

The Influence of Customer experience, Customer satisfaction, and Brand image on Repurchase intention of Skintific Skincare Products on the Shopee E-Commerce Platform

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Abstract

This study aims to analyze the influence of customer experience, customer satisfaction, and brand image on repurchase intention of Skintific skincare products on the Shopee e-commerce platform. The study employs a quantitative approach using primary data collected through the distribution of questionnaires to consumers who have purchased and used Skintific products on Shopee. The questionnaire was designed to capture respondents' perceptions regarding customer experience, level of satisfaction, and brand image perceived during the use of the products. The collected data were then analyzed using the Partial Least Square method with the assistance of SmartPLS software through descriptive and inferential analyses. The results of the study indicate that customer experience has a positive and significant effect on repurchase intention, suggesting that positive customer experiences can encourage consumers to make repeat purchases. Customer satisfaction is also proven to have a positive and significant effect on repurchase intention, indicating that satisfaction plays an important role in building consumer loyalty. In addition, brand image has a positive and significant effect on repurchase intention, demonstrating that a strong brand image can enhance consumer trust and increase their intention to repurchase the product. Overall, this study emphasizes the importance of managing customer experience, customer satisfaction, and brand image in enhancing repurchase intention for Skintific skincare products on the Shopee e-commerce platform.

Keywords : brand image, customer experience, Customer satisfaction, repurchase intention, Skintific.

**Pengaruh *Customer experience*, *Customer satisfaction*, dan *Brand image*
Terhadap *Repurchase intention Skincare Skintific*
di *E-Commerce Shopee***

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh pengalaman pelanggan, kepuasan pelanggan, dan citra merek terhadap niat beli ulang pada produk *skincare Skintific di e-commerce Shopee*. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer yang diperoleh melalui penyebaran kuesioner kepada konsumen yang pernah membeli dan menggunakan produk Skintific di Shopee. Kuesioner disusun untuk menggambarkan persepsi responden terkait pengalaman pelanggan, tingkat kepuasan, serta citra merek yang dirasakan selama menggunakan produk tersebut. Data yang telah terkumpul selanjutnya dianalisis menggunakan metode *Partial Least Square* dengan bantuan perangkat lunak SmartPLS melalui analisis deskriptif dan inferensial. Hasil penelitian menunjukkan bahwa kepuasan pelanggan berpengaruh positif dan signifikan terhadap niat beli ulang, yang mengindikasikan bahwa pengalaman pelanggan yang baik dapat mendorong konsumen untuk melakukan pembelian ulang. Kepuasan pelanggan juga terbukti berpengaruh positif dan signifikan terhadap niat beli ulang, sehingga kepuasan pelanggan menjadi faktor penting dalam membangun loyalitas konsumen. Selain itu, citra merek berpengaruh positif dan signifikan terhadap niat beli ulang, yang menunjukkan bahwa citra merek yang kuat mampu meningkatkan kepercayaan dan minat konsumen untuk kembali membeli produk. Secara keseluruhan, penelitian ini menegaskan pentingnya pengelolaan pengalaman pelanggan, kepuasan, dan citra merek dalam meningkatkan niat pembelian ulang produk *skincare Skintific di e-commerce Shopee*.

Kata kunci : citra merek, kepuasan pelanggan, niat beli ulang, pengalaman pelanggan, skintific