

The Influence Brand Personality, Perceived Value, Perceived Quality of Repurchase intention with customer satisfaction as mediation on use Skincare products for Gen Z

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ABSTRACT : Focus his research is For analyze related Influence, Brand Personality, Perceived Value, Perceived Quality of Repurchase with customer satisfaction as mediation on use Skincare products among Gen Z in Batam City. Research This uses quantitative approach method descriptive and causal approach This chosen for analyze connection causal between independent variables (Online Customer Review, Brand Personality, Perceived Value, and Perceived Quality) towards variables dependent (Repurchase Intention), with Customer Satisfaction as variables mediation. Research quantitative is suitable used for measuring and analyzing numerical data through the model that has been determined previously. The results of the research are Online Customer Reviews, Brand Personality, Perceived Value, and Perceived Quality have an influence significant to repurchase intention with customer satisfaction as mediation on use Skincare for Gen Z in Batam City.

KEYWORDS - Brand Personality, Perceived Value, Perceived Quality, Repurchase Intention.

I.INTRODUCTION

Batam is in a tropical region with weather heat and humidity, which often causes problems with skin like acne, excessive oil, and irritation. Gen Z in Batam tends to choose skincare products that can overcome problem related skin with climate tropical (Kusumawati & Rahayu, 2019) . If they feel satisfied with the results obtained, such as controlling oil or subtraction acne, they will tend to buy repeatedly the same product. Social media has a big influence on the habit of Gen Z consumption in Batam, such as in many place others. They often follow influencers and beauty vloggers who share skincare tips and reviews product (Muhajir & Indarwati, 2021) . When Gen Z in Batam sees product certain get attention positive on platforms like Instagram, TikTok, or YouTube, they more tend interested For try and, if satisfied , buy repeat product the (Song et al., 2022) . In Batam, Gen Z is not only influenced by global trends present on social media such as Instagram and TikTok, but also by local skincare communities who share experience and recommend products in a way active. This creates more open and interactive patterns, where reviews from friends or local influencers become a key factor in decision purchase re-. Gen Z in Batam combines global preferences with need local they (Thuy & Quang, 2022) . Although many are affected by products international like K-beauty or other global brands, they are also looking for suitable products with skin need those affected by the tropical climate and pollution. One of the development new in repurchase intention in Batam is increasing awareness about sustainability and ethics in purchase skincare products (Zeqiri et al., 2023) . Gen Z in Batam begins notice friendly products environmentally, vegan, and non-tested on animals. Purchase decision repeat more driven by awareness they to impact environmental and social product the (Sriwidadi & Prabowo, 2023) .

Gen Z in Batam often look for products that provide value for money, however often they face choice between price affordable and quality high. Many products with premium quality tends to own the price is more expensive, so difficult accessible to groups this is what tends to happen own limitations budget (Iskandar & Bernarto, 2021) . Although Gen Z in Batam has interest tall to brand international (such as K-Beauty products), many difficult product found in a way directly in the local market. This is causing dependence on international e-commerce platforms or intermediaries, which can increase costs or slow down shipping. Many popular skincare products are designed for non- tropical climates, such as countries with cold or dry weather. Product This sometimes No suitable For Gen Z skin in Batam who are facing challenge like humidity height , exposure ray sun intense , and pollution air (Krishnan et al., 2022) .

Product popular *skincare* in a way *global* not always designed for condition skin in climate tropical such as in Batam, which has hot and humid weather throughout year. Gen Z in Batam often relies on influencer recommendations or viral trends on social media For decide purchase skincare products (Miao et al., 2022) . However, the trend This often changed with fast, so that loyalty to One product or brand become low. Even though Gen Z in Batam wants product quality, they are also very sensitive to price. Product with price tall often difficult accessed by Gen Z who have budget limited (Sau & Leung, 2020) .

Study This own novelty *that* lies in the focus study behavior purchase repeat skincare products among Generation Z in Batam City with consider characteristics climate tropical and influence culture consumption very dynamic local. Different from studies previously many focusing on individual factors such as brand image or price, research in a way influences *Brand Personality*, *Perceived Value*, and *Perceived Quality to Repurchase Intention* with *Customer Satisfaction* as variables mediation. Research this also emphasizes How combination online reviews and personality brand can form satisfaction and encouragement loyalty purchase repeat in segment consumer very active young people using social media and being sensitive to global trends, but own need special related condition skin in the area tropical. In addition, research This give contribution practical with show potential for brand local for compete through digital marketing strategies that highlight transparency reviews and personality relevant brands with values Generation Z, at the same time enrich literature management marketing in the context of regional markets develop like Batam.

II.LITERATURE REVIEW AND THEORETICAL FRAMEWORK

The Influence of Brand Personality on Customer Satisfaction

Study Kawisana and Ekawati (2024) ; Kusuma and Giantari (2020) ; Manisa and Sari (2023) ; Miao et al. (2022) ; Mustikasari et al. (2021) show that Brand Personality has an influence significant positive towards Customer Satisfaction. This means that Gen Z likes companies with appropriate personalities with ideals, style of life, or identity they. Personality strong brands — friendly, contemporary, real, creative, or innovative, helping people feel more involved in a way emotionally, so that increase pleasure they to the things they use. Business maintenance skin is very competitive. Gen Z is more like company with distinctive and prominent personality, including being friendly environment, fun, or glittering. When these people fulfil hope they, use product become Far more satisfying. Customer mental image to something brand shaped by his personality. Companies with attitude caring and supporting, for example, can inspire hope that the goods are safe and efficient. Satisfaction customer increase rapidly when hope This fulfilled. Gen Z is often interested in products maintenance skin that offers experience personal and significant. Use product looks more relevant when personality brand in accordance with appetite they ; for caring individuals to sustainability , brand with " friendly " personality environment " will more relevant (Kawisana & Ekawati, 2024) .

H1: Brand Personality has a significant positive influence towards Customer Satisfaction

The Influence of Brand Personality on Repurchase Intention

Study Krishnan et al. (2022) ; Kusumawati and Rahayu (2019) ; Memon et al. (2021) ; Muhajir and Indarwati (2021) ; Purnamasari and Fadli (2023) show that Brand Personality has an influence significant positive towards Repurchase Intention. This means Gen Z often shows faithfulness emotional to a company whose values and identity in accordance with them. Those who feel involved in a way emotional more tend For Keep going buy goods from brand That For guard connection they. Gen Z develops trust big on brand persona that reflects dependency, creativity, or love darling. They are partly big pushed for buy return trust This Because they think product will Keep going give expected benefits. Often express identity they, Gen Z refers to brands. A brand more Possible chosen for purchase repetitive If his personality in accordance with Who they or how they want to see (for example, creative, contemporary, or sensitive environment). This will help product become part from identity they. Strong personality usually translates into quality, message, and interaction constant customers for business. For Gen Z, regularity This give the comfort and security , which helps they feel comfortable repeat same purchase (Krishnan et al., 2022) .

H2: Brand Personality has a significant positive influence on Repurchase Intention

The Influence of Perceived Value on Customer Satisfaction

Study Sau and Leung (2020) ; Song et al. (2022) ; Suryaningsih et al. (2019) ; Wei and Kim (2022) ; Sibgatullah and Wiyadi (2023) show that Perceived Value has an influence significant positive towards Customer Satisfaction. This means that Gen Z often values overall experience, not only goods or service. Good quality, benefits, or emotional experience, product maintenance skin make somebody happier If offer perceived benefits worthy or exceed the price that must be paid. Especially For product maintenance the intended skin for guard health skin, Gen Z expects quality good stuff. Sense of price self-increase when somebody find product quality tall with reasonable price, so that increase satisfaction. Gen Z considers product maintenance skin with emotional marks (such as trust self or connection with meaningful brands) and benefits practical like hydrating or curing pimple more interesting. Mix This increase perception value , which ultimately produce happiness client (Song et al., 2022) .

H3: Perceived Value has a significant positive effect on Customer Satisfaction

The Influence of Perceived Value on Repurchase Intention

Study Sriwidadi and Prabowo (2023) ; Thuy and Quang (2022) ; Zeqiri et al. (2023) ; Mustikasari et al. (2021) ; Memon et al. (2021) show that Perceived Value has an influence significant positive towards Repurchase Intention. This means that Gen Z tends to buy repeat product maintenance skin If product the offer equivalent value or more from the cost. This happens Because they consider product the offer profit hard reality matched by other brands. Often, a satisfying experience relates with perceived value high. Gen Z tends to buy repeat If they like with results from product previously — for example, more skin Good or more A little problem skin — because they want to maintain results said. Gen Z likes harmony between cost and quality. If they believe that product maintenance skin offers more Lots Of profit than costs incurred, they will be more dedicated and willing buy it again. Trust Gen Z brands on the rise along with mark visible products. Because customers feel company maintain constant quality , trust This is strong foundation For inspiring they For buy goods from same brand Again (Sriwidadi & Prabowo, 2023) .

H4: Perceived Value has a significant positive effect on Repurchase Intention

The Influence of Perceived Quality on Customer Satisfaction

Study Kusuma and Giantari (2020) ; Purnamasari and Fadli (2023) ; Hayat et al. (2020) ; Astawa and Rahanatha (2021) ; Iskandar and Bernarto (2021) show that Perceived Quality has an influence significant positive towards Customer Satisfaction. This means Generation Z is very aware about security and skin conditions. They are looking for product maintenance premium leather fit with promise they. Satisfaction increase rapidly when perceived quality fulfil or beyond hope they. Benefits of product relate directly with perceived quality. Gen Z is happy that demands they fill when product maintenance skin show real results — such as cleaning acne, brightness skin, or ability hydrating with good. From the texture, aroma to How product works on skin, quality perceived product influence all over experience. Outstanding experience normal This makes somebody more satisfied Because the goods look good and suitable with appetite they. Products with safe components , without material chemistry dangerous , and suitable For type skin they usually get ranks well among Gen Z. Product maintenance skin that shows quality great through security and transparency material increase level pleasure they (Purnamasari & Fadli, 2023) .

H5: Perceived Quality has a significant positive influence on Customer Satisfaction

The Influence of Perceived Quality on Repurchase Intention

Study Kawisana and Ekawati (2024) ; MANISA and SARI (2023) ; Purnamasari and Fadli (2023) ; Sriwidadi and Prabowo (2023) ; Thuy and Quang (2022) show that Perceived Quality has an influence significant positive towards Repurchase Intention. This means that Gen Z is very concerned about effects that can observed from regimen maintenance skin they. A product will more Possible purchased return If considered quality high and effective (for example, curing problem skin like pimple or guard humidity) because will offer the benefits needed. For Gen Z, the product with consistent quality build trust self. Loyalty brand growth and intention purchase return follow when consumer believe product Keep going fulfil hope they. Gen Z feels safe in decision they Because quality products that are considered very good. This reduces need for testing a few brands because people are worried that replacement No will as be good as goods with quality verified. For Gen Z, perceived quality tall help

strengthen image good brand. Well - known company provide more premium goods Possible chosen very Again Because customer own trust in the brand the (Manisa & Sari, 2023) .

H6: Perceived Quality has a significant positive effect on Repurchase Intention

III.METHODOLOGY

Study This uses quantitative approach with method descriptive and causal approach This is chosen for analyze connection causal between independent (Online Customer Review, Brand Personality, Perceived Value, and Perceived Quality) towards variables dependent (Repurchase Intention), with Customer Satisfaction as variables mediation. Research quantitative is suitable for measuring and analyzing numerical data through the model that has been determined previously.

According to Sugiyono (2019) population is set units that will measured and the units to be studied . Population study This is Generation Z in Batam City who use skincare products. Generation Z is defined as individuals born between 1997 and 2012, which have habit using skincare products as part from style life they. Population This chosen Because generation This own for active in look for online information, including read review customer before do purchase.

Sample in study This counted use Hair et al.'s (2019) approach, namely amount the minimum sample is 10 times the number indicator in the research model. This model has 22 statements as indicator variables, so that minimum amount sample is: $n=10 \times 22=220$

For reduce potential bias and increase validity results, target samples collected is 250 respondents.

Taking technique sample use method *purposive* sampling. Selected respondents is those who fulfill criteria following:

1. Aged between 18-26 years (category generation Z).
2. Domiciled in Batam City.
3. Actively use skincare products in six months final.
4. Once, read reviews online before buy skincare products.

Data collected use online questionnaire compiled with 5- point Likert scale. This scale used for measure level agreement respondents to every statement, with range:

1 = Strongly Disagree; 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree

Questionnaires distributed through digital platforms such as Google Forms to make it easier data collection from generation Z tends to active in digital media.

IV.RESULT AND DISCUSSION

Original Sample (O) value in the PLS-SEM model shows estimate direct from connection between latent variables based on the analyzed data. In the table, both *saturated model* and *estimated model* have the same value, namely 0.147. *Saturated Model* reflects the model with all possibility connection between the variables being tested, without existence limitation or restriction certain in track relationship. *Estimated Model* is a model that has been constructed based on theory or hypothesis research, with track connections that have been determined previously. The similarity of the value of 0.147 in both models indicates that No There is a significant difference between the tested models with the estimated model. This can indicate that the model used Already stable and appropriate with the analyzed data, so No There is problem structural in testing connection between variables. However, to ensure that connection the significant, necessary done testing more carry-on use t-statistic or p -value in model significance testing.

Gender respondents dominated by women as many as 176 people or 58.7% of the total, while respondents man totaling 124 people or by 41.3%. This result show that majority local skincare users is women. This is in line with findings from various study previously mentioned that Woman tend more active in nurse self and more often buy skincare products compared men (Rahmawati & Hidayat, 2021). Tendency This can made into base that marketing strategy local skincare products should more target segment Woman as the main target.

In terms of age, respondents aged between 12 and 27 years old are the most dominant group, namely as many as 251 people or 83.7%. Meanwhile group ages 28 to 43 years only totaling 49 people or 16.3%. Dominance group age young This show that generation young, which is likely big including in Generation Z and millennials beginning, is consumer potential the biggest in the local skincare market. The young generation known as the next

generation aware will importance maintenance skin, active using social media, and tend to follow growing trends, including in matter maintenance skin (Putri & Santosa, 2020).

Next, if seen from level education lastly, the majority respondents are high school/vocational school graduates or equal as many as 184 people (61.3%), followed by graduates 66 people (22%) had bachelor's degrees (S1/S2/S3), 34 people (11.3%) who had diplomas (D1/D2/D3), and 16 people (5.3%) had junior high school degrees. show that local skincare products reach various circles education, but most of all consumed by groups public with level education medium. This is Can So Because local skincare products own relative price affordable and available wide, so that can be accessed by consumers from various layers of education and economy.

From the work aspect, some big respondents are employees private, as many as 134 people (44.7%), followed by students as many as 117 people (39%), and entrepreneurs / self-employed as many as 49 people (16.3%). This strengthens findings previously that group age young dominate use of local skincare, where students and students are part big from group in addition, employees private sector that has income remains a big potential target, because own Power buy that is possible for buy skincare products regularly.

About frequency purchasing skincare in One year lastly, the majority respondents buy skincare products between 3 to 4 times (33.3%), followed by those who purchased 1–2 times and 5–6 times in a year, respectively 22 %, as well as those who buy more of 6 times by 22.7%. This indicates that although sufficient use of skincare height, frequency purchase Still is in the moderate category, which can be influenced by factors economy, needs individual, and type skincare products used (for example skincare with a shelf life long).

Lastly, from aspect local skincare brands used, the majority respondents use products from brand Something (39.3%), followed by Bio Beauty Lab (22%), Azarine (17%), Avoskin (16.3%), and Npure (5.3%). This shows that Something own position dominant in the local skincare market moment this, which is possible big supported by an aggressive digital marketing strategy, work the same with influencers, as well as innovation suitable product with need consumer young. Popularity Something also reflects trend more consumers choose product with image local modern and competitive quality. In a way overall demographic data This give comprehensive overview about profile local skincare consumers in Indonesia, which are dominated by women young, educated medium with frequency moderate purchases and spending, as well preference to brand local innovative and popular among generation young. Findings are very important in designing marketing strategies, development of products and approaches effective branding for local skincare companies.

Table 1. Hypothesis

XY	t-statistic	p-value	Conclusion	Information
<i>Brand Personality -> Customer Satisfaction</i>	1,810	0.070	Not significant Significant	H1 Rejected
<i>Brand Personality -> Repurchase Intention</i>	3,905	0,000	Positive Significant	H2 Accepted
<i>Perceived Value -> Customer Satisfaction</i>	3,860	0,000	Positive	H3 Accepted
<i>Perceived Value -> Repurchase Intention</i>	0.469	0.639	Not significant Significant	H4 Rejected
<i>Perceived Quality -> Customer Satisfaction</i>	7,849	0,000	Positive Significant	H5 Accepted
<i>Perceived Quality -> Repurchase Intention</i>	2,911	0.004	Positive	H6 Accepted
<i>Brand Personality -> Customer Satisfaction -> Repurchase Intention</i>	1,684	0.092	Not Significant	H7 Rejected

Source: Processed Primary Data (2025).

DISCUSSION

The Influence of Brand Personality on Customer Satisfaction

Based on the output shows that p value score of $0.070 > 0.05$, meaning that Brand Personality does not influential significant towards Customer Satisfaction. So that Hypothesis 3 is rejected. This happens Because other more

elements responsible answer for influence happiness consumers. Gen Z often provides more Lots Of factors functional — such as quality product, benefits maintenance skin, security materials, and the price is commensurate with the value — more thought big. Online reviews, influence recommendations, and knowledge direct about use products also affect them. Meanwhile personality brand can create Power pull emotional, deep case maintenance skin, happiness client more influenced by the results actual and perceived benefits than only image developed brand. This shows that consideration logically is more important than consideration emotional like personality brand in category products that are partly big depends on performance. Research results This No in line with study Kawisana and Ekawati (2024) ; Kusuma and Giantari (2020) ; Manisa and Sari (2023) ; Miao et al. (2022) ; Mustikasari et al. (2021) show that Brand Personality has an influence significant positive towards Customer Satisfaction.

The Influence of Brand Personality on Repurchase Intention

Based on the output shows that p value score of $0.000 < 0.05$, meaning that Brand Personality has a significant positive influence on Repurchase Intention. So that Hypothesis 4 is accepted. Research results This in line with study Krishnan et al. (2022) ; Kusumawati and Rahayu (2019) ; Memon et al. (2021) ; Muhajir and Indarwati (2021) ; Purnamasari and Fadli (2023) show that Brand Personality has an influence significant positive towards Repurchase Intention. This means that Gen Z often shows faithfulness emotional to a company whose values and identity in accordance with them. Those who feel involved in a way emotional more tend For Keep going buy goods from brand That For guard connection they. Gen Z develops trust big on brand persona that reflects dependency, creativity, or love darling. They are partly big pushed for buy return trust This Because they think product will Keep going give expected benefits. Often express identity they, Gen Z refers to brands. A brand more Possible chosen for purchase repetitive If his personality in accordance with Who they or how they want to see (for example, creative, contemporary, or sensitive to environment). This will help product become part from identity they. Strong personality usually translates into quality, message, and interaction constant customers for business. For Gen Z, consistency This give the comfort and security , which helps they feel comfortable repeat purchase the same item (Krishnan et al., 2022) .

The Influence of Perceived Value on Customer Satisfaction

Based on the output, it shows that p value score of $0.000 < 0.05$, meaning that Perceived Value has a significant positive effect towards Customer Satisfaction. So that Hypothesis 5 is accepted. Research results This in line with study Sau and Leung (2020) ; Song et al. (2022) ; Suryaningsih et al. (2019) ; Wei and Kim (2022) ; Sibgatullah and Wiyadi (2023) show that Perceived Value has an influence significant positive towards Customer Satisfaction. This means that Gen Z often values overall experience, not only goods or service. Good quality, benefits, or emotional experience, product maintenance skin make somebody happier If offer perceived benefits worthy or exceed price purchases. For product maintenance, the intended skin for guard health skin, Gen Z expects quality good stuff. A sense of worth increases when somebody finds product quality tall with reasonable price, so that increases satisfaction. Gen Z considers product maintenance skin with emotional marks (such as trust self or connection with meaningful brands) and benefits practical like hydrating or curing pimple more interesting. Mix This increase perception value , which ultimately produce pleasure consumer (Song et al., 2022) .

The Influence of Perceived Value on Repurchase Intention

Based on the output shows that the value of $0.639 > 0.05$, meaning that Perceived Value is not influentially significant on Repurchase Intention. So that Hypothesis 6 is rejected. This happens Because element others, such as trend beauty, influencer recommendations, and experiences personal use goods, have greater impact big on choices purchase they are known as explorative consumers, Gen Z likes test Lots Of product maintenance skin for look for suitable product with type skin they. Besides, they are more sensitive to innovative products, marketing, and evaluation from online communities than just perceived value from certain products. Loyalty to One product or brand not enough in demand in the market with so Lots available options and access easy to knowledge about goods new; so, even though people think product the own mark height, thing That Not yet Of course inspiring consumer for do purchase repeated. Research results This No in line with study Sriwidadi and

Prabowo (2023) ; Thuy and Quang (2022) ; Zeqiri et al. (2023) ; Mustikasari et al. (2021) ; Memon et al. (2021) show that Perceived Value has an influence significant positive on Repurchase Intention.

The Influence of Perceived Quality on Customer Satisfaction

Based on the output shows that p value score of $0.000 < 0.05$, meaning that Perceived Quality has a significant positive effect towards Customer Satisfaction. So that Hypothesis 7 is accepted. Research results This in line with study Kusuma and Giantari (2020) ; Purnamasari and Fadli (2023) ; Hayat et al. (2020) ; Astawa and Rahanatha (2021) ; Iskandar and Bernarto (2021) show that Perceived Quality has an influence significant positive towards Customer Satisfaction. This means Generation Z is very aware about security and skin conditions. They are looking for product maintenance premium leather fit with promise they. Satisfaction increase rapidly when perceived quality fulfil or beyond hope they. Efficacy products relate directly with perceived quality. Gen Z is happy that demands they fill when product maintenance skin show real results — such as cleaning acne, brightness skin, or ability hydrating with good. From the texture, aroma to How product works on skin, quality perceived product influence all over experience. Outstanding experience normal This makes somebody more satisfied Because the goods look good and suitable with appetite they. Products with safe components , without material chemistry dangerous , and suitable For type skin they usually get ranks well among Gen Z. Grooming items skin satisfying more many people when they show great quality based on security and transparency material (Purnamasari & Fadli, 2023) .

The Influence of Perceived Quality on Repurchase Intention

Based on the output shows that p value score of $0.004 < 0.05$, meaning that Perceived Quality has a significant positive effect on Repurchase Intention. So that Hypothesis 8 is accepted. Research results This in line with study Kawisana and Ekawati (2024) ; Manisa and Sari (2023) ; Purnamasari and Fadli (2023) ; Sriwidadi and Prabowo (2023) ; Thuy and Quang (2022) show that Perceived Quality has an influence significant positive towards Repurchase Intention. This means that Gen Z is very concerned about effects that can observed from regimen maintenance skin they. A product will more Possible purchased return If considered quality high and effective (for example, curing problem skin like pimple or guard humidity) because will offer the benefits needed. For Gen Z, the product with consistent quality build trust self. Loyalty brand growth and intention purchase return follow when consumer believe product Keep going fulfil hope they. Gen Z feels safe in decision they Because quality products that are considered very good. This reduces need for testing several brands because people are worried that replacement No will as be good as goods with quality verified. For Gen Z, perceived quality tall help strengthen image good brand. Well - known company provide more premium goods Possible chosen very Again Because customer own trust in the brand the (Manisa & Sari, 2023) .

The Influence of Brand Personality on Repurchase Intention Mediated by Customer Satisfaction

Based on the output shows that p value score of $0.092 > 0.05$, meaning that Brand Personality is not influentially significant on Repurchase Intention mediated by Customer Satisfaction. So that Hypothesis 11 is rejected. This has happened Because Although customer can see personality something brand, thing That No always Enough strong for in a way direct influence desire they for buy repeat or satisfaction. More often than symbolic elements like personality brand, criteria functional like efficacy, quality, safety materials, and the results that can be observed after use determine pleasure consumer in product maintenance skin. Although personality brand Possible give impression first good thing, that not always build deep happiness or continuously Because customer maintenance skin tends more logical in analyze results Actually from product than swept away by the image brand. In the category products with involvement tall like maintenance skin, experience direct performance, products own more effects strong on satisfaction and intention purchase repeat than view symbolic brand, according to Zhang et al. in 2023. Therefore, although personality brand can give mark add, in case goods maintenance skin, thing That Not Enough strong for moderate connection between happiness consumers and intentions purchase repeat. Research This No in line with Kawisana and Ekawati (2024) ; Miao et al. (2022) ; Thuy and Quang (2022) ; Sriwidadi and Prabowo (2023) ; Wang et al. (2022) show that Brand Personality has an influence

V. CONCLUSION

Based on results study about influence *Online Customer Reviews, Brand Personality, Perceived Value, Perceived Quality to Repurchase Intention* with *Customer Satisfaction* as variables mediation on use skincare products by Gen Z in Batam City, can concluded that all variables independent (Online Customer Review, Brand Personality, Perceived Value, and Perceived Quality) have an influence significant towards Repurchase Intention, both in a way direct and through Customer Satisfaction mediation . Findings This confirm importance role online reviews in building satisfaction with customers and encourage intentions to purchase repeat skincare products. Personally appropriate brands with Gen Z values also play a key role in increasing loyalty and satisfaction. Although thus, the perception value (Perceived Value) no own influence significant direct to intention purchase repeat, which shows that other factors, such as quality products and trends, more dominant in taking decision purchase repeat.

SUGGESTION

Based on findings This is a skincare brand that wants to reaching Gen Z in Batam City is best focus on development transparent online presence, especially in provide review honest and credible customers. Brands must also strengthen identity or personality brands that are in line with values appreciated by Gen Z, such as sustainability and innovation. In addition, the product must Keep going developed for ensure high and consistent quality, because perceived quality greatly influences satisfaction and intention purchase repeat. Brands are also recommended for more notice growing trends in social media and adapting product they with need specific consumers in tropical markets like Batam.

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