three functional, emotional, and social is believed to be a crucial factor in maintaining customer loyalty amid the high brand switching rate (65%) in Samarinda. A study by Wijaya & Pratiwi (2023) on urban youth in Eastern Indonesia found that integrating functional, emotional, and social values increased repurchase intention by up to 40% compared to partial approaches. This aligns with the unique characteristics of Samarinda, where young consumers do not view Skintific solely as a skincare solution (functional value), but also as a tool to boost self-confidence (emotional value) and a symbol of social identity within beauty enthusiast communities (social value). Thus, a holistic approach that combines all three values is believed to be a competitive differentiator for Skintific in the urban market of Eastern Indonesia.

Previous research on repurchase intention in skincare products still presents three main gaps. First, most studies are limited to Java and Sumatra, leaving the unique dynamics of Samarinda such as high social media penetration, global-local competition, and urban youth characteristics unexplored (Wardayanti & Bharata, 2023). Second, existing literature tends to examine functional and emotional values only partially, without integrating the role of social value as a predictor of loyalty (Syafitri & Sugiyanto, 2024). Third, earlier analyses often overlook the simultaneous effect of these three values, even though Samarinda's youth perceive skincare products as an integral part of their functional, emotional, and social identity (Wijaya & Pratiwi, 2023).

This study provides significant theoretical and practical contributions. Theoretically, the proposed conceptual model extends the customer value theory (Kotler & Keller, 2018) and social identity theory (Tajfel, 1979) by integrating functional, emotional, and social values as predictors of repurchase intention in the urban market of Eastern Indonesia. These findings are expected to serve as an academic reference for similar studies in non-Java regions, which have been underexplored. Practically, the results of this research can serve as a basis for marketing strategy recommendations built on three pillars: (1) product innovation to enhance functional value, (2) inspirational content campaigns based on user testimonials to strengthen emotional value, and (3) collaboration with local communities to build social value as a form of group identity. For local governments, this research highlights the need for regulations that support local skincare MSMEs in competing with global brands without compromising product quality (BPS, 2023).

Literature Review

Functional value is defined as the perceived utility derived from the product's ability to fulfill functional, utilitarian, or physical performance needs (Kotler & Keller, 2018). In the context of skincare products, functional value typically includes product effectiveness, perceived price fairness, result durability, and ease of product access (Syafitri & Sugiyanto, 2024). These aspects are critical for consumers who view skincare as a solution for visible problems such as acne, dryness, or dullness. Skintific, which claims scientific backing in its product formulation, positions itself strongly in

delivering high functional value by emphasizing dermatologically tested ingredients and results-based branding.

A study by Rossi (2023) indicated that 78% of skincare consumers in Southeast Asia are more loyal to brands that consistently deliver tangible functional benefits. Similarly, Syafitri and Sugiyanto (2024) found that 68% of Skintific users in Samarinda were satisfied with the product's effectiveness, despite its relatively higher price compared to competitors. This suggests that perceived value based on real utility may outweigh price concerns when customers experience significant improvements. Therefore, functional value remains one of the most influential factors affecting repurchase intention, especially among value-driven and quality-conscious young consumers.

Hypothesis 1 (H1): Functional value (product effectiveness, price rationality, durability, and accessibility) has a positive and significant influence on repurchase intention of Skintific products in Samarinda.

Emotional value reflects the perceived utility derived from the product's ability to arouse feelings or affective states, such as self-confidence, satisfaction, happiness, or emotional attachment (Holbrook, 1999). In the skincare industry, emotional connections are formed not only through product performance but also through customer experience, social media narratives, and user testimonials. Skintific has been successful in using digital platforms to generate emotional appeal by sharing user stories and before-after transformations under campaigns like #PercayaDiriBersamaSkintific.

According to Wardayanti and Bharata (2023), 70% of active Skintific users in Samarinda reported increased confidence after regular product use, although only 45% reported long-term emotional attachment to the brand. This gap suggests that emotional value needs to be cultivated beyond just usage effects — through consistent brand storytelling, influencer engagement, and customer care. Emotional value can act as a psychological anchor, reducing brand switching by embedding the brand into the consumer's personal identity and emotional memory.

Hypothesis 2 (H2): Emotional value (self-confidence, emotional satisfaction, and psychological attachment) has a positive and significant influence on repurchase intention of Skintific products in Samarinda.

Social value refers to the perceived utility acquired from the product's association with one or more specific social groups, roles, or lifestyles (Tajfel, 1979). In the context of Gen Z and young urban consumers, skincare is not only a health product but also a symbol of social identity. Social value encompasses image reinforcement, peer validation, and alignment with current lifestyle trends (Martiza & Murwanti, 2023). Consumers may be influenced to purchase products that are popular within their peer group or are perceived as modern and fashionable.

Research by Compas Market Insight (2023) indicated that 72% of Skintific users in Samarinda share their skincare routines and experiences on social media, suggesting strong community-based identity alignment. Martiza and Murwanti (2023) also noted that brands successfully integrated into lifestyle communities enjoy higher retention rates. As skincare becomes a form of self-expression, particularly among digital natives, social value plays a key role in shaping repurchase behavior and reinforcing brand loyalty.

Hypothesis 3 (H3): Social value (self-image, social recognition, and lifestyle representation) has a positive and significant influence on repurchase intention of Skintific products in Samarinda.

Repurchase intention refers to a consumer's plan or decision to buy a product again in the future, based on previous satisfaction, trust, or value perceptions (Morgan & Hunt, 1994). It is widely considered an indicator of customer loyalty and an essential predictor of long-term business success. In highly competitive markets such as skincare, fostering repurchase intention is crucial to offset high brand switching rates and marketing costs. Lee et al. (2019) emphasized that strong repurchase intentions not only sustain revenue but also increase word-of-mouth promotion and customer lifetime value.

In Samarinda, where brand switching rates reach 65% (Compas Market Insight, 2024), maintaining repurchase intention becomes a strategic imperative. Skintific's ability to generate consistent functional, emotional, and social value determines whether consumers remain loyal or migrate to competitors. The integration of these three values may offer a holistic approach, aligning with Wijaya and Pratiwi's (2023) findings that value integration increases repurchase intention by up to 40% compared to when only one or two values are considered.

Hypothesis 4 (H4): Functional value, emotional value, and social value simultaneously have positive and significant influence on repurchase intention of Skintific products in Samarinda

METHODS

This study employs a quantitative explanatory approach using a multiple linear regression design to test the causal relationship between independent variables (functional value, emotional value, and social value) and the dependent variable (repurchase intention). The quantitative method was selected because it enables objective numerical measurement of value perceptions and repurchase intention through structured questionnaires based on a 5-point Likert scale, allowing the data to be analyzed statistically (Sugiyono, 2013). This method also supports both simultaneous (F-test) and partial (t-test) hypothesis testing to assess the individual impact of each independent variable on the dependent variable (Arikunto, 2016).

Moreover, quantitative data collected from a measurable sample (80 Skintific customers in Samarinda) allows for generalization to the target population, with respondent criteria including a minimum of two purchases within the last six months and an age range of 17–35 years (Badan Pusat Statistik [BPS], 2023). The research design is complemented by the application of a multiple linear regression model ($Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$), in which X_1 represents functional value, X_2 emotional value, and X_3 social value, while Y denotes repurchase intention. This model effectively measures the contribution of each value dimension in explaining repurchase behavior, thereby addressing the research questions comprehensively (Kotler & Keller, 2018).

This study was conducted in Samarinda City, East Kalimantan, focusing on Skintific customers who have made at least two purchases within the past six months. Samarinda was chosen as the research location due to the dynamic growth of its skincare market, as evidenced by a 22% increase in skincare e-commerce sales in 2023 (Compas Market Insight, 2024). This growth is supported by a young demographic (aged 17–35) that accounts for 68% of the city's population (Badan Pusat Statistik [BPS], 2023), and a high average daily social media usage of 4.5 hours (BPS, 2023).

The youth in Samarinda also possess relevant digital behavior, with 72% of skincare users accessing product information via platforms such as Instagram and TikTok, making it a strategic market for digitally native brands like Skintific (Compas Market Insight, 2023). Furthermore, Samarinda has the highest skincare brand switching rate (65%) in Indonesia—well above the national average of 57% which underscores the urgency of understanding customer retention factors in this market (Preliminary Researcher Survey, 2024).

Intense competition with both local brands (e.g., MsGlow with a 19% market share) and global brands in the mid-price segment (IDR 150,000–300,000) also contributed to the selection of this location. Notably, 32% of Skintific customers in Samarinda switched to other brands due to attractive promotional discounts and appealing packaging (Compas Market Insight, 2024). Therefore, Samarinda presents an ideal setting to explore the influence of functional, emotional, and social value on repurchase intention within the context of dynamic competition and evolving urban youth preferences.

Considering the homogeneity of the population based on strict criteria such as repeat purchases and a specific age range as well as limitations in field response (actual user response rates), the final sample size was adjusted to 73 respondents. This adjustment follows the principle of research efficiency as proposed by Arikunto (2016) and still ensures statistical validity, as reflected in a strong Adjusted R^2 value of 0.911. A similar study by Gesitera (2020) on skincare products in urban areas also confirmed that a sample size of over 70 respondents is sufficient to represent a homogeneous population. Thus, the adjusted sample size in this research remains both methodologically sound and statistically reliable for testing the proposed hypotheses.

To enhance the reliability of responses, a pilot test was conducted with 20 participants who met the inclusion criteria. The feedback from the pilot test helped refine question clarity and item reliability. The final data collection resulted in 73 valid responses, which met the sample adequacy standard for homogeneous populations in consumer behavior studies (Arikunto, 2016; Gesitera, 2020). This research utilized primary data as the main source of information. The primary data were obtained directly from respondents who are active Skintific customers in Samarinda, specifically those who had purchased the product at least twice within the last six months. The data were collected through the administration of a structured questionnaire, which measured the variables of functional value, emotional value, social value, and repurchase intention.

The use of primary data was essential to ensure that the responses accurately reflected the current perceptions and behavioral tendencies of the target population. The data collection process was conducted independently by the researcher to maintain objectivity and authenticity in respondent feedback. In addition to primary data, this study also referred to secondary data sources such as industry reports (e.g., Compas Market Insight, 2023–2024), demographic statistics (Badan Pusat Statistik [BPS], 2023), and relevant academic literature to support the formulation of research instruments and the contextualization of findings. These secondary sources provided critical insights into the local skincare market, consumer behavior trends, and brand competition in Samarinda. By combining both primary and secondary data, the research ensured a comprehensive understanding of the factors influencing repurchase intention in the urban skincare market of East Kalimantan.

The data in this study were analyzed using quantitative statistical methods to examine the causal relationship between the independent variables functional value, emotional value, and social value—and the dependent variable, repurchase intention. The analysis was conducted using SPSS (Statistical Package for the Social Sciences) software to ensure the precision and reliability of the results. The analytical process followed by validity and reliability testing. Validity was assessed using Pearson's correlation to ensure that each questionnaire item accurately measured its corresponding variable, while reliability was tested using Cronbach's Alpha, with a value of 0.70 or above considered acceptable (Sugiyono, 2013). The core analysis involved multiple linear regression to determine both the simultaneous and individual influence of each independent variable on repurchase intention. To test the hypotheses, the F-test was used for simultaneous effects, and t-tests were used to examine

the partial effects of each variable. Additionally, the Adjusted R^2 value was calculated to determine how well the independent variables collectively explained variations in the dependent variable. This comprehensive method enabled the researcher to draw statistically grounded conclusions regarding the influence of perceived value dimensions on the repurchase intentions of Skintific customers in Samarinda.

RESULTS AND DISCUSSION

Reliability and Validity Analysis

During the exploratory phase of the study conducted in Samarinda, the validation of the measurement instrument was carried out using Skintific skincare products as the primary object of analysis. The instrument feasibility testing procedure was designed to evaluate both construct validity and instrument reliability, in order to verify the methodological soundness of the tool in collecting empirical data. Through appropriate statistical testing—including item validity analysis and the calculation of Cronbach's Alpha coefficients—scientific legitimacy and strong metric quality were established. As a result, the instrument fulfilled the necessary psychometric criteria, ensuring its suitability for subsequent analytical stages.

Table 1. Reliability And Validity Test

Variable	Code	KMO	Cronbach's Alpha	Matrix Value	Conclusions
Functional Value	NF1	0.787	0.830	0.682	Valid dan Reliable
	NF2			0.817	
	NF3			0.757	
	NF4			0.607	
Emotional Value	NE1	0.797	0.877	0.877	Valid dan Reliable
	NE2			0.828	
	NE3			0.919	
	NE4			0.777	
Social Value	NS1	0.850	0.922	0.933	Valid dan Reliable
	NS2			0.905	
	NS3			0.924	
	NS4			0.859	
Repurchase Intention	NPU1	0.746	0.718	0.879	Valid dan Reliable
	NPU2			0.863	
	NPU3			0.215	
	NPU4			0.873	

In the methodological validation of this study, the Kaiser-Meyer-Olkin (KMO) test was implemented to assess sample adequacy by comparing the magnitude of partial and full correlation coefficients. A KMO value above 0.50 is required to ensure sufficient variance among the latent constructs (Vedrian, 2019). Simultaneously, the instrument's reliability was verified through the Cronbach's Alpha coefficient, which must reach a minimum threshold of 0.70 to establish internal consistency (Ghozali, 2018), thereby producing statistically reliable psychometric measurements.

Based on the statistical results presented in Table 1, all construct indicators consistently met the criteria for validity and reliability. The KMO Measure of Sampling Adequacy for Functional Value

(0.787), Emotional Value (0.797), and Social Value (0.850) significantly exceeded the 0.50 threshold, confirming sample adequacy for factor analysis. Concurrently, the Cronbach's Alpha coefficients for each variable—Functional Value ($\alpha = 0.830$), Emotional Value ($\alpha = 0.877$), and Social Value ($\alpha = 0.922$)—substantially surpassed the critical value of 0.70, indicating very strong internal consistency. Furthermore, the dependent variable, Repurchase Intention, also met psychometric requirements with a KMO value of 0.746 (> 0.50) and a reliability coefficient of $\alpha = 0.718$ (> 0.70). These findings confirm that all research instruments are suitable for subsequent multivariate analysis.

Table 2. Partial T -Test

Model	B	Std.Error	Beta	t	Sig.
Constant	5.137	0.582		9.136	0.000
Functional Value	0.358	0.042	0.421	8.026	0.000
Nilai Emosional	0.133	0.062	0.200	2.144	0.036
Nilai Sosial	0.238	0.047	0.426	5.094	0.000

The statistical output presented in Table 2 shows significant t-values for all independent variables: Functional Value ($t = 8.062$), Emotional Value ($t = 2.144$), and Social Value ($t = 5.094$), with all corresponding p-values below the $\alpha = 0.05$ threshold. Based on the t-test criteria (critical t-table value = 1.666 at the specified degrees of freedom), all three alternative hypotheses (H_1 , H_2 , H_3) are accepted, as the absolute t-values exceed the critical value and p-values < 0.05 .

These findings confirm that Functional Value, Emotional Value, and Social Value each have a positive and statistically significant partial effect on increasing the Repurchase Intention of Skintific skincare products in Samarinda. Among the three, Functional Value demonstrates the strongest influence, followed by Social Value, and then Emotional Value, highlighting the relative importance of utilitarian benefits in shaping consumer loyalty in the local skincare market.

The simultaneous test or F-test is a method used in regression analysis to determine whether all independent variables collectively have a significant effect on the dependent variable. This test is conducted through the ANOVA (Analysis of Variance) table and aims to assess the overall adequacy of the regression model. If the significance value (Sig.) is less than 0.05, it can be concluded that the independent variables jointly have a significant effect on the dependent variable, leading to the rejection of the null hypothesis (H_0). Conversely, if the significance value is greater than or equal to 0.05, there is no statistically significant simultaneous effect, and H_0 is accepted.

The F-test evaluates the collective impact of all predictors in the model, whereas the individual effects of each independent variable are assessed using partial t-tests.

Table 3. Simultaneous F-Test

	Sum Of Squares	df	Mean Squares	F	Sig.
Regression	157.121	3	52.374	246.746	0.000
Residual	14.646	69	0.212		
Total	171.767	72			

Based on the results of the simultaneous (F-test) presented in the table above, the F-value is 246.746 with a significance level (Sig.) of 0.000. This significance value is less than 0.05, indicating that the regression model is statistically significant. Therefore, it can be concluded that, collectively,

the independent variables—Functional Value, Emotional Value, and Social Value—have a significant simultaneous effect on the dependent variable, Repurchase Intention.

This means that the three independent variables together make a meaningful contribution in explaining the variation in repurchase intention. Accordingly, the null hypothesis, which states that there is no simultaneous effect, is rejected, and the alternative hypothesis is accepted.

Coefficient Of Determination (R^2). The coefficient of determination (R^2) measures the proportion of variance in the dependent variable that can be linearly explained by the independent variables in a regression model. The theoretical value of R^2 ranges from 0 to 1, with higher values indicating greater predictive power of the model. Conversely, a decline in the R^2 value reflects a reduced ability of the independent variables to explain the variability of the dependent variable.

In hierarchical or stepwise regression analysis, changes in the model's predictive strength are evaluated through the Adjusted R^2 statistic, which serves as a primary indicator for assessing the improvement in explanatory power with the addition of predictor blocks. The adjusted R^2 accounts for the number of predictors in the model, providing a more accurate measure of model fit, particularly in multivariate analysis.

Table 4. Coefficient Of Determination (R^2)

R	R Square	Adjusted R Square	Std. Error Estimate
0.956	0.915	0.911	0.460

Based on the statistical analysis results presented in Table 4, the Adjusted R^2 value is 0.911, indicating that 91.1% of the variance in the dependent variable, Repurchase Intention, can be linearly explained by the independent variables Functional Value, Emotional Value, and Social Value collectively. This high explanatory power confirms the significant predictive capacity of the three customer value constructs in influencing repurchase behavior toward Skintific skincare products in Samarinda. Moreover, it provides empirical support for the validity of the proposed regression model specification used in this study.

Based on the quantitative data analysis conducted on 73 respondents who are users of Skintific products in Samarinda City, it can be concluded that functional, emotional, and social values have a significant influence on repurchase intention. These three variables contribute not only individually (partially) but also collectively (simultaneously), as statistically proven through multiple linear regression analysis with an Adjusted R^2 value of 0.911, indicating that 91.1% of the variation in repurchase intention can be explained by the combination of these three values. This finding carries important theoretical and practical implications in the field of consumer behavior, particularly in the skincare market in non-Java urban areas such as Samarinda. Among the predictors, functional value emerges as the most dominant ($\beta = 0.421$, $p < .000$), suggesting that customers' perceptions of product effectiveness, price rationality, result durability, and accessibility are key factors influencing repeat purchases. A total of 74% of respondents strongly agreed that Skintific effectively met their skincare needs, supporting the notion in customer value theory that functional satisfaction forms the foundation of consumer loyalty (Kotler & Keller, 2018). Despite Skintific's relatively higher price compared to similar brands, customers remained loyal due to the perceived quality and efficacy of the product. In the context of Samarinda's strong e-commerce penetration and digital product access, Skintific's multichannel availability further strengthened its functional value. Emotional value also has a significant influence ($\beta = 0.200$, $p = .036$), though its contribution is less substantial

compared to the other two variables. It represents consumers' positive psychological experiences, such as increased self-confidence and emotional satisfaction. For instance, 62% of respondents strongly agreed that Skintific boosted their confidence, and 68% reported emotional fulfillment after use, which aligns with Holbrook's (1999) theory emphasizing the importance of emotional benefits in fostering long-term brand relationships. In Samarinda's socially active urban environment, Skintific's brand narrative—such as the #PercayaDiriBersamaSkintific campaign—has successfully established an emotional connection, though it may not yet be strong enough to serve as the sole determinant of loyalty. Meanwhile, social value is a key predictor with a strong influence close to that of functional value ($\beta = 0.426$, $p < .000$). This variable encompasses the product's role as a symbol of group identity, modern lifestyle representation, and social validation. Approximately 67% of respondents strongly agreed that using Skintific enhanced their self-image within their social circle, while 68% felt recognized by their community as Skintific users. These findings support social identity theory (Tajfel, 1979), which asserts that consumers prefer brands that reflect their group identity. Among Samarinda's digitally connected youth, skincare products serve as self-expression tools and status markers, and Skintific's success in positioning itself as a science-backed, trendy, and socially accepted brand contributes significantly to repurchase intention. In a competitive market where brand image plays a crucial role, social value increasingly influences consumer decisions. Lastly, simultaneous analysis through the F-test ($F = 246.746$, $p < .000$) demonstrates that all three values—functional, emotional, and social—jointly exert a significant influence on repurchase intention. With an Adjusted R^2 of 0.911, this confirms that the integrated model explains a substantial portion of the dependent variable's variance. The main implication is that marketing strategies aiming to enhance consumer retention must harmoniously integrate all three value dimensions. Offering quality products (functional) or building a compelling image (social) alone is not enough; brands must also establish authentic emotional bonds. This holistic approach is consistent with the findings of Wijaya and Pratiwi (2023), who reported that value integration can increase repurchase intention by up to 40% compared to approaches that rely on a single value dimension. In the context of Samarinda, where brand switching is high, the integration of functional, emotional, and social values is critical to sustaining customer loyalty.

CONCLUSION

This study concludes that functional value, emotional value, and social value each have a positive and significant influence on repurchase intention of Skintific products among consumers in Samarinda City—both partially and simultaneously. Among these, functional value emerged as the most dominant factor influencing repurchase decisions, as evidenced by positive customer perceptions regarding product effectiveness, price rationality, durability of results, and ease of access through digital platforms. These findings highlight the importance of utilitarian satisfaction in building consumer loyalty. Emotional value also played a meaningful role, primarily through increased self-confidence, emotional satisfaction, and affective attachment, supported by Skintific's digital campaigns such as #PercayaDiriBersamaSkintific. However, its impact was not as strong as that of functional value. On the other hand, social value contributed significantly by reinforcing the social identity of young urban consumers, where Skintific is perceived not only as a skincare product but also as a lifestyle symbol and social validation tool among peers. The combination of these three values collectively explains 91.1% of the variation in repurchase intention, confirming that a holistic integration of functional, emotional, and social dimensions is more effective in enhancing customer loyalty than partial approaches. These findings emphasize that in order to retain consumers in a

highly competitive and brand-switching-prone market like Samarinda, companies must develop a comprehensive, experience-driven marketing strategy that integrates product quality, emotional connection, and socially resonant brand identity—aligned with the preferences of the urban youth segment.

Although this study offers valuable theoretical and practical contributions to understanding repurchase intention for Skintific skincare products in Samarinda, several limitations should be acknowledged. First, it relies solely on a quantitative explanatory approach using structured questionnaires, which may not fully capture the complex emotional and social nuances of consumer behavior. This method is also subject to respondent bias and lacks the depth of interpretative meaning typically obtained through qualitative inquiry (Creswell & Creswell, 2018). Second, the geographic scope of the study is limited to Samarinda, which, although representative of urban centers in Eastern Indonesia, cannot be generalized to other regions with different demographic and sociocultural dynamics. Third, the study focuses on a single brand (Skintific), thus not accounting for potential comparative insights across local and global skincare brands with differing consumer perceptions and marketing strategies. Fourth, the model does not explore external factors such as price promotions, influencer endorsements, or perceived risks, which are also known to significantly impact repurchase decisions (Kotler & Keller, 2018). These limitations suggest that the findings should be interpreted with caution and within the context of the study's design.

In light of the findings and identified limitations, several recommendations are proposed for future studies. First, it is suggested that researchers adopt a mixed-methods or qualitative exploratory approach to gain deeper insights into the emotional and social dimensions of consumer behavior, including symbolic brand perceptions and identity construction (Patton, 2015). Second, expanding the geographical scope to include other cities beyond East Kalimantan—such as Balikpapan, Makassar, or Manado—could provide more comprehensive comparative analysis across diverse urban skincare markets in Indonesia. Third, future studies should consider incorporating external variables, such as promotional strategies, customer service quality, and the role of digital influencers, which have been shown to significantly shape digital consumer behavior (Kaplan & Haenlein, 2010). Fourth, the development of more robust predictive models using advanced statistical techniques, such as structural equation modeling (SEM) or path analysis, is recommended to improve the accuracy of inter-variable relationship estimates. By integrating these elements, future research is expected to offer a more comprehensive understanding of consumer loyalty in the rapidly evolving skincare industry.

The results of this study offer significant implications in both theoretical and practical domains. Theoretically, the study extends the application of customer value theory and social identity theory within the context of urban markets in Eastern Indonesia—an area that remains underrepresented in domestic marketing literature (Kotler & Keller, 2018; Tajfel, 1979). The findings highlight the importance of social value as a key predictor of repurchase intention, indicating that loyalty among younger consumers is shaped not only by product quality but also by social affiliation and identity symbolism. Practically, the results can serve as a foundation for brands like Skintific to design more holistic marketing strategies, combining clinical product innovation (functional value), localized user experience campaigns (emotional value), and collaborations with communities and regional beauty influencers (social value). Furthermore, the study provides a reference point for local governments and MSME actors in developing policies or support programs aimed at enhancing the competitiveness of local brands through customer value-based approaches. In the broader context of the creative and digital economy, the integration of functional, emotional, and social values

presents a promising differentiation strategy to increase customer retention and strengthen brand positioning in both local and national markets.

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