

The Influence of Electronic Word of Mouth and Perceived Product Quality on Repurchase Intention of Marcks Loose Powder Products in Bandung Regency

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ABSTRACT

This research aims to determine the influence of digital referral communication together with perceived product quality on repurchase intention amongst users of Marcks loose powder in Bandung Regency. This study expands the empirical evidence regarding the factors influencing repurchase intention by testing these two variables amongst users of Marcks loose powder. The study employed a numerical methodology utilizing a snapshot-style survey framework. Data were acquired via an organized questionnaire administered to 120 consumers' who had previously purchased and used Marcks loose powder, using purposive sampling. The collected data were analysed employing summary statistics and multifactorial regression analysis facilitated by IBM SPSS version 27. The findings imply that digital referral communication and interpreted item excellence each exert a positive and substantial effect, in both instances partially and simultaneously, on repurchase intention.

INTRODUCTION

The cosmetics industry has become one of the country's leading export contributors and has experienced rapid growth year on year (Ferdinand & Ciptono, 2022). According to data from the Ministry of Industry over the last five years, the national cosmetics market has grown by up to 48 per cent Indonesia.go.id, (2024), with rapid growth evident from projections (Statista, 2024) that the aesthetics and personal care market in Indonesia is expected to attain 9.17 billion USD. Growing public awareness of the importance of facial and skin care has driven significant changes in consumption patterns for beauty products, whilst the growing awareness of the importance of using cosmetics made with safe ingredients has also opened up opportunities for Marcks cosmetics, produced by PT Kimia Farma, to expand further in the market (Mauliyani et al., 2021).

Marcks face powder is a cosmetic brand that has long been available in Indonesia; it has been well-known since the 1970s and 1980s right up to the present day. This product is often regarded as a legendary face powder of fairly good quality (Mauliyani et al., 2021). Marcks loose powder comes in five shades: cream for light yellow skin, pink for medium-brown skin, white for fair skin, invisible for fair skin, and natural beige for darker skin (Firmadona et al., 2025). Trends in demand for cosmetic products do not align with the Top Brand Awards data, where Marcks loose powder has experienced a significant decline in its index within the loose face powder category, as presented in Table1.

Tabel 1 Top Brand Index of Loose Powder in Indonesia (2021-2025)

BRAND	2021	2022	2023	2024	2025
Makeover	8.10%	11.60%	11.20%	11.70%	12.70%
Marcks	20.60%	18.10%	17.70%	15.70%	11.20%
Wardah	20.30%	20.50%	19.30%	19.70%	14.80%

Source: Top Brand Awards (2021-2025)

According to Table 1, Marcks ranks third and has experienced a very significant year-on-year decline in its brand index. In 2021, the brand index stood at 20.60% and fell to 11.20% in 2025. Meanwhile, Wardah ranked first with 14.80% and Makeover ranked second with 12.70%, both of which are Marcks' main competitors (Top Brand Award, 2025). This trend indicates a weakening of Marcks' market position and reflects a shift in consumer preferences and purchasing behaviour. The Top Brand Index is a concept for measuring brand performance based on three main criteria: mind share, market share, and commitment share. The decline experienced by Marcks relates to the commitment share aspect, which indicates a decrease in consumer interest in repurchasing or a reduced intention to continue using Marcks powder products in the future. Furthermore, there are three parameters for measuring the Top Brand Index: top of mind recognition, most recent utilization and future

intentions. In this study, the future intentions indicator showed a decline in repurchase intent, that is, consumers' plans to acquire the item once more at a later date. The suspected causes of this decline include an unappealing scent and a powder container that is too large, making it prone to spilling when opened (Mauliyani et al., 2021).

This situation reflects the challenges in the realm of electronic word of mouth and is capable of reduce consumers' intention to repurchase (Hartanto & Laij, 2024). Fierce competition in product quality is currently driving sellers to provide products that are acceptable and desirable to the public, which ultimately motivates repeat purchases amongst consumers' and has the potential to encourage repeat purchases in the future (Murniasih & Telagawathi, 2023).

Repurchase intention refers to consumers' tendency or willingness to buy a product again or continue using a service of a particular brand in the future (Adnan & Sigarlaki, 2025). This willingness indicates that the product or service has met or even exceeded consumer expectations (Halimah et al., 2025). The higher consumers' repurchase intention, the greater their desire to buy that product (Sitanggang & Tiana, 2022). Two main factors influence consumers' repurchase intention: electronic word of mouth and perceived product quality (Ramanda et al., 2024).

Electronic word of mouth denotes the process of sharing details and feedback through various internet platforms (Zolkepli et al., 2023). Furthermore, Le et al., (2024) characterize digital referral communication as favorable or unfavorable commentary issued by current, prospective, or previous buyers concerning a given item. Previous research indicates that a high level of digital referral communication exerts a beneficial and marked influence regarding the tendency to repurchase,, where other consumers' reviews serve as a primary reference in repurchase decision-making. This is supported by the findings of Halistianti & Nurmansyah, (2024), which demonstrate that digital referral communication possesses a direct bearing upon repurchase propensity. Sutianingtyas et al., (2024), also found that digital word of mouth exerts a notable influence on repurchase intention. However, in contrast to the findings of Sirait et al., (2023), electronic word of mouth doesn't yield a constructive influence on repeated buying intent.

Perceived product quality is a consumers' personal opinion about the overall product and service, as well as the relevance of the product to its intended function (Chandrawati & Vidyanata, 2022). High perceived product quality is associated with an increased likelihood of consumers' making repeated acquisitions at a later time (Adnan & Sigarlaki, 2025). Drawing upon previous research by Setianti & Dermawan, (2024), interpreted item excellence delivers a beneficial and marked effect on the likelihood to repurchase. This is consistent with Puspita & Rusdianto, (2025), perceived quality has a positive and significant influence on repurchase intention. On the order hand, Purnamasari & Fadli, (2023) state that perceived product quality doesn't have a meaningful impact on repurchase intention.

The limited number of studies examining the simultaneous influence of electronic word of mouth and perceived product quality on repurchase intention

for Marcks loose powder, as well as the decline in the brand's position on the Top Brand Index, highlights the importance of further research. This study offers both theoretical and practical contributions. Theoretically, it extends the existing literature on electronic word of mouth, perceived product quality, and repurchase intention by providing empirical evidence from consumers of Marcks loose powder in Bandung Regency. Practically, the findings offer valuable insights for PT Kimia Farma in developing digital marketing strategies and improving product quality to strengthen consumers' repurchase intention and enhance the competitiveness of Marcks loose powder.

THEORETICAL REVIEW

Electronic Word of Mouth

Electronic word of mouth refers to positive or negative consumer reviews of goods or services shared via social media (Kurniawan et al., 2022). Buyers may also use online reviews to obtain additional information to compare one product with another (Handoko & Melinda, 2021). Electronic word of mouth is a term denotes favorable or unfavorable remarks made by current, prospective, or previous consumers regarding an item or enterprise, with such information being publicly accessible through social media platforms (Muninggar & Rahmadini, 2022).

Bataineh, (2015) identified three dimensions for measuring electronic word of mouth, namely credibility, quality, and quantity, which function as predictor factors in this study. Quantity refers to the volume of consumers' online reviews about a product shared online (Bataineh, 2015). Quality refers to the level of excellence of online reviews, which reflects their value to consumers in current and future decision making (Safitriani & Auliya, 2023). Credibility refers to how recipients assess the competence of a source of information, thereby influencing the degree of confidence in that origin (Safitriani & Auliya, 2023). Based on previous research, electronic word of mouth has been proven to exert substantial impact on repurchase intention. Haliza & Setyawan, (2025), identified that electronic word of mouth has a constructive and marked impact on repurchase intention. Consistent with this, Chandrawati & Vidyanata, (2022), found that digital referral communication produces a favorable and meaningful impact on the tendency to buy again.

Based on the theoretical explanations and empirical findings above, the first hypothesis can be constructed as below:

H1: Electronic word of mouth has a positive and significant effect on repurchase intention.

Perceived Product Quality

Product quality is defined as a product's reliability in delivering its benefits, such as durability, uniqueness, accuracy and ease of use (Maryati, 2022). Perceived product quality refers to consumers' evaluation of the quality of a product or service as a point of excellence or superiority, which is formed on the basis of consumers subjective perceptions rather than solely on the product's objective features (Zeithaml, 1988). According to Wardani & Purwanto, (2023), perceived product quality is buyer's collective perspective on the quality of a merchandise or offering. As stated by (Kotler et al., 2022), the indicators of

perceived product quality include function, features, performance, suitability, durability, reliability, form, style, and the ability to be customised to fulfill client requirements and inclinations. However, this study focuses on five indicators considered most relevant to Marcks loose powder, namely: (1) operational ability, which pertains to how far the product's key characteristics function effectively; (2) conformity, meaning the product is expected to meet established standards and specifications; (3) durability, which is a measure of the product's lifespan under both normal and demanding conditions; (4) reliability, meaning the product will not suffer damage or functional failure within a specified period; (5) form, referring to the product's characteristics that can be distinguished based on its size and physical structure.

Earlier studies reveal that evaluated product excellence beneficially impacts repeat buy likelihood, with perceived product quality being a key factor in determining consumers repurchase behaviour (Widjajanta et al., 2020). Consistent with this, Maulana & et al., (2023), demonstrated that perceived product excellence imparts a constructive and notable impact on repurchase intention.

Drawing from the theoretical explanation and empirical observations mentioned earlier, the second hypothesis can be set forth as below:

H2: Perceived product quality has a positive and significant effect on repurchase intention.

Repurchase Intention

Repurchase intention represents a client's choice to reacquire an item or offering from the same provider, to incur the cost of doing so, and to do so on a regular basis (Hellier et al., 2003). Repurchase intention is defined as consumers' propensity to re-acquire an item from the identical retailer in the future (Javed & Wu, 2020). Repurchase intention can be recognized via the subsequent metrics: 1) Transactional orientation, indicating an individual's likelihood to obtain an item. 2) Reperential interest, referring to an individual's inclination to endorse an item to peers. 3) Preferential interest, referring to interest that describe a person's behavior of having a primary inclination toward the item. 4) Exploratory interest, describing an individual's action in acquiring additional knowledge regarding other products within the same brand (Halimah et al., 2025).

Previous research has shown that electronic word of mouth and perceived product quality has a positive influence on repurchase intention (Veronika & Terenggana, 2025).

Based on theorectical explanation and empirical findings above, the third proposition may be outlined as below:

H3: Electronic word of mouth and perceived product quality have a simultaneous, positive, and significant effect on repurchase intention.

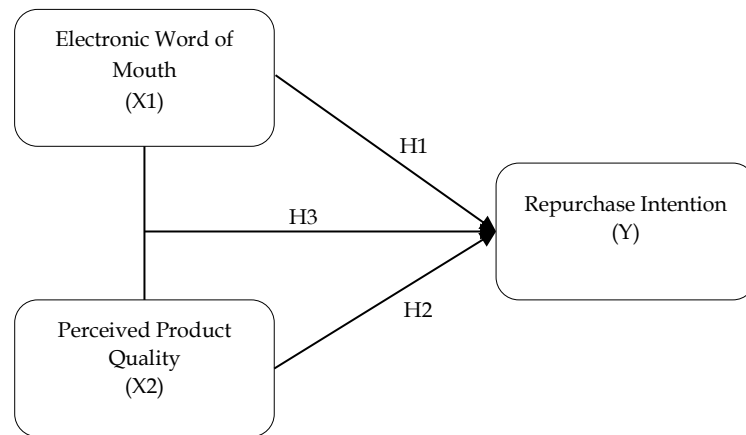


Figure 1. Research Paradigm of The Influence of Electronic Word of Mouth and Perceived Product Quality on Repurchase Intention of Marcks Loose Powder Products in Bandung Regency

METHODOLOGY

This investigation employs a numerical strategy with a snapshot-style survey framework. Data were gathered through a structured questionnaire comprising of 19 measurement items assessed using a five-point Likert scale and administered to 120 respondents selected through purposive sampling. The validity of the research instrument was assessed using the Pearson Product-Moment validity test ($r > 0,3061$) and Cronbach's Alpha reliability test ($\alpha > 0,60$). One indicator of the electronic word of mouth variable (X1.2) was excluded because it did not meet the validity criterion, while all remaining items were found to be valid and reliable. Statistical evaluation was performed with SPSS version 27, encompassing legitimacy checks, consistency assessments, summary statistics, assumption verification (normality, collinearity, heterogeneity), multifactorial regression, and hypothesis evaluation via t- and F-tests at a 5% threshold.

RESEARCH RESULTS

Validity and Reliability Test Results

Validity assessment was carried out with Pearson Product-Moment Correlation, determining an item's legitimacy if its measured r exceeded 0.3061. Consistency was checked via Cronbach's Alpha, with any score exceeding 0.60 signifying the measurement tool's dependability.

Table 2. Validity and Reliability Test Results

No	Statement	Validity Test Results	Reliability Test Results
		R Calculate	Cronbach's alpha
Electronic Word of Mouth (X1)			
1	I came across some positive reviews of Marcks loose powder online.	0,679	0,798

2	I often see people talking about Marcks loose powder.	0,521	
3	The online reviews I've read about Marcks loose powder highlight its benefits.	0,500	
4	The online reviews I've read about Marcks loose powder have been helpful.	0,539	
5	The online reviews I've read about Marcks loose powder are based on personal experience.	0,503	
6	The online reviews I've read about Marcks loose powder are reliable.	0,575	
Perceived Product Quality (X2)			
1	In my opinion, Marcks loose powder is effective at absorbing oil from the face.	0,440	0,848
2	In my opinion, Marcks loose powder helps to smooth the skin on the face.	0,635	
3	In my opinion, the texture of Marcks loose powder remains smooth in every pack.	0,498	
4	In my opinion, the active ingredients in Marcks loose powder comply with skin health standards.	0,607	
5	In my opinion, Marcks loose powder stays on the face for a long time whilst you're out and about.	0,477	
6	In my opinion, Marcks loose powder doesn't cause irritation to sensitive skin when used.	0,607	
7	In my opinion, the distinctive scent of Marcks loose powder doesn't become musty whilst in use.	0,631	
8	In my opinion, the size of Marcks loose powder makes it easy to take anywhere.	0,557	
9	In my opinion, the design of the opening in the Marcks loose powder container makes it easy for me to dispense the product.	0,656	
Repurchase Intention (Y)			
1	I will buy Marcks loose powder again in the future.	0,584	0,712
2	I would recommend Marcks loose powder to others.	0,594	
3	I will make Marcks loose powder my first choice.	0,483	

4	I'll look for information about other Marcks products.	0,365	
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Source: Research Data (2026)

Considering the soundness evaluation, almost all assessment metrics fulfilled the validity threshold, as the computed r-values surpassed the reference value of 0.3061. However, one indicator on the electronic word of mouth variable (X1.2) had a calculated r-value below the r-table value and was therefore declared invalid and excluded from the research instrument, and consequently not used in further analysis. After the removal of this indicator, all remaining indicators met the validity criteria. Furthermore, the reliability test result revealed that each factor produced a Cronbach's Alpha exceeding 0.60, signifying the tools employed were consistent and appropriate for further analytical steps

Results of the Descriptive Analysis

Table 3. Descriptive Analysis Result Electronic Word of Mouth Variable

Statement	N	Minimum	Maximum	Mean	Std. Deviation
X1.1	120	1.00	5.00	4.08	.773
X1.3	120	1.00	5.00	4.16	.802
X1.4	120	2.00	5.00	4.06	.774
X1.5	120	1.00	5.00	4.15	.799
X1.6	120	1.00	5.00	4.26	.764
X1.7	120	1.00	5.00	4.17	.795
Valid N (listwise)	120				

Source: Research Data (2026)

Drawing from the described analytical results in Table 3, the electronic word of mouth variable obtained a mean score of 4.14, which falls into the "good" category. However, indicator X1.4 regarding the usefulness of online reviews obtained the lowest mean score (4.06), indicating that the informational benefits of online reviews regarding Marcks loose powder are not yet fully appreciated by some respondents.

Table 4. Results of the Descriptive Analysis of the Product Quality Perception Variable

Statement	N	Minimum	Maximum	Mean	Std. Deviation
X2.1	120	1.00	5.00	3.99	.874
X2.2	120	1.00	5.00	4.12	.855
X2.3	120	1.00	5.00	4.25	.713
X2.4	120	1.00	5.00	4.20	.894
X2.5	120	1.00	5.00	4.03	.925
X2.6	120	1.00	5.00	4.09	1.037
X2.7	120	1.00	5.00	4.11	.842
X2.8	120	1.00	5.00	4.07	1.078
X2.9	120	1.00	5.00	4.03	.995

Valid N (listwise)	120				
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Source: Research Data (2026)

Referring to the descriptive assessment outcomes in Table 4, the perceived product quality variable achieved an overall average score of 4.09, which falls within the 'good' category. However, the indicator relating to Marcks loose powder's ability to absorb oil from the face received the lowest average score (3.99), suggesting that this aspect still needs to be improved in order to meet consumer expectations better.

Table 5. Descriptive Statistical Result Repurchase Intention Variable

Statement	N	Minimun	Maximum	Mean	Std. Deviation
Y.1	120	1.00	5.00	4.06	.741
Y.2	120	1.00	5.00	4.06	.886
Y.3	120	1.00	5.00	3.86	.960
Y.4	120	1.00	5.00	4.13	.878
Valid N (listwise)	120				

Source: Research Data (2026)

Considering the summary statistics presented in Table 5, the repurchase intention variable obtained a mean score of 4.02, which falls into the "high" category. However, indicator Y.3, concerning making Marcks loose powder the first choice, obtained the lowest mean score (3.86), indicating that some respondents do not yet fully prioritise this product as their first choice, despite having a high repurchase intention.

Classical Assumptions Test Result

The suite of primary assumption assessments includes checks for distributional normality, predictor collinearity, and residual heterogeneity, as detailed below:

Table 6. Classical Assumptions Test Results

No	Types of Classical Assumption Test	Acceptance Criteria for Test Results	Test Results	Interpretation
1	Test for Normality	(Sig) $\geq 0,05$	(Sig) = 0,200	Normally Distributed Data
2	Multicollinearity Test	Tollerance value $> 0,1$ and VIF < 10	<i>Electronic Word of Mouth</i> Tolerance value = 0,495 dan VIF = 2.019	There is no correlation between the independent variables

			Perceived Product Quality Tolerance value = 0,495 dan VIF = 2.019	
3	Test for Heteroscedasticity	(Sig) $\geq 0,05$	X1 (Sig) = 0,542	There is no difference in the variance of the regression model residuals, or there is no heteroscedasticity
			X2 (Sig) = 0,854	

Source: Research Data (2026)

According to the outputs of the foundational assumption checks in Table 6, the regression formulation met all classical assumptions and was therefore suitable for further analysis. The normality assessment produced a p-value of 0.200 (exceeding 0.05), while the collinearity check demonstrated that all independent variables had tolerance values >0.05 for all variables, indicating no indications of variance inconsistency.

Multiple Regression Analysis

Multiple linear regression analysis was applied to assess the impact of electronic word of mouth and perceived product quality regarding the repurchase intention of Marks powder consumers. This evaluation measure the magnitude of the dependent variable.

Table 7. Multiple Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-2.178	.564		-3.860	.000
	X1 TOTAL	.217	.028	.302	7.826	.000
	X2 TOTAL	.330	.018	.718	18.635	.000

a. Dependent Variable: Y TOTAL

Source: Research Data (2026)

Referencing the multiple linear regression analysis result in Table 7, the regression formulation is:

$$Y = -2,178 + 0,217X_1 + 0,330X_2.$$

The results indicate that electronic word of mouth and perceived product quality have positive regression coefficients for repurchase intention. This signifies that every single-unit increment in electronic word of mouth and perceived product quality will increase repurchase intention by 0.217 and 0.330 units, for each variable in turn, given all else is held constant.

Furthermore, the partial hypothesis testing the finding reveals that digital word of mouth brings about a constructive and pronounced effect on repeat

purchase propensity ($t = 7.826 > 1.65694$; $p < 0.05$). Similarly, perceived item excellence yields a favorable and marked effect on repeat buying tendency ($t = 18.635 > 1.65694$; $p < 0.05$). These findings indicate that as the digital referral communication becomes more favorable and buyer assessments of item quality improve perception of the quality of Marcks loose powder, the higher the consumers' tendency to make repeat purchases.

F-Test Result

Table 8. Results Simultaneous F-Test

Model		Sum of Squares	df	Mean Square	F	Sig..
1	Regression	707.288	2	353.644	621.461	.000 ^b
	Residual	66.579	117	.569		
	Total	773.867	119			

a. Dependent Variable: Y_TOTAL

b. Predictors: (Constant), X2_TOTAL, X1_TOTAL

Source: Research Data (2026)

Referring to the F-assessment in Table 8, the computed F-statistic reached 621.461 alongside a p-value of 0.000 (< 0.05). This demonstrates that the regression formulation is appropriate, and that both digital word of mouth and interpreted item excellence together exert a remarkable impact on the tendency to repurchase.

DISCUSSION

The Influence of Electronic Word of Mouth on Repurchase Intention

The findings demonstrate that electronic word of mouth exerts a constructive and meaningful effect upon repeat buying likelihood repurchase intention for Marcks loose powder. This finding is supported by a derived t-statistic of 7.826, exceeding the reference threshold of 1.65694, and a p-value of 0.000, below 0.05. These findings suggest that consumers tend to rely on online reviews and other consumers' experiences available on digital platforms as an important source of information before deciding to repurchase a product. The more positive the information consumers receive regarding the quality and benefits of Marcks loose powder, the greater their trust in the product, which in turn encourages stronger repurchase intention. This finding indicates that electronic word of mouth plays an important role in strengthening consumers' confidence to continue using the product.

This result corresponds with the work of Halistianti & Nurmansyah, (2024), which demonstrated that electronic word of mouth has a direct effect on repurchase intention. Similarly, Haliza & Setyawan, (2025), that electronic word of mouth has a positive and significant effect on repurchase intention. These findings are further supported by Chairunisa & Herawati, (2022), who also found that electronic word of mouth favorably and substantially shapes repeated buying

likelihood. In light of this, it may be inferred that these findings support the research results in confirming the research hypotheses. Therefore, the output of this analysis affirms the hypothesis H1 and demonstrate that the management of positive electronic word of mouth is one of the key factors that can increase repurchase intention.

The Influence of Perceived Product Quality on Repurchase Intention

The research outcomes demonstrate that perceived product excellence displays a constructive and substantial impact on repurchase intention. This is corroborated by a calculated t-value of 18.635, which surpasses the critical t-value of 1.65694, along with a probability measure of 0.000, being smaller than 0.05. These findings suggest that consumers are more inclined to repurchase Marcks loose powder when they perceive that the product delivers the quality they expect, such as effective performance and long-lasting durability. Positive perceptions of product quality reflect consumers' satisfaction with the product performance, thereby strengthening their confidence in continuing to use the same product.

These findings are supported by Puspita & Rusdianto, (2025), who found that perceived quality results in a favorable and meaningful effect on repeat buying tendency. In line with the research by Maulana et al., (2023), which showed that interpreted product quality has a positive and significant effect on rep (Firmadona et al., 2025a)urchase intention. Therefore, the findings from this investigation uphold the hypothesis H2 and indicate that an improvement in the perception of product excellence serves as a main contributor to increasing repurchase intention.

The Influence of Electronic Word of Mouth and Perceived Product Quality on Repurchase Intention

The simultaneous test results that electronic word of mouth and perceived product quality item excellence in combination exerts a constructive and meaningful impact on repeated acquisition likelihood. This is substantiated by an F-statistic of 3.07, along with a probability statistic of 0.000, being less than 0.05. These results indicate that consumers' decision to repurchase are influenced not only by the information they obtain through electronic word of mouth but also by their perceptions of the quality of the product. Positive online reviews, supported by product quality that meets consumers' expectations, enhance consumer satisfaction, thereby encouraging consumers to repurchase Marcks loose powder.

These findings are consistent with those of Veronika & Terenggana, (2025), who found that electronic word of mouth and perceived product quality jointly exert a substantial impact upon repurchase intention. Therefore, these findings support Hypothesis H3 and demonstrate that the management of positive electronic word of mouth and the enhancement of perceived product quality are principal drivers for enhancing repurchase intention.

CONCLUSION AND RECOMMENDATIONS

This enquiry endeavors to explore the effect of electronic word of mouth and perceived product quality on repurchase intention amongst consumers of Marcks loose powder in Bandung Regency. The outcomes illustrate that electronic word of

mouth and perceived product quality each exhibit a constructive and notable influence on repurchase intention. Furthermore, each factor likewise demonstrates a simultaneous positive and significant effect, indicating that effective digital communication and a positive perception of product quality are key factors in enhancing consumers' repurchase intentions. These findings reinforce the significance of electronic word of mouth and perceived product quality as factors influencing repurchase behaviour within the cosmetics industry.

Based on these findings, PT Kimia Farma is advised to continue strengthening its digital word of mouth strategy by motivating consumers to convey favorable encounter via various digital platforms, enhancing interaction with consumers on social media, and actively managing customer reviews to build trust and expand the dissemination of positive information about its products. Furthermore, the company needs to consistently improve product quality through quality control, packaging improvements, and enhancements to product attributes that are of concern to consumers. These efforts are expected to strengthen repeat purchase intent and maintain the competitiveness of Marcks loose powder in the cosmetics market.

FURTHER STUDY

This study provides insights into the behavior of Marcks loose powder consumers based on respondents from several areas in Bandung Regency, the majority of whom were aged 17–25 years. To broaden the research context, future studies are encouraged to involve respondents with more diverse demographic characteristics and wider geographical coverage.

In addition, refinement of the measurement instrument is recommended, particularly for the electronic word of mouth indicator X1.2 (negative reviews), which did not meet the validity criterion. Improving this measurement item is expected to enhance the reliability and overall quality of future research findings.

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