

The Influence of Attitude, Clarity Of Information, and Credibility on the Repurchase Intention of Wardah Lipstick in the City of Bandung

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Abstract

Indonesia's cosmetics industry has experienced significant growth in recent years, accompanied by increasingly fierce competition between local and international brands. Wardah, as one of the leading halal cosmetics brands in Indonesia, has managed to build a strong market presence through its commitment to halal certification, product quality, and affordable prices. However, the latest Top Brand Index data shows a continued decline in the performance of Wardah's lipstick market, which indicates a decline in consumer repurchase intentions. This situation highlights the importance of identifying the factors that influence consumers' desire to repurchase cosmetic products.

This study aims to examine the influence of attitudes, clarity of information, and credibility on the intention to repurchase Wardah lipstick among consumers in the city of Bandung. A quantitative research approach with a verifiable design is used. Primary data was collected through a questionnaire distributed to 150 consumers aged at least 17 years who had previously purchased Wardah lipstick. Data were analyzed using multiple linear regression with the help of IBM SPSS Statistics Version 26.

The results show that consumers generally perceive attitudes, clarity of information, credibility, and repurchase intentions positively. The results of the hypothesis test revealed that attitude did not have a significant positive effect on repurchase intention, while clarity of information and credibility had a positive and significant effect on repurchase intention. Furthermore, simultaneous analysis showed that attitude, clarity of information and credibility had a positive and significant effect on the repurchase intention of Wardah lipstick in the city of Bandung.

INTRODUCTION

The need for cosmetic products, especially lipsticks such as lipsticks, continues to increase in Indonesia as the demand for beauty and personal care products grows driven by the increase in domestic consumption and consumer attention to appearance (. One of the cosmetic products that is in great demand by the Indonesian people is lipstick, which not only serves as a lip dye but also as part of the self-expression and lifestyle of young consumers in big cities like Bandung. Amalia & Darmawan, 2023)

The Wardah lipstick products that are the focus of this research are produced by PT Paragon Technology and Innovation (PTI), a leading cosmetics manufacturing company in Indonesia that houses various beauty product brands including Wardah, Emina, and Make Over. Wardah Cosmetics is one of the pioneers of halal cosmetics in Indonesia that is committed to presenting products that are safe, quality, and in accordance with the needs of Muslim consumers in Indonesia. (Winosa, 2020)

Despite having a strong market position, the latest market data shows that Wardah lipstick is experiencing a sustained decline in brand performance. According to the Top Brand Index (TBI), Wardah's lipstick index decreased from 31.90% in 2021 to 15.00% in 2025. This downward trend shows that consumer preference for Wardah lipstick has weakened over time despite the brand's well-established reputation in the Indonesian halal cosmetics market.

The Top Brands Index measures brand performance using three key indicators: Most Remembered, Last Used, and Future Intent. Most Remembered reflects brand awareness and Last Use represents the brands that consumers have used the most, while Future Intent measures consumers' intent to repurchase the brand in the future. Therefore, the continued decline in Wardah's Top Brands Index shows not only a decrease in brand awareness but also a reduction in consumer repurchase intent. This phenomenon raises important concerns regarding the determinants of repetitive purchasing behavior among Wardah lipstick consumers.

Repurchase intention is one of the important indicators that reflects the success of a brand in retaining its consumers. Consumers who intend to repurchase a product are more likely to develop long-term relationships with the brand, recommend the product to others, and become loyal customers. According to repurchase intention, it is a consumer's desire to make a repurchase of the same product after gaining previous purchase experience. Stating that the intention to repurchase arises when the consumer has a positive experience and feels satisfied with the product used. Therefore, repurchase intention is an important factor for companies to maintain customer loyalty and create long-term relationships with consumers. (Chaniago et al., 2024) (Valentio, 2024)

Previous studies have shown that repurchase intention is influenced by a variety of psychological and informational factors. Among these factors, attitude, clarity of information, and credibility are consistently identified as important determinants of consumer purchasing decisions (Huong et al., 2024).

Attitude represents the overall positive or negative evaluation of a product. According to Planned Behavior Theory, individuals tend to perform behaviors that they assess positively. Consumers who find a product useful, attractive, and profitable are more likely to develop a stronger intention to buy the product back. Positive attitudes are generally formed through previous consumption experiences, perception of product quality, emotional attachment, and satisfaction with product performance.

Another important factor is the clarity of information. In research on cosmetic products, it is explained that clarity of product information helps consumers evaluate the benefits, safety, and characteristics of the product before making a purchase. In addition, stating that transparent and easy-to-understand information can increase consumer trust so as to encourage repurchase decisions. (Huong et al., 2024) (Shui et al., 2025)

The third variable studied in this study is credibility. Credibility refers to consumer trust in the reliability, honesty, and integrity of a brand and its marketing communications. states that the perception of expertise, trust, and attractiveness of information sources will affect the acceptance of messages by consumers.) also explains that information that is perceived to be credible is easier to accept and use as a basis for purchasing decision-making (Crespo & Tille, 2023) (Erkan et al., 2016)

Although previous studies have investigated these variables extensively, their findings have inconsistently reported that attitude, clarity of information, and redibility have a positive effect on repurchase intention among skincare consumers. Similarly, it found that the quality of information and brand credibility significantly increased consumers' desire to repurchase cosmetic products. Instead, it reported that attitudes had no significant effect on purchase intent, while finding that credibility had no significant effect on repurchase intent because consumers relied more on product experiences and electronic reviews than perceived brand credibility. (Huong et al., 2024) (Zhao et al., 2022) (Udayana, 2020) (Damariyanti, 2025)

These conflicting findings show that there is a research gap regarding the relationship between attitude, clarity of information, credibility, and repurchase intention. In addition, most previous research focused on skincare products, e-commerce platforms, or international markets. Empirical evidence on halal decorative cosmetics, especially lipstick products in Indonesia, is still relatively limited.

Another limitation of previous research lies in the context of the study. Most of the studies were conducted in different countries with different cultural backgrounds and consumer characteristics. Consumer purchasing behavior towards halal cosmetics can differ substantially because purchasing decisions are influenced not only by product quality but also by religious values, beliefs, and perceptions regarding halal certification. As a result, empirical evidence obtained from international markets cannot always be generalized to Indonesian consumers.

The uniqueness of this study lies in examining the influence of attitude, clarity of information, and credibility on the repurchase intention of Wardah lipstick in the city of Bandung, where this analysis is motivated by the decline in the Top Brand Index of Wardah lipstick. In contrast to previous research that focused primarily on skincare or online retail platforms, this study specifically investigated halal decorative cosmetics consumers in Indonesia, providing new empirical evidence regarding the determinants of repeat purchasing behavior in the local halal cosmetics market.

Therefore, this study aims to analyze the influence of attitude, clarity of information, and credibility on the repurchase intention of Wardah lipstick in the city of Bandung, both partially and simultaneously. These findings are expected to contribute to the development of consumer behavior and marketing literature while providing practical recommendations for Wardah and other halal cosmetics companies in designing more effective marketing strategies to strengthen customer loyalty and maintain long-term business performance.

METHODS

Research Design

This study uses a quantitative research approach with descriptive and verifiable research methods. The descriptive method is used to describe consumer perceptions regarding attitude, clarity of information, credibility, and repurchase intention towards Wardah lipstick in the city of Bandung. Meanwhile, the verification method is applied to test the cause-and-effect relationship between independent variables (attitude, clarity of information, and credibility) and dependent variables (repurchase intention).

The quantitative approach is considered appropriate because this study aims to test hypotheses through statistical analysis and objectively measure the relationship between research variables.

Research Location

This research was conducted in the city of Bandung, West Java, Indonesia. Bandung was chosen because it represents one of the largest cosmetics markets in Indonesia with a high level of consumer awareness of beauty products, especially halal cosmetics brands such as Wardah.

Population and Sample

The study population consisted of consumers who had bought and used Wardah lipstick in the city of Bandung.

This study uses non-probability sampling with a purposive sampling technique. Respondents were selected based on the following criteria: At least 17 years old, I have already bought Wardah lipstick, I used Wardah lipstick, Domiciled in the city of Bandung, A total of 150 respondents participated in this study.

Research Variables

This study consists of three independent variables and one dependent variable.

Independent Variables

Attitude (X₁)

Attitude refers to consumers' positive or negative evaluations of Wardah lipstick based

on their beliefs, experiences, and perceptions of the product.

Clarity Of Information (X₂)

Clarity Of Information refers to the extent to which product information is complete, easy to understand, transparent, and useful to consumers when evaluating Wardah lipsticks.

Credibility (X₃)

Credibility refers to the consumer's perception of the trustworthiness, reliability, and honesty of Wardah lipsticks and their marketing communications.

Dependent Variable

Repurchase Intention (Y)

Repurchase Intention refers to the consumer's willingness and commitment to buy Wardah lipstick again in the future after the previous purchase experience.

Variable Operational Definition

Table 1. Variable Operational Definition

Variable	Size
Attitude (X ₁)	Cognitive Evaluation, Affective Evaluation, Behavioral Tendencies
Clarity Of Information (X ₂)	Completeness, Accuracy, Transparency, Ease of Understanding
Credibility (X ₃)	Trust, Expertise, Reliability
Repurchase Intention (Y)	Desire to Buy Back, Intention to Recommend, Future Purchase Commitment

Source: Adapted from the theoretical framework used in this study.

Data Collection Techniques

This study uses primary data.

Primary Data

Primary data was collected through a structured questionnaire distributed to Wardah lipstick consumers in the city of Bandung.

Each questionnaire item is measured using a five-point Likert scale:

Scale	Remarks
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

Instrument Testing

Validity Test

The validity of the questionnaire items was tested using Pearson's Product Moment Correlations. The questionnaire items are considered valid if the calculated correlation coefficient exceeded the critical correlation value and the significance level (p-value) was less than 0.05.

Reliability Test

Reliability testing using Alpha Cronbach.

The instrument is considered reliable if:

$$Cronbach's\ Alpha \geq 0.70$$

Data Analysis Techniques

The collected data were analyzed using IBM SPSS Statistics version 26. The analysis began with descriptive statistics to describe the characteristics of the respondents and the research variables. Subsequently, the validity and reliability of the research instrument were assessed to ensure that the questionnaire items were valid and internally consistent. Classical assumption tests were then performed to verify that the data met the assumptions required for multiple linear regression analysis. Furthermore, multiple linear regression analysis was conducted to examine the effects of attitude, clarity of information, and credibility on repurchase intention. The hypotheses were tested using the partial t-test to evaluate the individual effect of each independent variable and the simultaneous F-test to assess their combined effect on the dependent variable. Finally, the coefficient of determination (R^2) was calculated to determine the proportion of variance in repurchase intention explained by the independent variables.

Classic Assumption Test

Before performing regression analysis, several classical assumption tests were performed.

Normality Test

The normality test checks whether the regression residue follows the normal distribution.

Multicollinearity Test

The multicollinearity tests evaluated were:

Tolerance value and Variance Inflation Factor (VIF).

Heteroscedasticity Test

The heteroscedasticity test checks whether the residual variance remains constant across observations.

Multiple Linear Regression Analysis

The relationships between variables are analyzed using the following regression equations:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Where:

Y = Repurchase Intention

X_1 = Attitude

X_2 = Clarity of Information

X_3 = Credibility

a = constant;

b_1, b_2, b_3 = Regression coefficient;

Hypothesis Testing

Partial Test (t-test)

The t-test is performed to check:

The Effect of Attitude on Repurchase Intention, The Effect of Information Clarity on Repurchase Intent, The Influence of Credibility on Repurchase Intent, Decision-making criteria, Significance $< 0.05 \rightarrow$ hypothesis accepted, The significance $> 0.05 \rightarrow$ the hypothesis is rejected.

Simultaneous Test (F Test)

The F test examines whether the three independent variables simultaneously affect buyback intentions. Decision-making criteria: Significance $< 0.05 \rightarrow$ hypothesis accepted, The significance $> 0.05 \rightarrow$ the hypothesis is rejected. **Coefficient of Determination (R^2)**

The determination coefficient (R^2) is used to measure the proportion of variation in repurchase intent explained by attitude, clarity of information, and credibility.

Research Framework

The conceptual framework of this study is illustrated as follows:

H1: Attitude (X_1) has a significant positive effect on Repurchase Intention(Y)

Wardah Lipstick in the City of Bandung

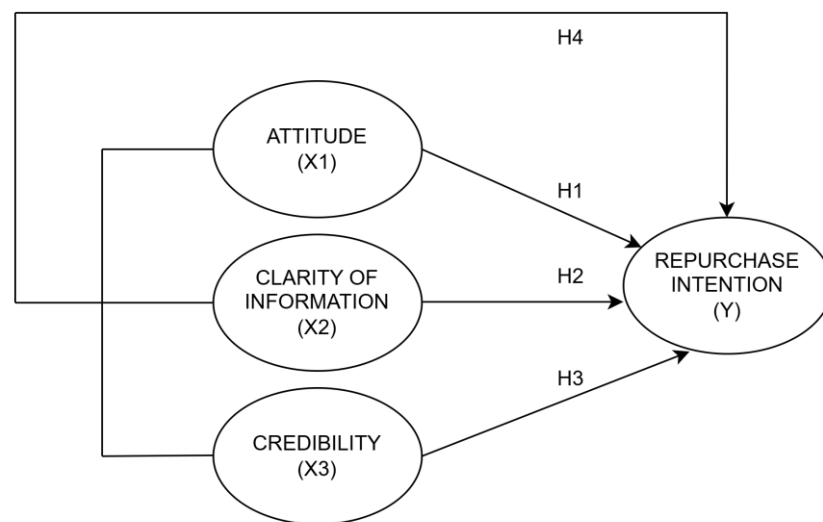
H2: Clarity of Information (X_2) has a significant positive effect on Repurchase Intention

Wardah Lipstick in the City of Bandung

H3: Credibility (X_3) has a significant positive effect on Repurchase Intention(Y)

Wardah Lipstick in the City of Bandung

H4: Attitude (X_1), Clarity of Information (X_2) and Credibility (X_3) simultaneously had a significant positive effect on the Repurchase Intention (Y) of Wardah lipstick in the city of Bandung



RESULTS AND DISCUSSION

RESULTS

Respondent Characteristics

This study involved 150 respondents who had previously bought Wardah lipstick and lived in the city of Bandung. Respondents met the inclusion criteria, namely being at least 17 years old and having previous experience using Wardah lipstick.

Table 2. Respondent Characteristics

REMARKS	QUANTITY	%
Gender		
Women	150	100 %
Age		

17 – 25 years old	123/150	82,0 %
26 – 35 years old	24/150	16,0%
36 – 45 years old	3/150	2%
46 – 56 years old	0	0%
Domiciled in the City of Bandung		
Yes	150	100%
Occupation/Profession		
Student / Student	99/150	66,0%
Private Employees	45/150	30,0%
Self-employed	2/150	1,33%
Civil Servant	4/150	2,67%
Others	0	0
Income		
< 1,500,000	83	55,33%
1.500.000 – 4.000.000	11	7,33%
> 4,000,000	56	37,33%

Source: Questionnaire data that has been processed.

Instrument Testing

Validity Test

The results of the validity test showed that all questionnaire items had correlation coefficients that exceeded the critical r-value. Therefore, all measurement items are considered valid and appropriate for measuring the research variables

Table 3. Validity Test Results

Variable	Results
Attitude	Valid
Clarity of information	Valid
Credibility	Valid
Repurchase Intention	Valid

Reliability Test

The Alpha Cronbach value for all variables exceeded the recommended threshold of 0.70, indicating that the research instrument had satisfactory internal consistency and reliability.

Table 4. Reliability Test Results

Variable	Value	Results
Attitude	0,879	Reliable
Clarity of Information	0,885	Reliable
Credibility	0,886	Reliable
Repurchase Intention	0,918	Reliable

Descriptive Analysis

Descriptive analysis showed that respondents generally had a positive perception of attitude, clarity of information, credibility, and repurchase intention towards Wardah lipstick in the city of Bandung. However, differences in respondents' evaluations resulted in different effects of each variable on repurchase intent.

Table 5. Descriptive Analysis

Variable	Statement	Red	Categories
Attitude	X1.1	3,25	Medium
	X1.2	3,26	Medium
	X1.3	3,14	Medium
Clarity of Information	X2.1	3,60	Height
	X2.2	3,57	Height
	X2.3	3,32	Medium
	X2.4	3,62	Height
Credibility	X3.1	3,16	Medium
	X3.2	3,20	Medium
	X3.3	3,30	Medium
	X3.4	3,23	Medium
Repurchase Intention	Y1.1	3,20	Medium
	Y1.2	3,15	Medium
	Y1.3	2,99	Medium
	Y1.4	3,00	Medium

Source: Questionnaire data that has been processed.

Classic Assumption Test

The regression model meets all the requirements of classical assumptions. Residuals are normally distributed, no multicollinearity was found among independent variables, and the regression model does not show heteroscedasticity problems.

Table 6. Classical Assumption Test Results

Tests	Results
Normality	Pass
Multicollinearity	No multicollinearity
Heteroscedasticity	No heteroscedasticity

Multiple Linear Regression Analysis

The regression analysis yields the following equations:

$$Y = 3.458 - 0.002X_1 + 0.190X_2 + 0.484X_3$$

Where:

Y = Repurchase Intention

X_1 = Attitude

X_2 = Clarity of Information

X_3 = Credibility

Table 7. Multiple Linear Regression Results

Variable	B	Beta	T	SIG
Constant	3.458	—	2.361	0,020
Attitude (X_1)	-0,002	-0,001	-0,019	0,985

Clarity of Information (X ₂)	0,190	0,173	2.299	0,023
Credibility (X ₃)	0,484	0,457	6.211	0,000

Source: SPSS Version 26.

The regression coefficient showed that credibility was the strongest predictor of Repurchase Intention ($\beta = 0.457$), followed by Clarity of Information ($\beta = 0.173$). In contrast, Attitude has an almost negligible coefficient and does not significantly affect buyback intent.

Coefficient of Determination

Table 8. Model Summary

Indicator	Value
R	0,524
R Square	0,275
R Customized Squares	0,260

Source: SPSS Version 26.

The determination coefficient ($R^2 = 0.275$) shows that 27.5% of the variation in Repurchase Intention is explained by attitude, clarity of information and credibility. The rest, 72.5%, was explained by other variables not included in the study, such as product quality, price, customer satisfaction, brand image, promotion, and brand loyalty.

Partial Hypothesis Testing (t-test)

Table 9. Partial Hypothesis Testing

Hypothesis	Variable	t-value	SIG	Verdict
H1	Attitude → Repurchase Intention	-0,019	0,985	Not Supported
H2	Clarity of Information → Repurchase Intention	2.299	0,023	Supported
H3	Credibility → Repurchase Intention	6.211	0,000	Supported

Source: SPSS Version 26.

The results showed that attitude did not have a significant positive effect on Repurchase Intention, while Clarity of Information and Credibility had a positive and significant effect on Repurchase Intention of Wardah lipstick in the city of Bandung.

Simultaneous Hypothesis Testing (F-Test)

Table 10. Simultaneous Hypothesis Testing

Indicator	Value
F Value	18.447
Table F	2,67
Signature.	0,000

Source: SPSS Version 26.

Because the calculated F value (18.447) is greater than the F value of the table (2.67), and the significance level is below 0.05, attitude, clarity of information, and credibility simultaneously have a significant positive influence on repurchase intention. These results confirm that the regression model is statistically appropriate to explain the repurchase intention for Wardah lipstick.

Hypothesis Testing Summary

Hypothesis	Relationships	Results
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H1	Attitude → Repurchase Intention	Not Supported
H2	Clarity of Information → Repurchase Intention	Supported
H3	Credibility → Repurchase Intention	Supported
H4	Attitude, Clarity of Information, and Credibility → Repurchase Intention	Supported

DISCUSSION

The Influence of Attitude on Repurchase Intention

The results of the study showed that attitude did not have a significant positive influence on the Repurchase Intention of Wardah lipstick in the city of Bandung. Regression analysis showed a regression coefficient of -0.002 , a t-value of -0.019 , and a significance value of 0.985 , which exceeded the significance level of 0.05 . Therefore, the first hypothesis is not supported.

These findings show that consumers' positive attitudes towards Wardah lipstick are not enough to encourage repurchase intention. Although respondents generally have a positive perception of the product, this perception alone does not necessarily translate into behavioral intent to buy back. Consumers may rate the product positively but still decide to buy a competing brand due to factors such as product innovation, promotional campaigns, price competitiveness, product availability, or changes in beauty trends.

These findings can also be explained through contemporary consumer behavior. Cosmetics consumers, especially the younger generation, tend to be very dynamic and often look for new products that are in line with the latest trends. As a result, a positive attitude can go hand in hand with the desire to experiment with alternative brands, thus reducing the direct influence of attitude on repurchase intention.

These results are consistent with research conducted by , which found that attitudes do not have a significant effect on repurchase intention because consumers rely more on other determinants during decision-making. However, these findings differ from , which reported that attitudes significantly influenced repurchase intention among skincare consumers. These inconsistencies suggest that the influence of attitudes can vary depending on product categories, consumer characteristics, and market conditions. (Udayana, 2020) (Huong et al., 2024)

The Effect of Clarity of Information on Repurchase Intention The results of the study show that clarity of information has a positive and significant effect on repurchase intention. The regression coefficient is 0.190 , with a t-value of 2.299 and a significance value of 0.023 , which suggests that the second hypothesis is supported.

These findings suggest that consumers are more likely to repurchase Wardah lipstick when they receive clear, complete, and easy-to-understand product information. Information on product ingredients, halal certification, instructions for use, product benefits, color variations, and safety contribute to reducing uncertainty and strengthening consumer confidence.

In the context of halal cosmetics, clarity of information is becoming increasingly important because consumers often evaluate products not only based on functional quality but also on transparency regarding halal status and product safety. Consumers who receive comprehensive information are better able to make informed purchasing decisions and are therefore more likely to make repurchase intentions.

These findings support Information Processing Theory, which argues that consumers rely on available information to evaluate alternatives before making a purchase decision. High-quality information reduces perceived risk and increases confidence in decision-making.

These results are also consistent with studies (Huong et al., 2024) and (Zhao et al., 2022), which found that information quality significantly increases consumer confidence and repurchase intent on cosmetic products. These studies show that organizations should continue to improve the transparency and accessibility of product information as part of their marketing strategy.

The Influence of Credibility on Repurchase Intention

The results of the study show that credibility has the strongest positive and significant influence on repurchase intention. The regression coefficient reached 0.484, with a standard coefficient (Beta) of 0.457, a t-value of 6.211, and a significance value below 0.001. These values show that credibility is the most influential predictor of repurchase intention.

These results show that consumers place great trust in Wardah as a halal cosmetics brand. Brand credibility strengthens consumer confidence in product quality, safety, and consistency, thereby driving repurchase intent.

Wardah has succeeded in positioning itself as a pioneer of halal cosmetics in Indonesia. The company's commitment to halal certification, product innovation, and consistent marketing communication has strengthened consumer trust over the years. This accumulated trust reduces consumers' perception of purchasing risk and encourages long-term customer relationships.

These findings are consistent with the Source Credibility Theory, which emphasizes that trusted and credible sources of information increase consumer acceptance of marketing messages and reinforce behavioral intent. Additionally, these findings support previous research by Popli et al. (2021) and Zhao et al. (2022), which concluded that brand credibility significantly increases consumer repurchase intention because credibility minimizes uncertainty and strengthens customer trust.

The Simultaneous Influence of Attitude, Clarity of Information, and Credibility on Repurchase Intention

Attitude, clarity of information, and credibility simultaneously have a positive and significant effect on the repurchase intention of Wardah lipstick in the city of Bandung. The F test yielded an F value of 18.447 with a significance level below 0.001, which confirmed the acceptance of the fourth hypothesis.

The determination coefficient ($R^2 = 0.275$) showed that the three independent variables explained 27.5% of the variation in repurchase intention, while the rest, which was 72.5%, was influenced by other factors outside the research model, including product quality, customer satisfaction, perceived value, electronic word-of-mouth, promotional activity, price perception, and brand image.

These findings show that consumer repurchase intent is multidimensional and cannot be explained by psychological and informational factors alone. Although attitude does not affect repurchase intention, it still contributes to the overall clarity of the regression model when combined with clarity of information and credibility.

The results of this study reinforce the importance of integrating transparent communication and credibility-building strategies into marketing activities. Cosmetics companies should realize that consumers are increasingly evaluating brands based on the quality of information and trust, not just on the positive attitude towards the product.

THEORETICAL IMPLICATIONS

This study contributes to the consumer behavior literature by expanding the empirical evidence on the determinants of repurchase intention in the Indonesian halal cosmetics industry.

These findings show that credibility and clarity of information have a significant positive effect on repurchase intention. Meanwhile, attitude shows no significant positive effect on repurchase intention. This suggests that consumers are increasingly prioritizing trustworthy information and brand reliability over product evaluations in general.

In addition, this study enriches the application of Planned Behavior Theory and Source Credibility Theory in the context of halal decorative cosmetics, by providing empirical evidence from the Indonesian market.

PRACTICAL IMPLICATIONS

This finding provides several managerial implications for PT Paragon Technology and Innovation as a Wardah cosmetics manufacturer.

1. Companies must prioritize strengthening brand credibility by maintaining consistent product quality, transparent communication, and compliance with halal standards.

2. Marketing communications should provide clearer and more comprehensive product information, including ingredients, product benefits, instructions for use, and certification details, both on offline and digital platforms.
3. Wardah must continue to innovate in its lipstick products by introducing new colors, formulas, and packaging to remain competitive in the rapidly changing cosmetics market.
4. Digital marketing strategies should emphasize authentic customer testimonials, educational content, and collaborations with credible beauty influencers to strengthen consumer trust and encourage repeat purchases.

CONCLUSION

This study aims to test the influence of attitude, clarity of information, and credibility on the repurchase intention of Wardah lipstick in the city of Bandung.

Based on the results of the analysis, several conclusions can be drawn.

First, consumers in general have a positive perception of attitude, clarity of information, and credibility towards repurchase intention for Wardah lipsticks. These findings show that Wardah continues to maintain a good brand image among consumers despite increasing competition in the Indonesian cosmetics industry.

Second, attitude does not have a significant positive influence on repurchase intention. Although consumers generally have a positive attitude towards Wardah lipsticks, this attitude does not always encourage them to make repurchase intentions. These findings suggest that positive product evaluations alone are not enough to sustain consumers' long-term purchasing behavior.

Third, clarity of information has a positive and significant influence on repurchase intention. Consumers who receive complete, accurate, and transparent product information show a stronger intention to buy Wardah lipstick again. Therefore, the provision of high-quality information plays an important role in reducing consumer uncertainty and strengthening purchasing decisions.

Fourth, credibility has a positive and significant influence on repurchase intention and is the strongest predictor among the independent variables studied. Consumers' trust in Wardah's reliability, honesty, and consistency significantly increases their desire to buy the product again. These findings confirm that credibility remains an important strategic asset for maintaining long-term customer relationships. Finally, attitude, clarity of information, and credibility simultaneously have a positive and significant influence on the repurchase intention of Wardah lipstick in the city of Bandung. The regression model explained 27.5% of the variation in repurchase intention, while the remaining 72.5% was influenced by other variables not studied in this study. These findings show that repurchase intent is multidimensional and should be managed through a comprehensive marketing strategy rather than relying on just one factor.

LIMITATIONS OF THE RESEARCH

This study has some limitations.

1. This study was only conducted among Wardah lipstick consumers in the city of Bandung, thus limiting the ability to generalize findings to consumers in other regions or different cosmetic brands.
2. This study only examined three independent variables (attitude, clarity of information, and credibility), whereas repurchase intention can also be influenced by other factors such as customer satisfaction, product quality, perceived value, brand image, electronic word-of-mouth reviews (e-WOM), price perception, sales promotions, and customer experience.
3. The study used a cross-sectional design, which means respondents' perceptions were measured only once. Consumer preferences and purchasing behaviors may change over time as beauty trends, product innovations, and market competition develop.

MANAGERIAL RECOMMENDATIONS

Based on these findings, several recommendations were submitted to PT Paragon Technology and Innovation.

1. The company must continue to strengthen brand credibility by maintaining consistent product quality, ensuring product safety, and maintaining consumer trust in the Wardah brand.
2. Product information should be presented more comprehensively through online and offline marketing channels, including detailed explanations of ingredients, halal certification, product benefits, instructions for use, and product innovation.
3. Wardah should continue to introduce product innovations, including new color variants, improved formulations, and eco-friendly packaging, to encourage repeat purchases among existing consumers.
4. Digital marketing strategies should emphasize educational content, authentic customer reviews, dermatologist recommendations, and collaborations with credible beauty influencers to increase consumer trust. Companies should periodically evaluate consumer perceptions and monitor changes in purchasing behavior to develop more effective customer retention strategies.

RECOMMENDATIONS FOR FUTURE RESEARCH

Further research is recommended for:

1. Include additional variables such as customer satisfaction, brand loyalty, electronic reviews (e-WOM), perceived value, product quality, and brand image to gain a more comprehensive understanding of repurchase intent.

2. Extend research to other cosmetic products, beauty categories, or different geographic regions to improve the generalization capabilities of findings.
3. Use more advanced analytical methods such as Structural Equation Modeling (SEM) or Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine more complex relationships between variables.
4. Conduct longitudinal studies to observe changes in consumer attitudes and repurchase intentions over time.

THEORETICAL IMPLICATIONS

This study contributes to the consumer behavior and marketing literature by providing empirical evidence on the determinants of repurchase intent in the halal cosmetics industry in Indonesia.

These findings show that clarity of information and credibility are more influential than attitudes in forming repurchase intention. These results show that today's consumers are increasingly relying on trustworthy information and brand reliability when making repeated purchase decisions.

In addition, this study expands the application of Planned Behavior Theory and Source Credibility Theory in the context of halal decorative cosmetics, offering additional empirical evidence from the Indonesian market.

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