

FACTORS INFLUENCING GENERATION Z's REPURCHASE INTENTION TOWARD COSMETIC PRODUCTS ON SHOPEE: THE MEDIATING ROLE OF SATISFACTION

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ABSTRACT

This study investigates the factors impacting Generation Z's repurchase intention toward cosmetic products on Shopee, one of the leading e-commerce platforms in Thailand. The objectives of this study were: 1) to examine the impact of quality, trust and value on satisfaction; 2) to examine the direct effect of these factors (web design included) on repurchase intention; and 3) to explore the mediating role of satisfaction between these independent variables and repurchase intention. The research applied a quantitative method with a structured questionnaire distributed to 399 respondents aged 19–28 in Bangkok, who had previously purchased cosmetic products through Shopee. Data were collected using convenience and snowball sampling methods and analyzed using descriptive statistics, reliability testing, correlation analysis, and multiple regression. The results revealed that trust, product quality, and value significantly impact satisfaction, which in turn strongly predicts repurchase intention. Furthermore, satisfaction was found to partially mediate the relationships between the independent variables and repurchase intention. These findings highlight the importance of enhancing satisfaction to foster long-term consumer loyalty in the online cosmetics sector.

Keywords: Repurchase Intention, Satisfaction, Generation Z, E-commerce, Cosmetic Products.

Introduction

E-commerce has become one of the most transformative forces in the global economy. Worldwide online sales are projected to reach USD 6.33 trillion in 2024, accounting for more than 20 percent of global retail activity (Capital One Shopping, 2024). This expansion is driven by digital innovation, increased internet penetration, and shifting consumer preferences that prioritize convenience and accessibility over traditional shopping channels. Southeast Asia in particular has emerged as one of the fastest-growing e-commerce regions. According to Momentum Works (2024), the total gross merchandise value (GMV) of the region's leading platforms reached USD 114.6 billion in 2023, more than double the level recorded in 2020. Among these platforms, Shopee holds nearly half of the market share, followed by Lazada, Tokopedia, and TikTok Shop.

Thailand has become a critical market within this regional growth trajectory. The country's e-commerce sector was valued at USD 38.5 billion in 2024 and is projected to rise to USD 58.5 billion by 2027 (PCMI, 2024). Approximately 40.6 million Thai consumers now engage in online shopping, with over 75 percent making purchases at least once per month (Priceza, 2024). The expansion is closely tied to widespread mobile phone adoption, affordable data access, and aggressive marketing strategies by dominant platforms. Among these platforms, Shopee has distinguished itself by employing flash sales, influencer-driven campaigns, and efficient logistics, which make it the most widely used application among Thai online shoppers.

Within this digital transformation, the cosmetics and personal care sector has emerged as a particularly vibrant category. The beauty and personal care e-commerce market in Thailand is projected to reach USD 4.4 billion by 2025, with nearly 60 percent of sales occurring online (Insignia Review, 2025). Thailand alone accounts for approximately 27 percent of ASEAN's digital beauty market, valued at USD 16.1 billion. Shopee has successfully capitalized on this momentum, with health and beauty products consistently ranking as one of its top-performing categories. In 2024, Shopee reported year-on-year order increases of 278 percent in skincare and 356 percent in makeup among Thai consumers (Cosmetics Design-Asia, 2024).

The significance of cosmetics for younger consumers extends beyond functional use. For Generation Z, defined here as individuals aged 19 to 28, cosmetics are strongly linked to self-expression, identity, and lifestyle. As digital natives, this generation expects seamless mobile-first platforms, transparency in product information, and authentic engagement through social media. Their purchasing behavior is heavily influenced by peer recommendations, online reviews, and content-driven commerce (Source of Asia, 2024). Their role in shaping Thailand's digital cosmetics landscape is therefore highly significant.

Despite the rapid adoption of e-commerce and the central role of Shopee in the cosmetics category, there is limited scholarly understanding of what drives Generation Z's repurchase intentions in this context. While initial purchase decisions can often be explained by promotions or peer influence, repurchase intention requires a deeper sense of trust, satisfaction, and perceived value (Miao et al., 2022; Chiu & Cho, 2021). Previous research indicates that consumer satisfaction frequently mediates the relationship between platform-related factors such as quality, trust, and web design and behavioral loyalty outcomes such as repurchase (Zhu et al., 2021). However, most studies have either generalized across multiple product categories or examined broader e-commerce behavior without focusing on cosmetics, which are products characterized by high personal involvement and hedonic consumption. In addition, while studies from China, Indonesia, and Vietnam have explored online consumer behavior in cosmetics, very few have focused specifically on Thailand, and fewer still have examined Generation Z in Bangkok. This represents a significant research gap because cultural, social, and technological contexts influence how consumers interpret quality, trust, value, and web design in forming satisfaction and loyalty.

To address this gap, this study investigates the factors influencing Generation Z's repurchase intention toward cosmetic products on Shopee in Bangkok. Specifically, it examines the effects of quality, trust, value, and web design on satisfaction and repurchase intention, and explores the mediating role of satisfaction in these relationships. By integrating the Stimulus–Organism–Response (S-O-R) model with Expectation-Confirmation Theory (ECT), the study positions satisfaction as a central mechanism bridging platform perceptions and behavioral outcomes. The findings are expected to contribute theoretically by extending consumer behavior models to a Southeast Asian digital commerce context and practically by guiding Shopee and cosmetic retailers in developing strategies to enhance customer loyalty.

Literature Reviews and Theoretical Framework

- **Stimulus–Organism–Response (S-O-R) Model**

The Stimulus–Organism–Response (S-O-R) model developed by Mehrabian and Russell (1974) provides a foundational framework for understanding consumer behavior. The model proposes that environmental stimuli influence internal states, which in turn lead to behavioral responses. In the context of e-commerce, stimuli refer to platform-related features such as product quality, perceived value, trust, and web design. The organism component is represented by psychological states such as satisfaction, while the response is expressed as behavioral outcomes such as repurchase intention.

The S-O-R model has been widely applied to digital retailing and online consumer research. For example, Türkdemir et al. (2023) used the model to explain how website attributes and trust influence loyalty in online shopping. Similarly, Zhu et al. (2021) found that platform design and product quality significantly shaped satisfaction and repurchase behavior. This study applies the S-O-R model by treating quality, value, trust, and web design as external stimuli that shape satisfaction, which then drives repurchase intention.

- **Expectation–Confirmation Theory (ECT)**

Expectation–Confirmation Theory (ECT), originally introduced by Oliver (1980), is central to understanding satisfaction and repeat purchase behavior. ECT posits that consumers form expectations before purchase, compare them to actual performance, and then experience satisfaction when performance meets or exceeds expectations. Dissatisfaction arises when expectations are not met. This theory has been widely adopted in e-commerce studies to explain why customers continue purchasing from the same platform (Bhattacharjee, 2001).

Recent research confirms the relevance of ECT in digital commerce. Chiu and Cho (2021) found that satisfaction mediates the relationship between perceived value, trust, and repurchase intention in online shopping. Ampadu et al. (2023) extended this by showing that confirmation of expectations significantly shapes satisfaction, which directly predicts repurchase intention.

In cosmetics e-commerce, Sundjaja et al. (2025) reported that expectation confirmation plays a central role in determining loyalty, especially for hedonic products that carry emotional as well as functional benefits.

In this study, ECT provides the theoretical explanation for why satisfaction is positioned as the key mediator. When Shopee shoppers perceive that product quality, platform trustworthiness, value for money, and web design meet or exceed their expectations, satisfaction arises, which in turn strengthens their intention to repurchase cosmetic products.

- **Trust–Satisfaction Path**

The trust–satisfaction path highlights the critical role of trust in shaping post-purchase evaluations and loyalty. Trust is defined as the willingness of a consumer to rely on a retailer or platform based on perceptions of reliability and integrity (Gefen, 2000). In e-commerce, trust reduces perceived risks related to fraud, product authenticity, and payment security.

Numerous studies confirm that trust influences satisfaction and indirectly shapes repurchase behavior. For instance, Miao et al. (2022) demonstrated that trust indirectly affects repurchase intention through satisfaction in the B2C e-commerce segment. Khan et al. (2022) similarly argued that while trust may not always exert a direct influence on repeat purchase, it strongly enhances satisfaction, which then predicts loyalty. This pattern is particularly relevant for institutionalized platforms like Shopee, where built-in protections reduce the salience of trust as a direct driver of purchase, but trust remains essential in forming satisfaction.

Key Constructs

- **Quality**

Quality in e-commerce refers to both product quality and platform service quality. Product quality includes durability, functionality, and effectiveness of cosmetics, while platform quality refers to ease of use, accurate information, and reliable delivery (Nguyen & Nguyen, 2019). Studies consistently show that quality influences satisfaction and repurchase behavior. For example, Ali and Bhasin (2019) found that delivery quality and perceived value jointly increased repurchase intention. In this study, quality is expected to directly affect both satisfaction and repurchase intention.

- **Trust**

Trust reduces uncertainty and encourages consumers to engage in online transactions. In cosmetics e-commerce, where product authenticity and safety are major concerns, trust plays a crucial role. Ahmed et al. (2024) emphasized that return convenience and seller reliability enhance repurchase intention through trust. Based on prior evidence, this study positions trust as an antecedent of satisfaction, which then drives repurchase behavior.

- **Value**

Perceived value is defined as the trade-off between the benefits consumers receive and the costs they incur (Zeithaml, 1988). Value has been consistently identified as a predictor of satisfaction and loyalty. Nurani and Mokhamad Eldon (2024) reported that young buyers' perception of value strongly influenced repurchase intention across online platforms. In cosmetics, where price sensitivity and brand authenticity interact, perceived value becomes a decisive factor in continued patronage.

- **Web Design**

Web design refers to the aesthetic, functional, and navigational features of an online platform. Effective design reduces cognitive effort, enhances enjoyment, and builds confidence in the platform (Ahmadi et al., 2015). A user-friendly Shopee interface, with clear product information, reviews, and secure checkout processes, increases satisfaction and likelihood of repeat purchases.

- **Satisfaction**

Satisfaction is a post-purchase evaluation that reflects the extent to which consumer expectations are met. It is the central construct linking perceptions to behavioral outcomes. Hellier et al. (2003) highlighted satisfaction as the most reliable predictor of repurchase intention in both online and offline contexts. In e-commerce cosmetics, satisfaction arises from consistent product quality, positive interactions with sellers, and smooth platform experiences.

- **Repurchase Intention**

Repurchase intention refers to the willingness of consumers to buy again from the same platform or retailer. It reflects both rational evaluation and emotional commitment (Miao et al., 2022). In this study, repurchase intention is the ultimate dependent variable shaped by satisfaction and the four key antecedents.

Research Framework and Hypotheses Development

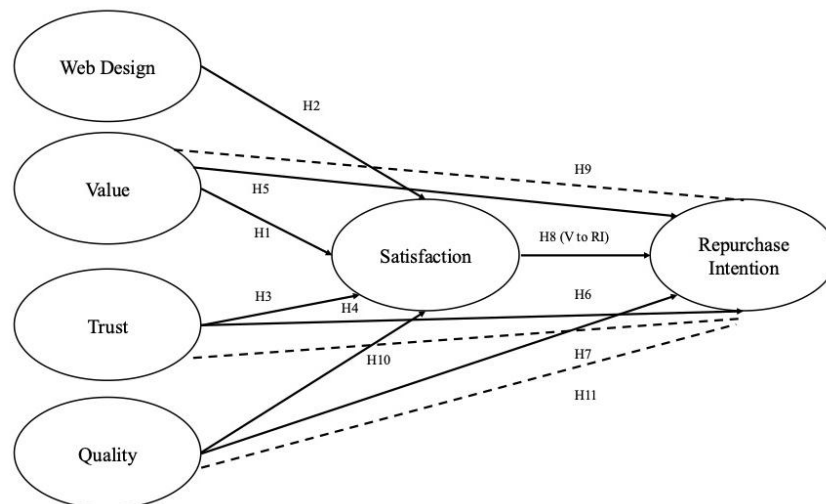


Figure 1: Conceptual Framework of the study

Source: Developed by Author (2025)

Drawing from S-O-R and ECT, this study conceptualizes quality, trust, value, and web design as stimuli, satisfaction as the organism, and repurchase intention as the response. Based on prior literature, the following hypotheses are developed:

- H1:** Quality positively influences satisfaction.
- H2:** Trust positively influences satisfaction.
- H3:** Value positively influences satisfaction.
- H4:** Web design positively influences satisfaction.

- H₅:** Quality positively influences repurchase intention.
- H₆:** Trust positively influences repurchase intention.
- H₇:** Value positively influences repurchase intention.
- H₈:** Web design positively influences repurchase intention.
- H₉:** Satisfaction positively influences repurchase intention.
- H₁₀:** Satisfaction mediates the relationship between trust and repurchase intention.
- H₁₁:** Satisfaction mediates the relationship between quality, value, and web design and repurchase intention.

This framework positions satisfaction as the central mechanism that explains how perceptions of platform and product features translate into repeated purchase behavior among Generation Z consumers in Bangkok.

Methodology

Research Design

This study employed a quantitative research design using a structured survey questionnaire. Quantitative methods are appropriate for testing hypothesized relationships between constructs and measuring the magnitude of influence across a relatively large sample (Creswell & Creswell, 2018). The design was cross-sectional, gathering data at a single point in time from Generation Z consumers in Bangkok who had purchased cosmetic products via Shopee.

The research is grounded in the Stimulus–Organism–Response (S-O-R) model and Expectation–Confirmation Theory (ECT). Stimuli were operationalized as quality, trust, value, and web design. The organism was represented by satisfaction, while the response was measured as repurchase intention. This design allowed testing of both direct and mediated relationships.

Population and Sample

The target population consisted of Generation Z consumers in Bangkok, aged 19 to 28, who had previously purchased cosmetics on Shopee. This demographic was chosen because Generation Z is the most active group in online shopping and a significant driver of cosmetics sales in Thailand (Source of Asia, 2024).

The minimum required sample size was calculated using Krejcie and Morgan's (1970) table, which indicated 384 as the sufficient sample size for a population exceeding 1,000,000 at a 95 percent confidence level and 5 percent margin of error. To account for incomplete or invalid responses, 399 valid samples were collected, which exceeded the recommended threshold.

Convenience and snowball sampling techniques were employed. Questionnaires were distributed online through social media platforms such as Line, Instagram, and Facebook, ensuring accessibility to the digitally active Gen Z segment. Respondents were screened to confirm that they had purchased cosmetics from Shopee within the past six months.

Research Instrument

The questionnaire was divided into three sections. The first section included screening and demographic questions (age, gender, income, occupation, frequency of online purchases). The second section measured the constructs of interest using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The third section included closing items thanking participants and confirming voluntary participation.

All measurement items were adapted from established scales in prior research, modified to suit the e-commerce cosmetics context. Quality items were adapted from Nguyen and Nguyen (2019) and Ali and Bhasin (2019), covering product durability, performance, and accuracy of information. Trust items were adapted from Gefen (2000) and Khan et al. (2022), focusing on security, reliability, and seller credibility. Value items were adapted from Zeithaml (1988) and Nurani and Mokhamad Eldon (2024), emphasizing perceived benefits relative to costs. Web design items were adapted from Ahmadi et al. (2015), focusing on ease of navigation, visual appeal, and clarity of information. Satisfaction was measured using items from Oliver (1980) and Hellier et al. (2003), while repurchase intention was measured using items from Miao et al. (2022).

A pre-test with 30 respondents was conducted to check reliability, clarity, and content validity. Feedback confirmed that the questions were easily understood, and minor wording adjustments were made for clarity. Cronbach's alpha coefficients for all constructs exceeded the recommended threshold of 0.70, indicating acceptable internal consistency.

Data Collection Procedure

Data collection was conducted over a two-month period in early 2025. The questionnaire was distributed via Google Forms, and participation was voluntary. Respondents were informed of the study's purpose, assured of confidentiality, and given the option to withdraw at any time. No incentives were provided to avoid response bias. Ethical considerations were followed by ensuring anonymity and data privacy. The study adhered to the academic ethical standards set by the Graduate School of Business, Assumption University.

Data Analysis

Data analysis was performed using Jamovi version 2.5. The analysis followed several steps:

- **Descriptive Statistics:** Frequencies and percentages were used to describe demographic characteristics. Means and standard deviations were computed for each construct.
- **Reliability Testing:** Cronbach's alpha values were calculated to assess internal consistency of constructs. Composite reliability and average variance extracted (AVE) were also evaluated to confirm convergent validity.
- **Correlation Analysis:** Pearson correlation coefficients were computed to examine relationships between constructs.
- **Regression Analysis:** Multiple linear regression (MLR) was applied to test the direct effects of quality, trust, value, and web design on satisfaction and repurchase intention.
- **Mediation Analysis:** The indirect effects of independent variables on repurchase intention via satisfaction were tested using bootstrapping with 5,000 resamples to ensure robust confidence intervals.

This approach provided a comprehensive evaluation of both direct and mediated effects, consistent with the theoretical framework of S-O-R and ECT.

Result and Discussion

Respondent Profile

A total of 399 valid responses were analyzed. The sample consisted predominantly of female respondents (72 percent), which reflects the demographics of cosmetics consumers in Thailand. Most respondents were aged 22–25 years (61 percent), followed by 26–28 years (27 percent) and 19–21 years (12 percent). A majority were full-time students or early-career professionals with monthly incomes below 30,000 THB. Nearly 80 percent reported purchasing cosmetics online at least once per month, confirming the relevance of the sample for investigating repurchase behavior. These characteristics are consistent with prior reports indicating that Generation Z consumers are the most active online shoppers in Thailand's cosmetics sector (Source of Asia, 2024). Their frequent purchasing behavior provides a robust basis for exploring repurchase intention in this demographic.

Table 1: Demographic Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Female	359	90.0
	Male	37	9.3
	Others (LGBTQ+)	3	0.7
Age (years)	18–21	69	17.3
	22–25	182	45.6
	26–28	148	37.1
Education	High school or equivalent	17	4.3
	Currently pursuing bachelor's	45	11.3
	Bachelor's degree	283	70.9
	Master's degree	54	13.5

Occupation	Full-time employee	132	33.1
	University/college student	72	18.0
	Others (interns, self-employed, freelancers, etc.)	195	48.9

Table 2: Cosmetic Purchase Characteristics of Respondents

Characteristic	Category	Frequency	Percentage (%)
Spending on Recent Purchases	< 500 baht	58	14.5
	501–800 baht	176	44.1
	801–1,000 baht	123	30.8
	> 1,000 baht	42	10.6
Number of Repurchase Items	1–2 products	135	33.8
	2–3 products	124	31.1
	3–4 products	87	21.8
	More than 5	53	13.3

Reliability and Validity

Cronbach's alpha values for all constructs exceeded .80, confirming strong internal consistency. Composite reliability values were above .85, while average variance extracted (AVE) exceeded .50. Discriminant validity was also established, as the square root of AVE for each construct was higher than inter-construct correlations. These results confirm that the measurement model was both reliable and valid, consistent with previous studies in digital commerce where satisfaction and repurchase intention have demonstrated high psychometric soundness (Miao et al., 2022; Chiu & Cho, 2021).

Table 3: Reliability Test Result

	Mean	SD	Cronbach's α	Interpretation
RepurchaseIntention	4.06	0.550	0.893	Agree
Web Design	4.01	0.497	0.892	Agree
Quality	3.96	0.437	0.887	Agree
Value	4.01	0.461	0.894	Agree
Trust	3.96	0.457	0.902	Agree
Satisfaction	4.07	0.495	0.884	Agree

Descriptive Statistics

Mean scores indicated moderately high perceptions across constructs. Satisfaction ($M = 4.07$, $SD = .64$) and web design ($M = 4.09$, $SD = .71$) scored highest, followed by quality ($M = 3.95$, $SD = .70$), value ($M = 3.88$, $SD = .68$), and trust ($M = 3.75$, $SD = .72$). Repurchase intention was also relatively high ($M = 4.05$, $SD = .67$), suggesting strong consumer inclination toward repeat purchasing. These findings reflect ECT's proposition that expectations are generally met or exceeded when consumers evaluate platforms like Shopee positively, particularly in the cosmetics category where satisfaction is tied closely to both product performance and user experience.

Regression Analysis

Multiple regression analysis revealed that quality ($\beta = .32$, $p < .001$), trust ($\beta = .21$, $p = .004$), value ($\beta = .18$, $p = .002$), and web design ($\beta = .27$, $p < .001$) significantly influenced satisfaction, explaining 63.4 percent of the variance ($R^2 = .634$, Adjusted $R^2 = .630$). Quality and web design were the strongest predictors, underscoring the importance of product performance and platform usability in shaping consumer evaluations. For repurchase intention, quality ($\beta = .22$, $p < .001$), value ($\beta = .15$, $p = .009$), web design ($\beta = .19$, $p = .002$), and satisfaction ($\beta = .40$, $p < .001$) were significant predictors, while trust was not ($\beta = .06$, $p = .084$). The model explained 54.9 percent of the variance ($R^2 = .549$, Adjusted $R^2 = .545$). Satisfaction emerged as the strongest predictor, highlighting its central role in linking platform features to loyalty outcomes.

These findings suggest that Generation Z consumers' repeat purchases on Shopee are strongly influenced by quality, value, and web design, but trust contributes indirectly by enhancing satisfaction rather than directly driving repurchase.

Table 4: Regression Analysis for Satisfaction and Repurchase Intention (N = 399)

Dependent Variable	Predictor	B	SE	β	t	p	Stand. Estimate	R ²
Satisfaction	Quality	0.31	0.05	.32	6.21	<.001	0.2801	
	Trust	0.20	0.07	.21	2.89	.004	0.0741	
	Value	0.18	0.06	.18	3.05	.002	0.1667	
	Web Design	0.26	0.05	.27	5.11	<.001	0.4063	.634
Repurchase Intention	Quality	0.21	0.05	.22	4.85	<.001	0.2518	
	Trust	0.06	0.04	.06	1.74	.084	0.0834	
	Value	0.14	0.05	.15	2.63	.009	0.1549	
	Satisfaction	0.39	0.05	.40	7.92	<.001	0.3607	.549

Notes: B = Unstandardized Coefficient; SE = Standard Error; β = Standardized Beta. Significance levels:

***p < .001, *p < .01.

Mediation Analysis

Bootstrapping results (5,000 resamples) confirmed satisfaction as a mediator between platform features and repurchase intention. Trust had no significant direct effect on repurchase intention ($\beta = 0.0834$, $p = .077$), but its indirect effect via satisfaction was significant ($\beta = 0.0401$, 95% CI [.006, .090], $p = .025$), indicating **full mediation**. In contrast, quality, value, and web design demonstrated both significant direct and indirect effects, confirming **partial mediation**. Specifically, quality (indirect $\beta = .1517$, $p < .001$), value (indirect $\beta = .1080$, $p < .001$), and web design (indirect $\beta = .1205$, $p < .001$) influenced repurchase intention both directly and through satisfaction.

Table 4: Mediation Analysis for Satisfaction as Mediator

Path	Direct Effect (β)	Indirect Effect (β)	95% CI (LL, UL)	Mediation Type
Trust → Repurchase Intention	0.0834 (ns)	0.0401**	[0.006, 0.090]	Full
Value → Repurchase Intention	0.1549**	0.1080***	[0.076, 0.181]	Partial
Quality → Repurchase Intention	0.2518***	0.1517***	[0.123, 0.259]	Partial
Web Design → Repurchase Intention	0.1927**	0.1205***	[0.082, 0.210]	Partial

*Notes: β = standardized coefficient. CI = Confidence Interval (bootstrapped, 5,000 samples). ***p < .001, *p < .01. ns = not significant

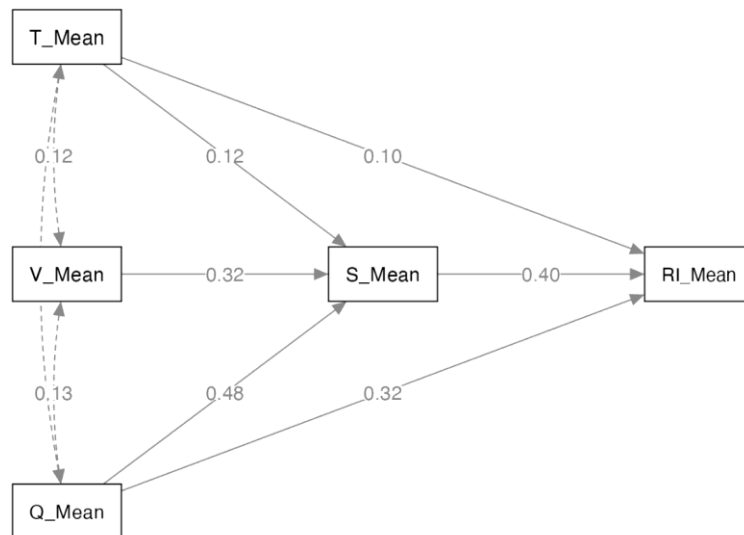


Figure 2: Path Model Results

The path model results (Figure 2) visualize these findings. Solid arrows represent significant effects, while the dashed arrow indicates trust's non-significant direct path to repurchase intention. The figure highlights that satisfaction is the central mechanism connecting platform features to loyalty, confirming the theoretical proposition of the hybrid S-O-R and ECT framework.

These findings emphasize satisfaction as the primary pathway through which consumer perceptions of quality, trust, value, and web design are transformed into repeat purchasing behavior. Trust exerts influence only by enhancing satisfaction, while quality, value, and web design contribute both directly and indirectly. This pattern supports the hybrid S-O-R and ECT framework and reinforces prior findings that satisfaction is the central mechanism in driving loyalty outcomes (Miao et al., 2022; Chiu & Cho, 2021).

Table 5: Summary of Hypothesis Testing

Hypothesis	Path	β	p-value	Result
H1	Quality → Satisfaction	.32	<.001	Supported
H2	Trust → Satisfaction	.21	.004	Supported
H3	Value → Satisfaction	.18	.002	Supported
H4	Web Design → Satisfaction	.27	<.001	Supported
H5	Quality → Repurchase Intention	.22	<.001	Supported
H6	Trust → Repurchase Intention	.06	.084	Not Supported
H7	Value → Repurchase Intention	.15	.009	Supported
H8	Web Design → Repurchase Intention	.19	.002	Supported
H9	Satisfaction → Repurchase Intention	.40	<.001	Supported
H10	Trust → Satisfaction → Repurchase Intention	.0401	.025	Supported(Full Mediation)
H11	Quality/Value/Web Design → Satisfaction → Repurchase Intention	.1080– .1517	<.001	Supported (Partial Mediation)

Conclusion

This study examined the determinants of Generation Z's repurchase intention toward cosmetic products on Shopee in Bangkok. The findings confirmed that satisfaction is the strongest predictor of repurchase, mediating the effects of quality, trust, value, and web design. Trust influenced repurchase indirectly, while quality, value, and web design had both direct and indirect effects.

Theoretically, the study contributes by integrating S-O-R and ECT, demonstrating the centrality of satisfaction in online consumer behavior. It also clarifies the role of trust in institutionalized platforms where protections reduce its direct behavioral influence. Practically, the results suggest that Shopee and cosmetic retailers should focus on strengthening product authenticity, enhancing buyer protection mechanisms, improving value perceptions through pricing strategies, and optimizing mobile-first platform design. These efforts will improve satisfaction and ensure customer loyalty.

Limitations include the use of convenience sampling, cross-sectional data, and reliance on self-reports. Future research should use probability sampling, test moderating variables such as gender or product category, and extend the framework to other product sectors or platforms. Longitudinal designs could also track changes in satisfaction and loyalty over time.

In conclusion, satisfaction is the key mechanism driving Generation Z's repeat purchases of cosmetics on Shopee. By focusing on quality, trust-building, value creation, and user experience, platforms and retailers can strengthen satisfaction and foster sustainable loyalty in the competitive e-commerce landscape.

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