

# The Effect of Brand Experience on Customer Satisfaction and The Impact toward Repurchase Intention

Ashri Hasian Ekaputri, Agus Rahayu, Lili Adi Wibowo

Faculty of Economic and Business Education

Universitas Pendidikan Indonesia

liliadiwibowo@upi.edu

**Abstract** — The growth of beauty industry makes business competition become dynamic and competitive. Clinic Skin Care existing have to attempt to maintain customer repurchase intention. Repurchase intention is very important for the business continuance in each company. The aspect that can create repurchase intention is customer satisfaction, a right strategy to achieve customer satisfaction is to make an brand experience for the customer. This research aims at determine the effect of brand experience to customer satisfaction and the impact toward repurchase intention to Clinic Skin Care customers in Bandung. Type of research used is verified descriptive. The method conducted is explanatory survey with simple random sampling. The numbers of the respondent are 375 participants. The data analysis technique conducted in this research is path analysis with SPSS 23.0 computer software. Based on the whole result test, score obtained through the path analysis is more than score in the table. It means there is a significant effect of brand experience to customer satisfaction and the impact toward repurchase intention

**Keywords:** *brand experience, customer satisfaction, Repurchase intention*

## I. INTRODUCTION

Repurchase intention towards products or services were considered as an important thing to a company. (Azize Sahin, et.al., 2012). The company itself, should gain not only the costumer but also the repurchase intention towards the consumers needed to the products. (Tasya Rambitan, 2015). Repurchase intention is important to a company, because the cost a company give to one costumer is cheaper than getting one new consumer (Euphemia FT Yuen, 2010). Another research told that repurchase intention is the main reason for some costumer to get along with the company for the things that company already offer (Bitner et al., 1990; Bolton and Drew, 1991; Boulding et al. 1993; Aron, 2006; Voss et al., 2010).

Repurchase intention is one of problem for some company, because the competition between each company leading provider of services and products is growing in global world (Ilias O. Pappas et.al., 2014). One of the impact of globalization itself is people's lifestyle and the company used this as a way to developing the company itself (Widjaja, 2010). One of developing bussiness in this era is in beauty industry known as clinic skin care. The intense competition

between them makes business growing up, with the growth in 2015 expected grow by 20 % (sumber : Majalah SWA).

Company that provides skin care services growing fast. So, the company should gain or at least maitain the costumer, but the differences between each company is the way company fulfilling the satisfaction of the costumer (Chaniotakis, IE and Lymeropoulos, C, 2009). If the costumer satisfied with the products or the services from the company, it will affect the intensity of costumer's behavior toward it, and it is possible to affect their needed to repurchase (Ali Kazemi, et.al., 2013; Rajbarian, et.al., 2012; Dizaji, et.al., 2012; Kaveh, 2012; Sahin et al., 2012; Sigit Haryono, et.al., 2015).

The researches found the positive influence toward costumer's satisfaction and the needed to repurchase, the costumer's satisfaction basically is costumer's perception to evaluate what costumer's got as if they expected or not. (Akbar, 2009; Abdul Samad, 2014).

One of factors to keep the costumer's needed to repurchase beside their satisfaction is the brand experience from the product itself (Yang et al., 2012; Choi and Kim 2013). The brand experience and satisfaction toward costumer will simultan affect to the needed to repurchasing some products or services from a company (Temporal, 2011:65).

Brand experience is built on the assumption that besides costumer's needed, they also had wants and desires. It is very important for the company to have brand experience in marketing practices. Brand experience influences brand costumer to a positive relation with the company. Another study found that brand experience and satisfaction provided by the company has a positive effect on repurchase intention for a brand, this makes an advantages for the company Sahin et al., (2011), Brakus dkk. (2009), Zarantenello dan Schmitt (2000). The value of brand experience significantly related to repurchase intention (Brakus et al., 2013, Sahin et al., 2014).

The purpose of this study was to obtain answers from the problems mentioned above, that is, knowing the effect of brand experience to customer satisfaction, knowing the effect of brand experience to repurchase intention and determine the influence of customer satisfaction on repurchase intention in the Clinic Skin Care in Bandung

## II. LITERATURE REVIEW

Marketing is a process of unified communication which provide information about the products or services in connection to fulfilling people's needs. Marketing begins with the fulfillment people's needs then grow as people's desire. Kotler dan Keller (2016:27).

Experiential marketing is a newly marketing methods, which introduced to marketing world by a Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands, oleh Bernd H. Schmitt. Schmitt (1999) which told us that the main concept of experiential marketing is marketing with management consist of experiences. This concept which developed by Bernd H. Schmitt was adopted from the experience economy concept given by B. Joseph Pine II and James H. Gilmore.

Brand experience is an experience caused by the activity of consuming or using some particular brand. Positive brand experience will give the satisfaction to the consumer. Brakus Schmitt and Zarantonello (2009) told that brand experience defined as a sensation, cognition, and costumer's presumption toward the brand by the influence of the design, identity, marketing communication, and the circle where the brand marketed.

Brand Experience has recently been defined in the marketing literature as the sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity, packaging, communications, and environments. Brand Experience has been shown to have a significant effect on consumer perceptions of the brand and purchasing decisions Jason A. Gabisch and Kholekile L. Gwebu (2011).

Costumer's satisfaction is one aspect that determine the successes of marketing activities. Increasing of costumer will potentially lead to sales growth in long or short term, as well as market share as a result of the repurchase intention. Kotler and Amstrong (2014:37) defined costumer satisfaction as Customer Satisfaction is the extent to which a product's perceiverd performance matches a buyer's expectations. Customer Customer Satisfaction depends on the product's perceived performance falls short of expectation, the customer is dissatisfied. If performance matches expectations, the customer is satisfied. If performance exceeds expectations, the customer is highly satisfied or delighted.

Consumers make purchase decisions based on various factors such as psychological, cultural, personal, tangible and intangible aspects of products and services and stimuli variables which many establishments do not really understand. This makes establishments experience some difficulties in retaining customers because they do not understand the consumer's needs and expectations Korir, et al., (2012).

Repurchase intention is the individual's judgement about buying again a designated service from the same company,

taking into account his or her current situation and likely circumstances K. Hellier, (2013).

Repurchase Intentions simply refer to the likelihood of using a brand again in the future. Repurchase Intentions, willingness to pay a price premium, word-of-mouth, and complaining represent the five behavioral intentions. Behavioral intent, as the intention to act in the buying decision process, is considered by some authors as being intermediary between attitudinal and behavioral loyalty, appearing either as a predisposition to buy a brand for the first time or a commitment to repurchase a current brand, Sahin et.al., (2014).

## III. RESEARCH METHODOLOGY

Analysis unit as a respondent in this research is the costumer of skin care clinic in Bandung. Then this research will analyze the effect of brand experience toward costumer's satisfaction and the effect of repurchase intention to skin care clinic costumer in Bandung. This research carried out within less than a year and the information from the subject itself done only one period of time by means this research used cross sectional method. This research held in September 2015 until March 2016. The population in this research is the costumer from skin care clinic in Bandung. The population consist of 6151 people which get by monthly visit to the skin care clinic in Bandung.

This research used sampling technique called random sampling, random sampling technique is used when the population is considered homogeneous. Then, the researches will give the same opportunity for the subject to be distributed in 5 (five) skin care clinic in Bandung. From the population the results obtained by using slovin calculations showed that the samples used were 375 respondents, data analysis technique used is path analysis with tools SPSS 23.0 software. Path analysis is used to describe the directed dependencies among a set of variables. This includes models equivalent to any form of multiple regression analysis, factor analysis, canonical correlation analysis, discriminant analysis, as well as more general families of models in the multivariate analysis of variance and covariance analysis.

## IV. FINDINGS & DISCUSSIONS

The result of the overall hypothesis to test F which gotten f with (Sig) = 0,000, probability and the result 293.581 with significance 0,0 because Sig 0,05 so, the result will H0 declined. By any means, simultaniously there were a positive influence between brand experience toward costumer satisfaction and the impact of repurchase intention toward skin care clinic costumer in Bandung.

As the result of matriks, the corelation between brand experience and costumer satisfaction toward repurchase intention got corelated in sequence to skin care clinic costumer (0,686) and costumer satisfaction (0,674). And the number of corelation between brand experience and costumer satisfaction is (0,777).

Another result of hypothesis partially shows that value of t for X and Y variable is bigger than table t, with the result of brand experience toward costumer satisfaction 0,78, costumer satisfaction toward repurchase intention 0,597 and brand experience toward repurchase intention 0,222. This shows that both variable give significant influence to Z variable. In this case, the influence of brand experience (X) toward costumer satisfaction (Y) and the impact of repurchase intention (Z) is significant.

Diagram of the track at the hypothesis can be described as follows:

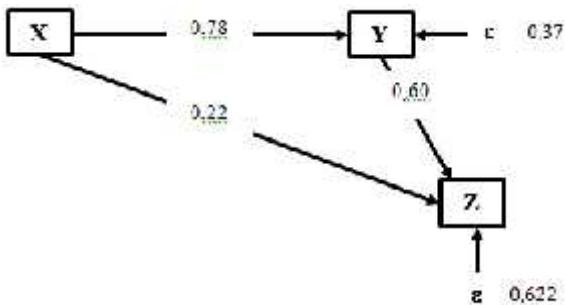


Fig. 1. DIAGRAM JALUR THE EFFECT OF BRAND EXPERIENCE ON CUSTOMER SATISFACTION AND THE IMPACT TOWARD REPURCHASE INTENTION

Description:

X : Variable *Brand Experience*

Y : Variable Kepuasan pelanggan

Z : Variable *Repurchase Intention*

ε : Epsilon

Brand experience connected to costumer satisfaction simultaneously to its needed and give impact to repurchase some product or services in some company. This result find that direct effect of brand experience toward costumer satisfaction is 0,777 and indirect effect brand experience toward repurchase intention is 0,468. So, the total of brand experience toward repurchase intention is 1341. It is proven that premise that defined by Vincent 2012 that brand experience is costumer's experience to the brand itself. brand experience simultaneously influence the decision of costumer's needed. The needs is conclude as functional and also emotional needs which fulfilled by the brand. This is important for a costumer to have a brand experience in a marketing practice. Brand experience gave a positive relation.

The research toward 375 skin care clinic costumer in Bandung revealed that the effect of brand experience toward costumer satisfaction is positive and significant suitable with premise (Ilias O. Pappas et.al., 2014). The repurchase intention is a mediation between costumer satisfaction and the experience that they got from it. satisfied costumer will be considered to repurchasing the product or service at the same company. One of factors to attach with the costumer's desire to repurchase not only from the satisfaction that costumer's felt but also brand experience from a product influence the positive behavior and brand experience that will influence

costumer's desire to buy. This is important for a company toward costumer for brand experience in marketing practice.

## V. CONCLUSION & SUGGESTIONS

As the result of this research using descriptive and verifikatif analysis using path analysis towards the effect of brand experience on costumer satisfaction and the impact toward repurchase intention (survey to the skin care clinic costumer in Bandung) the conclusion is the effect of brand experience toward repurchase intention is highly effected. This shows that the high application to brand experience which connected to every skin care clinic in Bandung, will affected to the high of the repurchase intention of product or services in skin care clinic in Bandung.

The effect of brand experience on costumer satisfaction to skin care costumer in Bandung is on high category. This shows that the implementation of bran experience already well done by the company to grow the satisfaction for the costumer. The highest dimention of brand experience is sensory. This dimention got the highest, because the brand could make a good impression to our personality and as the costumer, we could felt and enjoy the presence of the brand directly from the very first time. The lowest dimention of brand experience is behavioral, behavioral shows many things because the costumer will choose skin care clinic that they love, and consider the product to their needs and their lifestyle.

The effect of brand experience on costumer satisfaction to skin care costumer in Bandung is on high category. This shows that the implementation of brand experience already well done by the company to grow the act of repurchase intention by the costumer. The highest dimention of repurchase intention is repeat purchase intention. This dimention got the highest because it shows that costumer's desire to repeat purchase toward the same product in skin care clinic. In contrast, in the lowest dimention is repurchase probability.

The impact toward repurchase intention to skin care costumer in Bandung is on high category. This shows that the implementation of costumer satisfaction already well done by the company to grow the act of repurchase intention by the costumer. The indicator of costumer's satisfaction with the highest point is the satisfaction toward the facilities which given by the skin care clinic in Bandung and also this is the good point for the company. On the other hand, the lowest indicator it the respon of the employee of the complains which given by the costumer in skin care clinic in Bandung.

## REFERENCES

- [1] Abdul Samad (2014), "Examining the Impact of Perceived Service Quality Dimensions on Repurchase Intentions and Word Of Mouth: A Case from Software Industry of Pakistan", Journal of Business and Management (IOSR-JBM), Volume 16, Issue 1. Ver. III, PP 37-41.
- [2] Ahmed Sallam, (2014). "The Effects of Brand Image and Brand Identification on Brand Love and Purchase Decision Making: The Role of WOM". International Business Research; Vol. 7, No. 10; ISSN 1913-9004 E-ISSN 1913-9012.

- [3] Ali Kazemi et al., (2013). "Analyzing the Effect of Customer Equity on Repurchase Intentions". International Journal of Academic Research in Business and Social Sciences, Vol. 3, No. 6 ISSN: 2222-6990.
- [4] Amjad Shamim dan Muhammad Mohsin Butt. (2013), "A critical model of brand experience consequences". Asia Pacific Journal of Marketing and Logistics Vol. 25 No. 1, 2013 pp. 102-117.
- [5] Anders Gustafsson, Michael D. Johnson, & Inger Roos, (2015). "The Effects of Customer Customer Satisfaction, Relationship Commitment Dimensions, and Triggers on Customer Retention". Journal of American Association Marketing Vol. 69 210–218 ISSN: 0022-2429.
- [6] Azize Sahin (2012), "The effects of Brand Experience and service quality on Repurchase Intention: The role of brand relationship quality". African Journal of Business Management Vol.6 (45), pp. 11190-11201.
- [7] Azize Sahin (2013), "Building behavioral intentions in automotive industry: Brand Experience, Customer Satisfaction, trust, direct mail communication and attitudes toward advertising". Business Management Dynamics Vol.3, No.4, Oct 2013, pp.45-61M. Young, The Technical Writer's Handbook. Mill Valley, CA: University Science, 1989.
- [8] Brakus JJ, Schmitt BH, Zarantonello L (2009). *Brand Experience; what is it? How is it measured? Does it affect loyalty?* J. Mark. pp. 52-68.
- [9] Brakus J, Josko, Bernd H. Schmitt, and Lia Zarantonello, 2013. "Brand Experience". Journal of Marketing, 34 (1), pp. 1-51.
- [10] Cherng G. Ding et al., (2015)."On the relationships among Brand Experience, hedonic emotions, and brand equity". European Journal of Marketing Vol. 49 No. 7/8, 2015 pp. 994-1015.
- [11] Ching-Jui Keng, (2013). "Relationships among Brand Experience, Brand Personality, And Customer Experiential Value". Contemporary Management Research p247-262, Vol. 9, No. 3.
- [12] Chinomona and Maxwell, (2013). "Customer Customer Satisfaction, Trust and Loyalty as Predictors of Customer Intention to Re-Purchase South African Retailing Industry" Mediterranean Journal of Social Sciences, Vol 4 No 14, ISSN 2039-9340.
- [13] Choi, Eun Jung and Soo-Hyun Kim. 2013. "The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Customer Satisfaction and Re-Purchase Intention". Journal of Marketing, 7 (1), pp. 239-252.
- [14] Christina Sagala, et al., (2015). "Influence of Promotional Mix and Price on Customer Buying Decision toward Fast Food sector". International Journal of Scientific and Research Publications, Volume 4, Issue 1, ISSN 2250-3153..
- [15] Hussain Shah, et al., (2012). "The Impact of Brands on Consumer Purchase Intentions". Asian Journal of Business Management 4(2): 105-110, ISSN: 2041-8752
- [16] Iglesias O., Singh J. J. (2011). "The role of brand experience and affective commitment in determining brand loyalty". Journal of Brand Management, Vol. 18, 570 – 582.
- [17] Ilias O. Pappas (2014), "Moderating effects of online shopping experience on customer Customer Satisfaction and Repurchase Intentions". International Journal of Retail & Distribution Management, Vol. 42 No. 3. pp. 187-204.
- [18] Iman Kalid and Azizah (2014). "The Evolution of Experiential Marketing: Effects of Brand Experience among the Millennial Generation". International Journal of Academic Research in Business and Social Sciences. Vol. 2, No. 1 ISSN: 2222-6990
- [19] Jason A. Gabisch and Kholekile L. Gwebu, (2011). "Impact Of Virtual Brand Experience On Purchase Intentions: The Role Of Multichannel Congruence". Journal of Electronic Commerce Research, VOL 12, NO 4.
- [20] Jacqueline Korir, et al., (2012). "Determinants of Consumer Purchase Decisions in Zero Rated Hotels in Eldoret Town, Kenya". International Journal of Business and Social Science Vol. 3 No. 21.
- [21] Jerdinan Septian, (2013). "The Impact Of Perceived Value On Customer Customer Satisfaction And Repurchase Intention Of Blackberry Users In Manado". Jurnal EMBA Vol.1 No.4 pp 1650-1658, ISSN 2303-1174.
- [22] K. Hellier, et al., (2013). "Customer repurchase intention A general structural equation model". European Journal of Marketing Vol. 37 No. 11/12, 2013 pp. 1762-1800.
- [23] Kaveh, Mojtaba. 2012. "Role of trust in explaining repurchase intention". African Journal of Business Management, Vol. 6(14), pp. 5014-5025.
- [24] Khandabi et al., (2014)."The effect of relationship marketing on customer Customer Satisfaction of melli bank (case of study: bandar anzali township)". Indian Journal of Fundamental and Applied Life Sciences ISSN: 2231– 6345 Vol. 4 (S1), pp. 1545-1552.
- [25] Kotler, Philip, dan Gary Armstrong. 2014. *Principles of Marketing 14th Edition*. New Jersey: Pearson Educations, Inc.
- [26] Kotler, Philip and Kevin Lane Keller. 2016. *Marketing Management* 15th Edition. New Jersey: Pearson Prentice Hall.
- [27] Richard Chinomona, (2013). "The Influence Of Brand Experience On Brand Customer Satisfaction, Trust And Attachment In South Africa". International Business & Economics Research Journal –Volume 12, Number 10.
- [28] Lovelock, Christoper and Wirtz Jochen. 2011. *Service Marketing: People, Technology, Strategy*. 7th Edition. New Jersey: Pearson.
- [29] Neshat choubtarash, et al., (2013). "The study of the relationship between consumer involvement and purchase decision (Case study: Cell phone)". Interdisciplinary Journal Of Contemporary Research In Business, Institute of Interdisciplinary Business Research, VOL 4, NO 12.
- [30] Park et al., (2010). "Assurance Seals, On-Line Customer Customer Satisfaction, and Repurchase Intention". International Journal of Electronic Commerce / Spring 2010, Vol. 14, No. 3, pp. 11–34.
- [31] Pratap Manda, (2015). "Dimensions Affecting Customer Customer Satisfaction in Retail Banking: A Review". International Journal of Novel Research in Marketing Management and Economics Vol. 2, Issue 1, pp: (35-40).
- [32] Qader Khalid, (2012). " The Evolution of Experiential Marketing: Effects of Brand Experience among the Millennial Generation ". International Journal of Academic Research in Business and Social Sciences, Vol. 2, No. 1 ISSN: 2222-6990.
- [33] Run Huang, at al., 2015. "The impact of Brand Experienceson brand resonance in multi-channel fashion retailing". Journal of Research in Interactive Marketing, Vol. 9 No. 2, pp. 129-147.
- [34] Sabir Ghafoor, Hafeez, Akhtar & Rehman (2014). "Factors Affecting Customers Customer Satisfaction in Restaurants Industry in Pakistan" International Review of Management and Business Research Vol. 3 Issue.2 ISSN: 2306-9007.
- [35] Sigit Haryono (2015), "The Effects of Service Quality on Customer Customer Satisfaction, Customer Delight, Trust, Repurchase Intention, and Word of Mouth", European Journal of Business and Management Vol.7, No.12.
- [36] Sekaran, Uma., Bougie, Roger. 2013. *Research Methods for Business*. Chennai, India: John Wiley & Sons Ltd
- [37] Tasya Rambitan. (2013), "The effect of perceived value and Brand Experience on Customer Repurchase Intention". Jurnal EMBA 917 Vol.1 No.4, pp. 917-926.
- [38] Thomson, M., MacInnis, D.J. and Park, C.W. (2010), "The ties that bind: measuring the strength of consumers' emotional attachments to brands", Journal of Consumer Psychology, Vol. 15 No. 1, pp. 77-91.
- [39] Yang Ji-An, Sang-Yun Lee, Dong-Han Lee, 2012. "A Study on Brand Experience and Personality Effect on Brand Attitude and Repurchase Intention in Food-Franchised". Journal of Marketing, 1 (1), 413-416.
- [40] Vincent, Laurence . 2012. *Brand Real (How Smart Companies Live Their Brand Promise and Inspire Fierce Customer Loyalty)*. New York: AMACOM (A division Of American Management Association).
- [41] Wulansari, A. (2013). Pengaruh Brand Trust dan Perceived Quality Terhadap Keputusan Membeli Ulang Produk Sari Roti: Studi pada Konsumen di Perumahan Gresik Kota Baru. Jurnal Ilmu Manajemen, Volume 1 N omor 2.