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THE INFLUENCE OF BRAND IMAGE AND CUSTOMER EXPERIENCE ON CUSTOMER REPURCHASE INTENTION WITH PRODCUT QUALITIY AS A MODERATING VARIABLE

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Abstract : *Consumer repurchase interest is the next stage of purchase interest which can be greatly influenced by a number of factors. These two factors include Brand Image and Customer Experience. Therefore, this research aims to examine how the direct variables Brand Image and Customer Experience influence Customer Repurchase Intention. In contrast to previous studies, this research adds the Product Quality variable as a moderating variable which researchers can have a positive relationship direction and strengthen more significantly the influence of the Brand Image and Consumer variables on the Consumer Repurchases Intention variable. This research is a quantitative research with an exploratory approach. This research uses secondary data with the method of distributing questionnaires to all 300 students spread throughout Indonesia who have used TikTokshop for at least 1 month. The data used in this research was analyzed with smart PLS 3.0*

Keywords : *Brand Image, Costumer Experience, Customer Repurchase Intention, Product Quality*

1. INTRODUCTION

According to Hellier, interest in repurchasing is "The individual's judgment about buying again a designated service from the same company. Taking into account his or her current situation and likely circumstances"(Darma, 2019). Minat pembelian ulang akan dilakukan apabila harapan dari seorang konsumen terhadap sebuah produk telah terpenuhi. According to Kotler, repurchase interest is the behavior of individuals who are motivated to exchange money to enjoy goods that have been experienced by the individual. (Mudfarikah & Dwijayanti, 2022). Meanwhile, the concept of repurchase interest is based on the main factors that influence a person's interest in repurchasing, namely psychological, personal and social (Mudfarikah & Dwijayanti, 2022). According to Ferdinand in (Mudfarikah & Dwijayanti, 2022) buyer behavior tends to buy products, the tendency of people to refer products to other people, the behavior of someone who has a primary preference for the product, and seeks information to support the good qualities of the product. Ferdinand in

(Mudfarikah & Dwijayanti, 2022) said that the indicators that can be identified in repurchase interest are: 1) Transactional interest, which is a person's tendency to repurchase products that they have consumed; 2) Referential interest, is a person's tendency to refer products that have been purchased, so that they will also be purchased by other people, with reference to their consumption experience; 3) Preferential interest, namely interest that describes the behavior of someone who always has a primary preference for the product that has been consumed. Exploratory interest, which describes the behavior of someone who is always looking for information about the product they are interested in and looking for information to support the positive properties of the product they subscribe to.

Based on the theory expressed by Kotler, researchers believe that the Brand Image and Customer Experience variables can significantly influence customers' repurchase interest. A product's brand image is a representation of the overall perception of a brand and is formed from information and past experiences with that brand. The influence of a product's brand image is related to consumer beliefs and preferences for a product brand. Consumers who have a positive image of a particular brand will be more likely to make repeat purchases of products produced from that company's brand. Variables that can influence consumers in making decisions to purchase a product include product quality and brand image of a product, so that consumers will remain loyal to the products produced by the company (Darma, 2019).

There are a number of studies that show the Brand Image variable has a positive relationship and a significant influence on purchase intention, (Andini & Lestari, 2021) ; (Purwati & Cahyanti, 2022) ; (Ferdiana Fasha et al., 2022) & (Hanif, 2021). However, regarding the influence of Brand Image on repurchase interest, there are only a few researchers, namely (Safitri, 2021) & (Putri, 2019) who state that the Brand Image variable has a positive relationship direction and has a significant influence on the repurchase interest variable. In fact, the repurchase interest variable originates from the purchase interest variable. Thus, researchers believe that there are almost the same indications and almost the same results between the variables of purchase interest and repurchase interest.

Apart from using the Brand Image variable, this research also uses the Customer Experience variable which researchers believe can have a positive relationship and a significant influence on repeat purchase interest. Smilansky in (Ayaumi & Komariah, 2021) states that Customer Experience is a combination of experiences, so that every activity carried out by consumers in consuming or using a product or service is an experience whether memorable or not so that consumers consume and use the product for the umpteenth time. According to Meyer and Schwager in (GEA STEPHANI, 2020) customer experience is the customer's response internally and subjectively as a result of direct or indirect interactions with the company. Where customer experience includes sense, feeling, thinking, action, relationship experience. Customer Experience itself is described as a combination of experiences so that every activity carried out by consumers in consuming or using a product or service is an experience whether impressive or not, so that consumers can consume and use the product for the umpteenth time (Wiyata et al. , 2020).

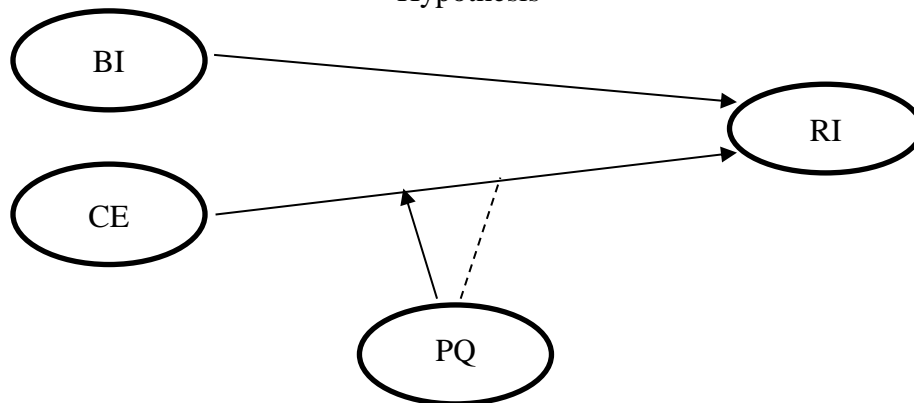
There are a number of studies that show the Customer Experience variable has a positive relationship and has a significant effect on the Repurchase Intention variable, (Rahmawati, 2023); (Wiyata et al., 2020); (GEA STEPHANI, 2020); (Ayaumi & Komariah, 2021). In

contrast to the research above, this research adds the Product Quality variable which researchers believe can have a positive and significant effect on the Customer Repurchase Intention variable at Shopee.

2. RESEARCH METHODS

Quantitative research is synonymous with numerical matters and the explanatory approach, namely an approach that uses previous or previous research as a new basis for finding elements of novelty/novelty, is considered by researchers to be the most suitable type of research in this article (Sugiyono, 2019). This research uses 2 types of independent variables which include Brand Image and Customer Experience, 1 dependent variable namely Customer Repurchase Intention, and 1 moderating variable namely Product Quality (Jonathan Sarwono, 2016). These 4 variables have 28 question items which the researchers distributed in the form of a questionnaire containing the statements agree, disagree, normal/average, strongly agree, and strongly disagree. The questionnaire was distributed to all students who had shopped at Shopee for at least 3 months to show the consistency of the data algorithm (Manzilati, 2017). The number of students in question is 300 people spread throughout Indonesia. The data used in this research was analyzed with Smart PLS 3.0 software.

Figure 1
Hypothesis



Note:

BI : Brand Image
CE: Consumer Experience
RI: Repurchase Intention
PQ: Produk Quality

Hypothesis:

- H1: The Influence of Brand Image on Repurchase Intention
- H2: The Influence of Consumer Experience on Repurchase Intention
- H3: Produk Quality Can Moderates Brand Image on Repurchase Intention
- H4: Produk Quality Can Moderates Consumer Experience on Repurchase Intention

3. RESULT

Convergent Validity

Convergent Validity is an instrument that functions to validate each question item asked in this research. As the researcher said above, this research consists of 2 independent variables, namely the Brand Image and Consumer Experience variables, which consist of 16 question items with 8 question items for each variable, 1 moderating variable, namely the Product Quality variable, which consists of 6 items. questions, and 1 dependent variable, namely Repurchase Intention (Sarstedt et al., 2014):

Table 1
Convergent Validity

Variable	Question Item	Loading Factor
Brand Image (X1)	The brand that consumers purchase from is a good brand	0.817
	The brand that is the target of consumers is a brand that is selling well in society	0.844
	Every time you have a problem, you always get a problem, you always get good service	0.878
	The brand used is easy to get on the market	0.825
	The brand used is in accordance with user expectations	0.849
	The brands used are among the brands with the most demand in Indonesia	0.899
	The brands used often receive awards from government institutions	0.878
	The brands used often receive awards from private institutions	0.898
	Previous shopping experience makes consumers more selective	0.896
	Previous shopping experience makes consumers less likely to be exposed to fraud	0.881
	Because the shopping experience is more about	0.854

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Consumer Experience (X2)	knowing the type of product	
	Because you have a lot of experience, you have a greater network of fellow consumers	0.845
	Because you have a lot of experience, you have more networks with producers	0.829
	Increasingly adept at using technology due to extensive experience	0.839
	Previous shopping experience makes consumers more selective	0.896
	Previous shopping experience makes consumers less likely to be exposed to fraud	0.881
Product Quality (Z)	Product hygiene is very good	0.916
	Product packaging is not easily damaged/destroyed	0.938
	Attractive product packaging	0.929
	The product size is proportional and easy to carry	0.958
	Packaging corresponds 100% to contents	0.938
	Timeliness of product arrival	0.969
Repurchase Intention (Y)	Because of the good quality, consumers make repeat purchases	0.888
	Because of good service, consumers make repeat purchases	0.868
	Because the environment is clean, consumers make repeat purchases	0.899
	Because of the convenience of consumers making repeat purchases	0.876
	Because consumers need to make repeat purchases	0.862

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	Because of trust in the product, consumers make repeat purchases	0.875
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Valid > 0.70

Reliability Test

Reliability test is an instrument after the validity of the test which is used to analyze by knowing the actual value of a construct and the carrying value of a construct (Supriyanto, 2013).

Table 2
Reliability Tes

Variable	Composite Reliability	Cronbach Alfa	Noted
Brand Image	0.820	0.860	Acceptable
Consumer Experience	0.830	0.870	Acceptable
Product Quality	0.905	0.945	Acceptable
Repurchase Intention	0.885	0.925	Acceptable

Valid > 0.70

3.1. Discussion

Path Coefisien

Path coefficients are used to determine whether each variable used in this research has a positive direction or vice versa. Apart from that, the Path Coefficient also functions to find out whether the independent variable has an influence on the dependent variable and the moderating variable can strengthen the influence of the independent variable on the dependent variable.(Ghozali, 2016)

Table 3
Path Coefisien

	Variable	T-Table	Noted
Direct Influence	BI-)RI	0.010	Accepted
	CE-)RI	0.005	Accepted
Indirect Influence	PQ*-)BI-)RI	0.000	Accepted
	PQ*-)CE-)RI	0.000	Accepted

Significance Level < 0.05

H1: The Influence of Brand Image on Repurchase Intention

Because the t-table value in the first hypothesis directly tests the Brand Image variable on the Repurchase Intention variable, it can be concluded that this variable has a positive relationship direction and has a significant effect on the Repurchase Intention variable because the t-table value is positive and is below the 0.05 significance level, namely 0.010. This is in line with research (Safitri, 2021) & (Putri, 2019) because if the brand has a good, trustworthy, quality image in the eyes of consumers. So consumers do not hesitate to dig into their pockets and repurchase repeatedly from brands that have a trusted, quality and good image. Therefore, it can be concluded that the first hypothesis in this study is **accepted**.

H2: The Influence of Consumer Experience on Repurchase Intention

Because the t-table value in the second hypothesis directly tests the Consumer Experience variable on Repurchase Intention, the results are below the 0.05 significance level, namely 0.005. So, the Consumer Experience variable has a positive relationship and a significant influence on the Repurchase Intention variable. This is in line with research (Rahmawati, 2023); (Wiyata et al., 2020); (GEA STEPHANI, 2020); (Ayaumi & Komariah, 2021) which states that Consumer Experience has a positive relationship and has a significant influence on Repurchase Intention because the more experience consumers have, the more clever consumers will be in choosing the goods they buy so that consumers can enjoy their purchases and make these purchases repeatedly. Thus, the second hypothesis in this research can be **accepted**.

H3: Produk Quality Can Moderates Brand Image on Repurchase Intention

In accordance with previous researchers' assumptions, that by going hand in hand with Product Quality and the Direct Influence of Brand Image on Repurchase Intention, it can strengthen the influence of Brand Image on Repurchase Intention. This is evident from the statistical results displayed in the Path Coefficient table above. The Path Coefficient results show that the t-table has a positive value, meaning the direction of the relationship is positive and the t-table value is 0.05, namely 0.000. Thus, it can be concluded that the third hypothesis in this research can be **accepted**.

H4: Produk Quality Can Moderates Consumer Experience on Repurchase Intention

In accordance with previous researchers' assumptions, that by going hand in hand with Product Quality and the Direct Influence of Consumer Experience on Repurchase Intention, it can strengthen the influence of Consumer Experience on Repurchase Intention. This is evident from the statistical results displayed in the Path Coefficient table above. The Path Coefficient results show that the t-table has a positive value, meaning the direction of the relationship is positive and the t-table value is 0.05, namely 0.000. Thus, it can be concluded that the third hypothesis in this research can be **accepted**.

4. CONCLUSION

Based on the results of the discussion above, it can be concluded that the Brand Image and Customer Experience variables have a positive relationship and have a significant influence on the Repurchase Intention variable because the t-table values are below the significance level. Apart from that, the Product Quality variable can moderate the Brand Image and Consumer Experience variables with a more significant shift in value to 0.000.

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