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**THE IMPACT OF BRAND EXPERIENCE, CUSTOMER REVIEW AND  
CUSTOMER SATISFACTION ON REPURCHASE INTANTION FOR SCARLET  
PRODUCTS.**

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**Abstract**

The purpose of this study is to determine the effect of brand experience and customer satisfaction which are thought to influence repurchase intentions. Variables in this study include the sensory component of the product experience and the emotional component, which relates to the emotions and inner feelings of customers toward the product, are used to quantify the brand experience. Cognitive and behavioral dimensions both require the customer's creative thinking. The customer reviewer variable, which is measured by the social dimensions feel, feel, think, act, and relate, relates to the product experience. Repurchase intention is estimated from individual judgements about repurchasing products while taking into account the current situation and potential conditions, whereas the variable customer satisfaction is measured through satisfaction. the following is to find out and analyze the influence of brand experience, customer reviewers and customer satisfaction to consider the intention to repurchase scarlet products. Purposive sampling based on age over seventeen years is the sample selection method used by the researchers. The number of respondents used in the observation to collect data was 160. In this study, data was analyzed using questionnaires, interviews, and field observations. Multiple Linear Regression is used in this study. Based on the findings Based on data analysis, it is possible to conclude that the influence of brand experience and customer reviews is positive and significant. Customer experience has the most influence on repurchase intention of the two. As a result, the evidence findings obtained in the research about the partial variable customer value, customer customer experience, and reviews have a positive and significant effect on repurchase intention.

**Keywords: Brand Experience; Customer Review; Customer Satisfaction; Customer Satisfaction**

**Introduction**

Economic needs or economic needs is when a customer uses the money he has to get the best use of the money. Some customers will choose the goods at the lowest price, but some will pay more for the convenience of the product. However, most customers will prefer goods with economic value that adds value to the value of the money they spend (McCarthy, 2010).

Repurchase intention of the same product or service is considered important for the life of a company (Azize Sahin, et.al., 2012). The ongoing life of a company to just get customers is not enough, companies should try to get and create the intention to buy back customers (Rambitan,

2015). Repurchase intention is important for companies because the cost of retaining an old customer will be much cheaper than attracting new customers (Euphemia FT Yuen, 2010). Other studies argue that repurchase intent is the customer's goal of maintaining a relationship with a service provider to make a repurchase of the product or service offered (Bitner et al., 1990; Bolton and Drew, 1991; Boulding et al. 1993; Aron, 2006; Voss et al, 2010).

Repurchase intention is one of the problems for a company, because competition between companies both service providers and products is growing in the global world (Ilias O. Pappas et.al, 2014). The impact of globalization is one of lifestyle. This growing lifestyle is used by business people to develop the company (Widjaja, 2010).

One business that is growing and utilized by Business players is beauty care services. The intense competition in the beauty business world makes business people vying to advance beauty products to attract customers to use these products. Tight competition encourages companies to improve quality, provide competitive prices, provide excellent service, and focus on the needs and expectations of customers in order to provide satisfaction to customers, so that companies not only retain existing customers but also attract new customers.

The development of the beauty industry in Indonesia is very well developed, even Indonesia is one of the countries with great potential in the beauty industry whose growth until 2015 reached 20% (source: SWA magazine). The potential that Indonesia has in the beauty industry is one of them because the number of Indonesian residents is dominated by women who always want to look beautiful, but now men also have many who follow women's habits, namely beautifying themselves.

One of the factors to retain customers will repurchase intention back, apart from the perceived satisfaction of customers over provided by the company, that the brand experience of a product will affect the positive attitude and brand experience that affects the repurchase intention (Yang et al, 2012; Choi and Kim 2013). Brand experience depends on customer satisfaction will stimultan their needs and impact the decision to repurchase a product or service in a company (Temporal, 2011:65).

The needs in question include functional needs that are met by purchasing products or services, as well as emotional needs obtained by customers in the form of stimulation of emotions and feelings that are met by the brand. Brand experience is built on the assumption that above the needs of consumers have desires and passions. So in addition to caring about how a brand can carry out its functions, consumers enjoy the moments or experiences of interacting with the brand.

It is very important for companies going to the customer to have brand experience in marketing practices. This Brand experience affects brand consumers will have a positive

relationship with the company. Another study found that the brand experience and satisfaction provided by the company has a positive effect on the intention of repurchase for a brand this makes it one of the advantages for a company (Sahin et al., 2011). (Brakus et al., 2013) suggests that the perceived value of a brand experience is significantly positively correlated with repurchase intent.

Another study showed that brand experiences have a positive effect on satisfaction and repurchase intent. These findings are supported by Brakus et al. (2009), Zarantenello and Schmitt (2000). Brand experiences appear in a variety of settings when consumers search for, shop for, and consume brands. In this study, brand experience was conceptualized as subjective consumer responses elicited by experience-related brand attributes in the intention to re-purchase Azize sahin et al., (2014) On the basis of the background stated, the research conducted to analyze the factors that affect the intensity of customer repurchase interest with the title: "The Impact Of Brand Experience, Customer Review And Customer Satisfaction On Repurchase Intantion For Scarlet Products".

### **Research Methods**

Based on the formulation of the problem and research objectives, in this study the type of research used is associative research with quantitative methods approach. Quantitative research can be interpreted as a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, statistical data analysis to test hypotheses that have been established (Sugiyono, 2014). While associative research is research that connects two or more variables (Situmorang, 2017).

The use of this method is used in accordance with the purpose and objectives of the study, namely to determine how much the Impact of Brand Experience, Customer Review and Customer Satisfaction on Repurchase intent for Scarlet Products. Purposive sampling based on age over seventeen years is the sample selection method used by the researchers, the nature of this study the sample was taken using the method of nonprobability sampling sampling techniques that do not provide the same opportunity or opportunity for each element or member of the population to be selected as a sample with the technique of accidental sampling sampling techniques based on chance, IE anyone who by chance /incidental encounter with researchers that can be used as a sample and is considered suitable as a source of data.

The estimation method used in this study is the Maximum Likelihood in which a minimum of 5 (five) respondents per variable observed will be sufficient for the normal distribution (Wijanto, 2008). In this study, the number of research samples is 5 times the number of indicators, namely Brand Experience (11) Customer Review (10), Customer Satisfaction the calculation is: number of samples = number of indicators  $\times$  5 = 32  $\times$  5 = 160

So, based on the above formula can be sampled from a population of 160 people in this study the object is the customer cosmetics in Medan with adolescent age 17-23 years, as respondents by providing questions (questionnaires). 2. Secondary data secondary data is data obtained collected and put together by previous studies or published by various other agencies. Usually indirect sources in the form of documentation data and official archives (Situmorang, 2017).

The method of data collection is done by submitting a questionnaire sheet containing a list of questions to the respondents or customers of cosmetic users in Medan who are the sample or respondents in this study. In this questionnaire is made using a scale of 1-5 to obtain data that is interval and given a score or value. methods in collecting primary data by searching for information or observations to the target researcher, documentation studies are conducted by collecting and studying company documents, articles, and journals related to this research.

To facilitate the analysis of data, it is done by steps, the first is done, the data (documents) obtained from field research, the results of questionnaires and interviews are collected in advance in a special place to make it easier so that nothing is lost. The second is transliteration, namely by transliterating the results of questionnaires and interview results in the community in the area to be easily understood and understood. Third, by grouping the data, after the data is collected and placed in a special place, the data is selected according to the type or category and made notes about the research so that it is easy to understand when it will put where the data is. The fourth is done by analyzing the data obtained, both from the field and from the library. The fourth is the interpretation of data that is done by comparing the data obtained in the field with the literature study data so that the correct data will be obtained based on the results of research used to analyze the data by describing or describing the data that has been collected.

The fifth is to make a conclusion, that is, after the interpretation of the data, the researcher can then make a conclusion from all the data obtained and compiled in a research report that will be included in the next chapter. used to analyze data by describing or describing the data that has been collected sober without any intention of making generalizations from the results of research.

## **Results and Discussion**

The characteristics of the respondents indicate that consumers who live in Medan City purchase Scarlett products from various genders and ages. Characteristics of respondents based on age shows that the majority of respondents who make purchasing decisions on Scarlett products are women as many as 82 people or 74.5 percent. This is because Scarlett is a skincare product that is in great demand by women, so the majority of the respondents to this study were women, while the male respondents who were Scarlet buyers stated that the majority had bought Scarlet as a gift for their mothers, relatives and friends. When viewed by age, the data shows that the dominant respondents are in the age range of 20-30 years, with 61 respondents or 55.5 percent. This is

because Scarlet products tend to go viral among young people because they use brand ambassadors for Korean artists and actors as well as Indonesian celebrities who are well-known among young people, so that most of the buyers are young people who already have income aged 21-30 years.

Based on the results of the Partial Least Square (PLS) test, a hypothesis was tested about the effect of brand experience on the intention to repurchase a product resulting in a correlation coefficient of 0.471, so brand experience has a positive effect on repurchase intention. The t Statistics value was obtained at 4.725 ( $>$  t-critical 1.96) with a p value of 0.000  $<$  0.05, so that the effect of brand experience on repurchase intention is significant. Thus, hypothesis 1 (H1) which states that Viral marketing has a positive and significant effect on customer trust is accepted. Results The results of the analysis show that brand experience has a positive and significant effect on repurchasing intentions. This means that the higher the brand experience activity on Scarlett products, the higher the consumer's desire to repurchase Scarlett products. And vice versa, the lower the brand experience on Scarlett products, the lower the consumers.

Customer reviewers of the Scarlet brand experience product produce a correlation coefficient value for the intention to repurchase, resulting in a correlation coefficient value of 0.275, so the customer reviewer has a positive effect on the intention to repurchase. The t statistic value is 2.741 ( $>$  t-critical 1.96) with a p value of 0.006  $<$  0.05, so the influence of customer reviewers on repurchasing intentions is important. Thus, hypothesis 2 (H2) which states that customer reviewers have a positive and significant effect on repurchasing intentions is accepted. The results of the analysis show that customer reviewers have a positive and significant effect on the intention to repurchase. That is, the higher the appraisal from Scarlett's customers in the minds of consumers, the higher the consumer's desire to repurchase Scarlett's products. And vice versa, the worse the consumer's evaluation, the less consumers' desire to repurchase Scarlett products. This study supports the results of research conducted by (Candra et al., 2019), (Amalia, 2019), and (Pratami et al., 2020) which state that there is a strong positive relationship between brand image and trust, where if a company able to create a strong brand image, it will create trust for consumers to make choices in a brand.

Testing the hypothesis of the effect of customer satisfaction on purchasing decisions produces a correlation coefficient value of 0.224, so customer satisfaction has a positive effect on consumer repurchase intentions. obtained a value of 2.385 ( $>$  t-critical 1.96) with a p value of 0.017  $<$  0.05, so the effect of customer satisfaction on repurchasing intention is significant. Thus, hypothesis 3 (H3) which states that customer satisfaction has a positive and significant effect on repurchasing intentions is accepted. The results of the analysis show that customer satisfaction has a positive and significant effect on the intention to repurchase. This means that the higher the activity of customer satisfaction on Scarlett products, the higher the consumer's desire to repurchase Scarlett products. And conversely, the lower the customer satisfaction rating on Scarlett products, the lower the consumer purchasing decisions on Scarlett products. The results of this study support Aprillio & Widodo's research (2020) which states that viral marketing can positively influence consumer purchasing decisions. These results are also in accordance with the research of Sandy et al. (2020) and (Kholiq et al., 2021) which state that viral marketing consists of messenger, message & environment dimensions that have a positive and partially significant effect on online purchasing decisions.

On the indirect effect of brand experience on repurchasing intentions. Brand experience in this study is partial mediation. Based on these results, it can be interpreted that the higher the brand experience, the better it can be

customer trust, which in turn will increase repurchasing decisions. The results of this study support the research of Astasari and Sudarwanto (2021) which states that customer trust can

mediate the influence of viral marketing on purchasing decisions. These results are in accordance with the research of Yulianti et al. (2021) found that consumer trust can mediate the effect of viral marketing on purchasing decisions. This research is also in accordance with the findings (Aprillio & Widodo, 2020) and Liyanapathirana (2021) which shows that there is a significant influence between viral marketing and consumer trust and purchasing decisions. So, the more experience a product has, the more opportunities consumers have to trust and be influenced so that the desire to repurchase is higher.

Second, after the customer trust variable (Y1) is entered into the model, the indirect effect ( $b \times c$ ) is also found to be significant. Thus, the hypothesis that the intention to repurchase mediates the influence of customer reviewers on purchasing decisions is accepted. The results of the analysis show that customer trust is able to positively mediate the indirect influence of customer reviewers on purchasing decisions. Customer trust in this study is partial mediation. Based on these results, it can be interpreted that the higher the customer reviewer / rating given by the customer, the more customer trust can increase, so that in the end the repurchase decision will increase. The results of this study support the research (Puspita et al., 2017), (Candra et al., 2019), which states that customer trust plays an important role in mediating the relationship between brand image and purchasing decisions. Then Irwansyah et al., (2019), Liyanapathirana (2021) and Agesti et al., (2021) obtained the result that consumer online trust is able to significantly increase positive purchase decisions, so that the higher the brand image of a product, the greater the chance consumers have to trust and can influence purchasing decisions.

## **Conclusion**

Based on the results of the analysis described earlier, several conclusions can be drawn to answer the research problem formulation, namely as follows: Brand Experience has a positive and significant effect on customer repurchase intentions. This means that the higher the experience provided by a Scarlett product brand, the greater the trust, commitment and preference of consumers for Scarlett products. Customer reviewers also have a positive and significant influence on the intention to repurchase a product. That is, the customer reviewers given to Scarlett products are getting better in the minds of consumers, the higher the consumer's desire to buy Scarlett products. Customer satisfaction has a positive impact and has a significant effect on the intention to repurchase a product. This means that the higher the customer satisfaction of Scarlett products, the greater the desire of consumers to buy Scarlett products or repurchase intention.

Brand Experience is able to mediate positively on the indirect influence of Customer Reviewers on purchasing decisions. Brand Experience in this study is a partial mediation. Based on these results, it can be interpreted that the higher the Customer Reviewer, can increase the customer's desire to repurchase a product, so that in the end the purchase decision will increase. Customer Satisfaction is able to mediate positively towards the indirect influence of Customer Reviewers on customer purchasing decisions on a product. Customer satisfaction in this study is a partial mediation. Based on these results, it can be interpreted that the higher the brand experience, the more it can increase customer satisfaction, so that in the end the purchasing decision will increase. Based on the average respondent's answers to the Brand Experience variable, it is known that "Intellectual Experience" has the lowest average value, so it is suggested that Scarlett's management should further improve Scarlett's product information which is complemented by language that is attractive to various groups of consumers.

Based on the average respondent's answers to the Customer Reviewer variable, it is known that the "uniqueness" indicator has the lowest average value, so it is suggested to Scarlett's management to be able to add a fresher, unique and longer lasting taste to its products in various

product lines by more unique packaging such as making products that are easy to carry on long trips (travel size). Based on the average respondent's answers to the Customer satisfaction variable, it is known that the "trust in work reliability" indicator has the lowest average value, so it is suggested that management is able to increase customer satisfaction, so Scarlett products must be able to provide a new experience in the morning for their customers to see the process of making Scarlett products that are actually made from materials with good benefits for body care. For further research, it is hoped that researchers can add variables that influence repurchase decisions, for example by adding Brand Co-corporation, Brand Advocate or other variables.

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