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Customer Repurchase Intention on Korean Skincare Product: Using an Extended Theory of Planned Behavior

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Abstract:

The purpose of this study is to look at the intention to repurchase Korean skincare products (K-skincare), from costumers' perspective in Indonesia using an extended Theory of Planned Behavior (TPB) approach which is the development of a Theory of Reasoned Action (TRA). This study provides the role of country of origin, subjective norm, attitude, and perceived behavioral control to escalate customer repurchase intention. This study used a cross-sectional and conclusive design with non-probability sampling method. Data were collected from a sample of 253 K-skincare customer from several brands by giving an online self-administered questionnaire to respondents. Partial Least Squares Structural Equation Modeling was used to analyze the data. This study revealed that the model was able to explain 40% of the variance in K-skincare customer repurchase intention. Result showed that country of origin had a positive and significant effect on repurchase intention directly and indirectly through the mediation of attitude. Moreover, subjective norm, attitude and perceived behavioral control significantly positive give effect to repurchase intention.

Keywords: Repurchase intention, country of origin, theory of planned behavior, Korean skincare

1. Introduction

Improvement in the beauty industry in Indonesia is currently showing an increase. No less than 760 cosmetics companies spread throughout Indonesia. The high number of players in the cosmetics industry cannot be separated from its very promising business value. Based on data from the Indonesian Ministry of Industry (2016), the industrial market growth has averaged 9.67% per year in the last six years (2009-2015). The total number of cosmetics industry sales in 2009 reached 28.76 trillion and experienced an extraordinary increase in 2015 which reached 64.3 trillion. The export value of cosmetic products in 2015 reached US \$ 818 million or Rp 11 trillion. Meanwhile, the value of imports reached half, namely US \$ 441 million. With this amount, Indonesia is a potential market for beauty industry entrepreneurs both from outside and within the country.

The increasing demand in the cosmetics market is directly affected by the need for women to appear more beautiful. It can be said that the growth in the number of women is directly proportional to cosmetics sales. This is based on data from the Central Statistics Agency (2018) which shows the growth rate of women in Indonesia has increased from year to year, where in 2010 there were 119.1 million people to 128.1 million women in 2015 (Rosida, 2018).

According to its use for the skin, cosmetics are divided into two, namely cosmetics for skin care (skin care cosmetics) which serves to treat and preserve the cleanliness of facial skin and cosmetic makeup or decorative (make-up) which functions to apply makeup and close blemishes on the skin so that produce more attractive appearance and cause good psychological effects, such as self-confidence (Ghaizani, et al., 2018).

Currently in Indonesia, it has begun to be seen a shift in the use of beauty products. Trends in the use of beauty products are now no longer oriented to products originating from the West and began to shift in Asian products, especially South Korea. According to Jajakpendapat.net data, there are at least six Korean brands that are known and in demand by Indonesian women and men aged 16-35 years. The results of an online survey of 497 respondents revealed that 55.13% of respondents claimed to have used a Korean cosmetic brand. Furthermore, there are three Korean cosmetics brands that dominate the cosmetics market in Indonesia. Referring to the survey results, including the Etude House brand (71.17%), followed by The Face Shop (39.05%), and Nature Republic (14.96%). Whereas for other brands are Missha (12.77%), Innisfree (9.12%), and Aritaum (12.9%). The main reason respondents used Korean cosmetics brands was because they only wanted to try it (78.47%). Furthermore, because it is considered suitable with the skin of the respondents (22.63%), many color variants (17.52%), want to be like a K-POP celebrity (8.03%), and the price is cheaper (7.3%) (Wulandari, 2016).

The high and intense level of competition requires companies to strive maintaining their continuity, to develop their business, to strengthen their position in the market, and to obtain the maximum possible profit. For increasing revenue and profits, companies need to increase sales of their products. Because almost 80% of Indonesian consumers buy K-skincare products with the reason "they only wanted to try it," it is necessary to know how consumers intend to repurchase the product.

In the last period, there have been many research that discuss the issue of repurchase intention (Chen, Li, & Liu, 2019; Elbeltagi & Agag, 2016; Fang, Chiu, & Wang, 2011; Moslehpour, Wong, Pham, & Aulia, 2017; Nagengast,

Evanschitzky, Blut, & Rudolph, 2014; Vigolo & Ugolini, 2016). From empirical studies that have been conducted, it is known that the Theory of Planned Behavior (TPB) approach has been widely used by researchers in knowing the factors that influence customer behavioral intention (Arvola et al., 2008; Bashir, Khwaja, Turi, & Toheed, 2019; Carfora et al., 2019; De Cannière, De Pelsmacker, & Geuens, 2009; Giampietri, Verneau, Del Giudice, Carfora, & Finco, 2018; Hsu, Chang, & Yansritakul, 2017; Liobikienė, Mandravickaitė, & Bernatoniene, 2016). These factors include subjective norm, perceived behavioral control and attitude.

Various studies have also been conducted related on the cosmetics sector, including: business strategies of major players customers' perceived value of the anti-haze cosmetics (Song, Guo, & Zhang, 2019); business strategies in the cosmetic industry (Kumar, Massie, & Dumonceaux, 2006); customers' perceived value of the anti-haze cosmetics (Song et al., 2019); studies about halal cosmetics (Aoun & Tournois, 2015; Briliana & Mursito, 2017; Garg & Joshi, 2018; Yeo, Mohamed, & Muda, 2016); green cosmetics (Liobikienė & Bernatoniene, 2017; Pudaruth, Juwaheer, & Seewoo, 2015; Singhal & Malik, 2018); and organic personal care product (Ghazali, Soon, Mutum, & Nguyen, 2017; Yeon Kim & Chung, 2011). However, only a few studies about repurchase intention of Korean-skincare product (Moslehpour et al., 2017), especially from customers' perspective in developing country. While Moslehpour et al. (2017) looked at factors such as perceived price, country of origin, and Word of Mouth in increasing the repurchase intention of Korean beauty products among Taiwanese consumers, this study examines the factors that increasing the repurchase intention of Korean-skincare among Indonesian consumers using the Extended Theory approach of Planned Behavior. Therefore this research aims to examine the effect of factors such as subjective norm, perceived behavioral control, attitude and country of origin on the intention to repurchase Korean-skincare products.

2. Literature Review

2.1. Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a theory developed by Ajzen (1991) to predict and explain human behavior under certain conditions, where this theory is an extension of the previous theory, namely the Theory of Reasoned Action (TRA) (Ajzen & Fishbein, 1980; Fishbein & Ajzen, 1975). In several previous studies, TPB has been used to predict behavioral intention, including the intention to buy organic food (Aitken, Watkins, Williams, & Kean, 2020; Arvola et al., 2008; Carfora et al., 2019; Yazdanpanah & Forouzani, 2015); the intention to buy green products (Bashir et al., 2019; Choi & Johnson, 2019; Hsu et al., 2017; Liobikienė et al., 2016; Qi & Ploeger, 2019; Xu, Hua, Wang, & Xu, 2020; Yadav & Pathak, 2016); the intention to revisit festivals (Vesci & Botti, 2019); intention to purchase domestic wine (Maksan, Kovacic, & Cerjak, 2019); the intention to purchase energy-efficient household (Tan, Ooi, & Goh, 2017); the intention and willingness to pay for participatory natural resources management (Grilli & Notaro, 2019); intention to use safety helmet (Champahom, Jomnonkwao, Satiennam, Suesat, & Ratanavaraha, 2019); and to predict walking and cycling behaviour change (Bashir et al., 2019).

In the TPB model, intention is predicted by three constructs, namely (1) attitude toward the behavior, (2) subjective norm, and (3) perceived behavioral control which are the differentiators between Theory of Planned Behavior and the theory of Reasoned Action. Then, the intention has an effect on behavior. Attitude toward the behavior is intended as the idea of being liked or disliked about certain behavior (Ajzen, 1991). Several previous studies have shown that attitude is one of the significant factors that affect behavioral intention (Maksan et al., 2019; Spence, Stancu, Elliott, & Dean, 2018; Tan et al., 2017; Yadav & Pathak, 2016; Yazdanpanah & Forouzani, 2015), even as a dominant factor compared to the other two TPB factors (Maksan et al., 2019; Spence et al., 2018; Yazdanpanah & Forouzani, 2015). In other than that, subjective norms are described by Ajzen (1991) as perceived social pressure to do or not to do certain behavior. Studies that state that subjective norms are a significant predictor of behavioral intention, such as Yadav and Pathak (2016); Qi and Ploeger (2019); and Liobikienė et al. (2016). Whereas, Perceived Behavioral Control (PBC) is an individual's perception of how easy or difficult it is to do certain behaviors (Ajzen, 1991). Besides that, several previous studies have shown that PBC is one of the significant factors that affect behavioral intention (Qi & Ploeger, 2019; Tan et al., 2017; Xu et al., 2020; Yadav & Pathak, 2016). So that, we hypothesize:

- H1: Subjective norm positively affects repurchase intention
- H2: Perceived behavioral control positively affects repurchase intention
- H3: Attitude positively affects repurchase intention

2.2. Country of Origin (COO)

Country of origin (COO) is widely known to play an important role in consumer purchasing decisions. In considering and evaluating products and brands, consumers often use the image of a country as a summary guide coming from the target country (Moon & Oh, 2017). According to Thøgersen (2017), COO effect is defined as any 'influence or bias on product evaluation, risk perception, buying intention, etc. resulting from COO information.'

Several previous studies about COO have been done, including the important of COO for organic food consumers (Thøgersen, 2017); COO effects in luxury product sector (Shannon, 2017); COO of halal logo effects on packaged food purchases (Muhamad, Leong, & Isa, 2017); COO effects in international marketing channels (Moon & Oh, 2017); COO effects on brand loyalty (Esmaeilpour & Abdolvand, 2016); COO's subcomponents effect on purchase intention (Al-Aali, K. Randheer, & S. Hasin, 2015); COO on generation Y (Zdravkovic, 2013); COO effects on purchase intention of clothing labels (Parkvithee & Miranda, 2012); COO effects on brand equity in generic drugs sector (Sanyal & Datta, 2011); etc.

Consumers form their attitudes and purchase intentions toward foreign products based on the product country image (Serrano-Bedia, Bates, Concepción López-Fernández, & García-Piqueres) or country-of-origin (COO) (Phillips,

Asperin, & Wolfe, 2013). In the Thøgersen (2017) study, it was stated that there are three main reasons why COO information on product labels and packaging is taken into account according to Insch & Florek (2009). (1) COO can describe an indicator of the quality of a product; (2) place references may be of interest to consumers, giving rise to preferences for products of a particular origin based on various psychological concepts such as consumer ethnocentrism, self-image, and status; (3) a positive image of a country can serve as an emphasis on the positive relationship between a product and its origin. Furthermore, based on Roth and Romeo (1992) research has now found that the willingness to buy products from a certain country will be higher if there is a match between the product category and the country's image.

There are several previous studies have been conducted to see the relationship between country of origin and consumer attitude (Batra, 2000; Cameron & Elliott, 1998; Liu, Murphy, Li, & Liu, 2006; McGee & Spiro, 1991; Phillips et al., 2013). In other than that, several studies have shown that there is an influence between Country of Origin (COO) and purchase intention (A. Al-Aali, K. Randheer, & S. Hasin, 2015; Chaulagain, Wiitala, & Fu, 2019; Shannon, 2017; Yunus & Rashid, 2016). Yunus and Rashid (2016) found that country of origin image was significant and highly correlated in influencing Malaysian consumer purchase intention towards mobile phones brand from China. The same result found by Chaulagain et al. (2019), where country image has a positive impact on US tourists' travelintention. While, Al-Aali et al. (2015) found that the subcomponents of country of origin, namely price and quality, are of high importance and should be considered during a purchase decision. Moreover, he concludes that, as a result of globalization and advancement in technology, consumers now are more aware of and have more access to product/brand information, and they evaluate brands according to the COO and its subcomponents. Based on this literature, a hypothesis is made as follows:

- H4:Country of origin positively affects attitude
- H5:Country of origin positively affects repurchase intention

Based on the literature review, theoretical framework in this research is showed in the figure 1.

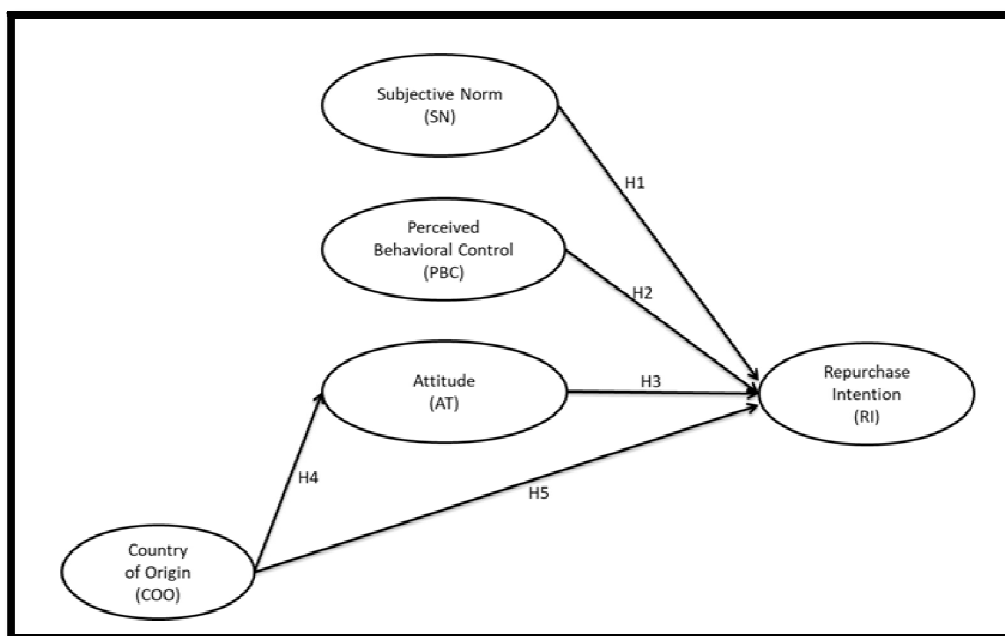


Figure 1: Conceptual Framework

3. Research Methods

This research used a quantitative approach, in which the research design used is cross-sectional and the research method used is survey methods. The population of the study was customer of K-skincare product. In total, the research samples obtained were 253 respondents who were K-skincare customer from 5 different brands that have official store in Indonesia. The sampling method used was non-probability sampling. Data collection is done by self-administered questionnaire, where respondents answer questions that have been arranged in the form of choices and scale questions using a Likert scale (1-5), ranging from 1="strongly disagree" to 5="strongly agree". The data analysis method in this research is SEM-PLS with the help of WarpPLS 6.0 software.

4. Results and Discussion

4.1. Model Fit Test

In this study, the use of WarpPLS 6.0 has provided calculation results that indicate the criteria used to assess whether the model is appropriate. From the test results, it is known that each value meets the ideal criteria, so it can be concluded that the overall research model is good and appropriate. For more information, fit model test results can be seen in Table 1.

| | Value | Ideal |
|--|--------------|--------------|
| Average path coefficient (APC) | P<0,001 | <= 0,05 |
| Average R-squared (ARS) | P<0,001 | <= 0,05 |
| Average adjusted R-squared (Borgen & Aarset) | P<0,001 | <= 0,05 |
| Average block VIF (AVIF) | 1.911 | <= 3,3 |
| Average full collinearity VIF (AFVIF) | 1.888 | <= 3,3 |
| Sympson's paradox ratio (SPR) | 1 | 1 |
| R-squared contribution ratio (RSCR) | 1 | 1 |
| Statistical suppression ratio (SSR) | 1 | >= 0,7 |
| Nonlinear bivariate causality direction ratio (NLBCDR) | 1 | >= 0,7 |

Table 1: Research Model Fit Test

4.2. Convergent Validity and Reliability

Average Variance Extracted (AVE) value shows that all reflective constructs have AVE values ≥ 0.50 , where successively AVE Country of Origin (COO) is 0.754; Subjective Norm (SN) 0.672; Attitude (AT) 0.855; Perceived Behavioral Control (PBC) 0.676; and Repurchase Intention (RI) 0.733. The AVE results show that all indicators have met the specified value standards, so the convergence of indicators is valid or acceptable and it can be stated that all indicators that measure constructs have met the conditions of convergent validity. In addition, the results of the Composite Reliability (CR) data show that all values were above 0.8 meaning high reliability, such as Composite Reliability of COO, SN, AT, PBC, and RI are 0.939, 0.891, 0.959, 0.892; and 0.916. In addition to CR, the reliability test was strengthened with Cronbach's Alpha (CA), where the results showed high reliability, namely COO 0.918; SN 0.836; AT 0.944; PBC 0.835; and RI 0.878. The data can be seen in Table 2.

| | AVE | CR | CA |
|------------------------------------|------------|-----------|-----------|
| Country of Origin (COO) | 0.754 | 0.939 | 0.918 |
| Subjective Norm (SN) | 0.672 | 0.891 | 0.836 |
| Attitude (AT) | 0.855 | 0.959 | 0.944 |
| Perceived Behavioral Control (PBC) | 0.676 | 0.892 | 0.835 |
| Repurchase Intention (RI) | 0.733 | 0.916 | 0.878 |

Table 2: Convergent Validity and Reliability

AVE Average Variance Extracted; CR Composite Reliability; CA Cronbach's Alpha

4.3. Discriminant Validity

The next test is the discriminant validity or Fornell Lacker Criterium test. This test is done by looking at the cross loading value and the root square value of Average Variance Extracted / AVE. If every indicator that measures a construct has a greater cross-load value to the construct, it can be said to be valid. The results of this test indicate that the Root Square Value of AVE obtained by each construct is greater than the correlation value between the construct and other constructs in the same column. Therefore, discriminant validity requirements are also met. Data can be seen in the following Table 3.

| | CO | SN | AT | PBC | RI |
|------------------------------------|-----------|-----------|-----------|------------|-----------|
| Country of Origin (COO) | 0.868 | | | | |
| Subjective Norm (SN) | 0.520 | 0.820 | | | |
| Attitude (AT) | 0.607 | 0.659 | 0.925 | | |
| Perceived Behavioral Control (PBC) | 0.513 | 0.463 | 0.571 | 0.822 | |
| Repurchase Intention (RI) | 0.484 | 0.474 | 0.568 | 0.501 | 0.856 |

Table 3: Discriminant Validity (Fornell Lacker Criterium)

4.4. Hypothesis Test Results

Hypothesis testing is done by SEM-PLS. In this study, the significance level used was 5%. The hypothesis will be accepted if the p-value < 0.05 . The path coefficient is used to determine the direction of the correlation coefficient. The results of positive correlation coefficient indicate that there is a positive relationship between constructs. The research model will also be tested by looking at the coefficient of determination (R^2) which is between zero and one. This value explains the variation of the dependent variable. If it is zero then it cannot explain variation on the dependent variable, whereas if it is one, the independent variable explains one hundred percent variation on the dependent variable.

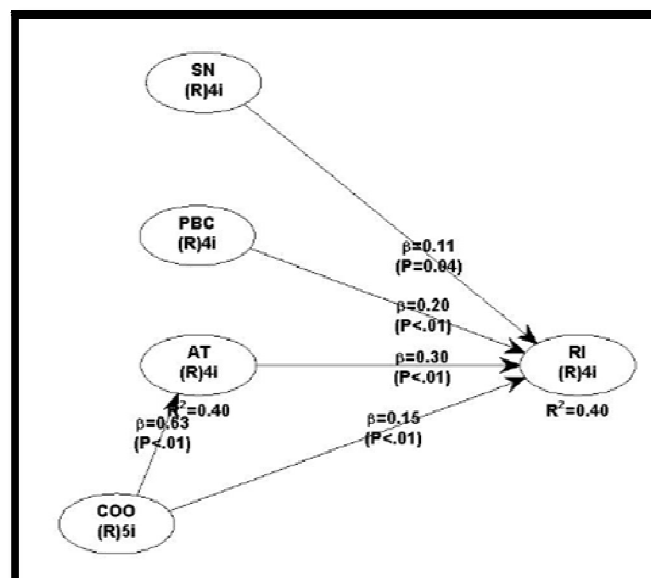


Figure 2: Hypothesis Test Results

Hypothesis test results indicate that the relationship between subjective norm and repurchase intention has a p-value of 0.04, so it can be stated that H1 is supported. A significant influence is also found on perceived behavioral control on repurchase intention (p -value < 0.01), so that H2 is also supported. H3 also received support, or in other words, there was a significant influence between attitude and repurchase intention. This is evidenced by the P-value of < 0.01 . Furthermore, there is a significant influence between country of origin image and attitude which p-value is < 0.01 so that H4 is supported. In addition, there is a significant influence between country of origin image and repurchase intention, where p-value was < 0.01 so that H5 is also accepted. So that, result showed that country of origin had a positive and significant effect on repurchase intention directly and indirectly through the partially mediation of attitude. Other results note that the R-squared Coefficient on repurchase intention is 0.40, which means 40% of repurchase intention of K-skincare in Indonesia can be made by the variables of country of origin image, subjective norm, perceived behavioral control and attitude. The results of the hypotheses test are summarized in Table 4.

| Hypothesis | Description | Coefficient | P-value | Result |
|------------|----------------------|-------------|----------|-----------|
| H1 | SN \rightarrow RI | 0.110 | 0.04 | Supported |
| H2 | PBC \rightarrow RI | 0.196 | < 0.01 | Supported |
| H3 | AT \rightarrow RI | 0.296 | < 0.01 | Supported |
| H4 | COO \rightarrow AT | 0.631 | < 0.01 | Supported |
| H5 | COO \rightarrow RI | 0.155 | < 0.01 | Supported |

Table 4: Summary Structural Model

4.5. Discussion

Based on the empirical findings of this study, it is known that all determinant factors (subjective norm, perceived behavioral control, attitude and country of origin) have a significant positive relationship with K-skincare product repurchase intention. Furthermore, country of origin has a direct effect on repurchase intention, as well as indirectly through partial mediation of attitude first. In addition, attitude is the factor that has the greatest influence with a loading factor of 0.296, followed by perceived behavioral control (0.196), country of origin (0.155) and subjective norm (0.110) on repurchase intention in a direct relationship.

The results of this study also confirm the results of previous studies, one of which is the study of Yazdanpanah and Forouzani (2015) which found that Iranian students' attitude was the main predictor of their intention to purchase organic foods. According to him, it is common for people to be under either attitudinal or normative control in a large number of behaviors. The results of this study are also in line with Spence et al., (2018), Tan et al. (2017), Maksan et al. (2019), Suratno & Rekati (2017), Yadav & Pathak (2016), Lestari & Fachrodji (2020) and Yazdanpanah & Forouzani (2015). Where Spence et al. (2018) found a significant influence on attitude towards purchase intention towards traceable minced beef and beef steak; Tan et al. (2017) found that attitude has a significant impact in increasing purchase intention for energy-efficient households in Malaysia; Maksan et al. (2019) found that attitude significantly affects purchase intention of domestic wine, while Suratno & Rekati (2017) found that attitude significantly affects the intention of purchasing green organic food product. In this study, the higher and more positive the attitude of consumers towards K-skincare, the more their repurchase intention will be. This attitude includes consumers who think that buying K-skincare products is a good idea, interesting, useful and wise.

Furthermore, this study found that perceived behavioral control is a significant factor in increasing repurchase intention towards K-skincare products in Indonesia. The results of this study are in line with Hsu et al. (2017) who found that perceived behavioral control has a significant impact on purchase intention of green skincare products, and is in line

with the results of previous research from Qi & Ploeger (2019), Tan et al. (2017), Xu et al. (2020) and Yadav & Pathak (2016). Perceived behavioral control refers to 'the controllability of conducting the certain behavior.' When consumers have the ability, time and money to purchase Korean skincare product, then it is reasonable to predict that they are more likely to repurchase Korean skincare product (Xu et al., 2020).

Not only that, the results show that subjective norm has a significant effect on consumers' intention to repurchase Korean skincare. This confirms several previous research results, such as Yadav and Pathak (2016) which found a significant effect between subjective norms and Young consumers' intention towards buying green products in a developing nation; Qi and Ploeger (2019) who found subjective norms had a significant positive effect on consumers' intentions towards purchasing green food in Qingdao, China; and Liobikienė et al. (2016) who found the impact of subjective norms in increasing the green purchasing behavior in the European Union countries. This shows that social values have a significant impact on consumer choice behavior. This may occur because some respondents feel that buying K-skincare increases social approval or makes a good impression, especially now that K-skincare is a product that is trending and loved by many women in Indonesia.

Another factor confirmed to have a significant effect on repurchase intention toward K-skincare is country of origin or COO. Country of origin image is accepted as one of the extrinsic cues that affect consumers' evaluation of products. Most previous studies have found that consumers have deemed products from developed countries to be of higher quality than those from developing countries (Shannon, 2017). South Korea is a developed country that has successfully invaded the international beauty industry, known as K-Beauty. South Korea is now one of the countries that is on the rise because of its various innovations in skin care products that continue to strive to spread the positive benefits that arise in using skin care by promoting the concept of natural ingredients. In the case of this research, the higher the COO in the eyes of consumers towards South Korea (such as preferring brands that come from countries that are rich in R&D; countries with high levels of technological advancement; countries that maintain high levels of quality; countries that maintain a developing image on new skincare & cosmetics; and a country that is prestigious in terms of manufacturing skin care and cosmetics), the higher the customer's intention to repurchase Korean skincare products. Or the higher the COO in the eyes of consumers towards South Korea, the higher the attitude of the consumers, which in turn will increase the intention to repurchase the product. The results of this study are also in line with the results of several previous studies regarding the relationship between COO and purchase intention (Moslehpour et al., 2017; Zbib, Wooldridge, Ahmed, & Benlian, 2010).

4.6. Implication

This study has various practical implications for both researchers and practitioners. The findings of this study will help to understand how the use of theory of planned behavior in the context of the beauty industry, especially in the Korean skincare sector. In addition, the findings of this study explain how the relationship between country of origin, attitude, subjective norm and perceived behavioral control on repurchase intention. For practitioners, the results of this study are relevant for the beauty industry, especially for directors and managers of the cosmetics and skincare sector. In making a marketing strategy for Korean skincare products in other countries, we can prioritize the country of origin image factor, which emphasizes the 'South Korean' side in its products and advertisements. Among them are using natural ingredients that are only available from South Korea, using popular South Korean artist brand ambassadors, giving lottery prizes to visit South Korea, etc. All Korean cosmetics and skincare companies must jointly build a country of origin image by educating consumers in target countries about South Korean technological advances, innovation and R&D in the beauty industry. That way, the positive attitude of consumers in the target country will be formed.

Companies can also brand products to help create a positive attitude among consumers. So that consumers believe that buying K-skincare is a good idea, which is not only attractive because it follows trends but is also beneficial for skin health and beauty, and of course it is wise for the environment due to using natural resources. With the high positive attitude of consumers, their intention to repurchase the product will be high. So that there is a real product repurchase behavior.

To increase the subjective norm factor, where social value is created that causes someone to buy the product, companies need to satisfy consumers both in terms of product quality and service quality in their official stores. So there was positive WOM from loyal customers to recommend products to people around them, thus increasing the subjective norm factor itself.

Then, for the perceived behavioral control factor, companies need to properly segment and target the market, so that the marketing strategy carried out will be right on the target, namely consumers with high perceived behavioral control. Where these consumers have the ability, money or resources, and time to make purchases and repurchases of K-skincare products. So that, not only marketing can be carried out effectively and efficiently, but also the output obtained is far more optimal.

5. Conclusion

This study was to identify the critical factors affecting consumers intention to repurchase K-skincare product in Indonesia using an extended Theory of Planned Behavior (TPB) approach. The findings of the study revealed that the model was able to explain 40% of the variance in repurchase intention. Result showed that the variables such as subjective norm, perceived behavioral control, attitude and country of origin image had positive and significant effect on intention to repurchase Korean skincare product by Indonesian consumer.

Suggestions for future research that come from considerations of the limitations of this study include: (1) this research has weaknesses because it uses a nonprobability sampling method, so it is suggested that future research can use

a probability sampling method covering all K-skincare companies in the target country or the country where the research is taking place; (2) Future research can compare consumer behavior from countries across continents, this is because K-beauty products are not only success in Asia, but also in other continents; (3) Future research can include more antecedent variables into the model, so that it can increase the R-squared value or variance in K-skincare customer repurchase intention, where in this research model the R-squared is relatively small, which is only 40%.

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