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**THE INFLUENCE OF PERCEIVED QUALITY, BRAND TRUST, AND  
CUSTOMER EXPERIENCE ON REPURCHASE INTENTION OF SKINTIFIC  
PRODUCTS (STUDY ON CONSUMERS OF SKINTIFIC PRODUCTS IN  
SURABAYA CITY)**



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**Abstract**

The competitive landscape in the beauty industry in Indonesia is increasing significantly, along with the growing consumer awareness and interest in high-quality skincare products. One brand that has recently begun to attract attention, especially among urban communities such as in Surabaya City, is Skintific. This study analyzes how customer experience, brand trust, and perceived quality affect consumers' intentions to repurchase Skintific products. A sample of Surabaya City residents who use Skintific products is used in this quantitative investigation. The study involved 100 participants, selected through a purposive sampling method as part of a non-probability sampling approach. Online questionnaires were distributed in order to collect data. Several linear regression analyses were performed using SPSS version 30 software. The results show that the three independent factors, perceived quality, brand trust, and customer experience, all have a positive significant impact on repurchase intention, both simultaneously and individually. These findings show that views of product quality, trust in the brand, and a great customer experience are important factors in increasing consumers' desire to repurchase Skintific products in a highly competitive market.

**Keywords:** Perceived Quality, Brand Trust, Customer Experience, Repurchase Intention

## INTRODUCTION

Businesses must adapt to stay competitive in today's globalized era, driven by rapid technological and informational advances. E-commerce has intensified competition by enabling consumers to compare brands easily, making customer experience as crucial as product quality. To ensure sustainability, companies must innovate and develop strong analytical skills to navigate market opportunities and challenges.

In this context, marketing strategies become crucial to attract and retain consumers. One important element in the strategy is consumer perceptions of product quality (perceived quality), which plays a major role in influencing repurchase intentions. Products with a high perceived quality tend to provide customers with satisfaction and are able to meet their expectations, thus creating a positive experience that encourages loyalty and repurchase intention. Consumers' views on the quality of a product arise from personal judgments influenced by their own experiences, the information they find, as well as factors such as the brand name and physical appearance of the product. According to Purnamasari & Fadli (2024), perceived quality significantly influences customer satisfaction and contributes to consumers' desire to buy the goods again. Apart from product quality, customer trust in the brand is an important component that stimulates repeat purchases.

In order to increase loyalty and purchase frequency, companies need to consider various important aspects, one of which is brand trust. Brand trust reflects consumers' perceptions of the consistency and reliability of a brand in meeting their needs on an ongoing basis. When customers feel confident that a brand is reliable and continues to provide the value they expected, they are more likely to remain loyal and make repurchases in the future. In the business world, trust is a very valuable asset. Without trust, a brand will face difficulties in maintaining its existence, growing, and making evaluations and improvements (Sutanto & Kussudyarsana, 2024). The higher levels of customer trust in the brand, the more likely they are to continue using the product or service provided, where customer experience acts as a main supporting factor in strengthening the relationship.

Customer experience is a crucial factor in determining repurchase intention. Customer experience encompasses more than just product quality; it also relates to how a brand establishes relationships and interacts with its consumers. According to Syara Dwi Afiana et al. (2024), customer experience not only aims to create pleasant experiences but also emphasizes the importance of brand consistency and reliability. When the customer feels an overall positive experience, it can lead to an increased desire to make repeat purchases.

One important element in consumer behavior is repurchase intention, which describes the tendency of consumers to continue to choose and use the same product on an ongoing basis. This interest is a signal that companies expect in order to maintain stability and sustainability of business growth. According to Ramdhani & Widiasari (2022), the consumer's desire to make repeat purchases usually arises in response to the positive experience they had in the previous transaction. The desire to act reflects how much intensity a person has in performing a behavior, where the stronger the desire, the more likely the behavior is to occur. Repurchase intention occurs when consumers are drawn to a product or service, indicating an intention or plan to buy from the same brand again in the future. This is a key factor for determining consumer loyalty to a brand. The stronger the repurchase

intention, the better the company's chances of retaining its client base without incurring expensive costs for new consumer acquisition.

The beauty and cosmetics industry in Indonesia is experiencing rapid growth and has received widespread attention from various groups. Based on data from PERKOSMI and BPOM quoted through [Kemenprin.go.id](http://Kemenprin.go.id) (2024), the number of business actors in this sector increased by around 26.86% from 2021 to the end of 2023. Beauty products have now become part of people's daily needs. As awareness of the importance of self-care increases, the national cosmetics and skincare industry continues to grow significantly. Lifestyle changes also encourage beauty products to become a primary need, no longer just a complement. The growth of the cosmetics industry, driven by modern lifestyle trends, offers promising business opportunities but also increases competition. There are both established and new brands competing in the Indonesian market, as seen by the high sales of beauty products on TikTok Shop. To be successful, brands must focus on innovative marketing strategies that fulfill consumer needs and experiences.

One international brand that has managed to attract attention in the Indonesian market is Skintific. This brand has received a number of awards as the best new brand. Based on the results of market research conducted by Kompas through the crawling method, Skintific managed to rank first in the list of the top 10 best-selling beauty and grooming product brands on e-commerce platforms during the deflationary period of June to September 2024, with a market share of 5%. In addition, in the first quarter of 2024, Skintific was also the leader in beauty package sales. Based on data from Kompas Dashboard, its total sales value reached more than IDR 70 billion, consisting of IDR 64 billion from official stores and IDR 7 billion from unofficial stores. This data shows that Skintific is currently at the peak of popularity among Indonesian consumers. As an international brand, Skintific has managed to prove its existence amidst intense competition in the national cosmetics market. This success reflects its ability to understand and fulfill consumer needs. However, the top position is not an absolute guarantee. To maintain its dominance, Skintific needs to continue strengthening its consumer-focused strategies, particularly in terms of building loyalty and driving repurchase intentions.

Considering this phenomenon, companies like Skintific need to understand the factors that can encourage consumer loyalty, particularly those influence repurchase intentions. In lights of the context, the authors are interested in knowing how much influence perceived quality, brand trust, and customer experience have on repurchase intention.

## **REVIEW OF LITERATURE**

### **Perceived Quality**

According to Tjiptono in Mayang Puspita Amara et al. (2024), the quality perceived by customers reflects various aspects of the product that can provide benefits or satisfaction for consumers. By considering these various quality elements, producers can build consumer confidence that their products are able to meet a variety of needs. The way consumers behave reflects their perception of the product, which can be either positive or negative. The way consumer perceive of the quality and superiority of a product or service are strongly influenced by their expectations, which are shaped by what they desire and anticipate from the product.

Sweeney in Pandiangan et al. (2021), suggest there are five indicators of perceived quality, namely have consistent quality, are well made, have reasonable quality standards, rarely have product defects, and will operate consistently.

### **Brand Trust**

In a marketing context, brand trust refers to the consumer confidence in the ability and goodwill of a brand to provide value and satisfaction consistently. According to Chaudhuri and Holbrook in Tandion et al. (2024), trust in brands refers to consumer attitudes that believe the brand can perform its functions well and fulfill the promises that have been made, based on dimensions such as reliability, security, honesty, and brand credibility.

According to Kustini in Oktavianti et al. (2024), brand trust has two main dimensions, namely viability and intentionality. The viability dimension consists of consumer satisfaction that creates trust and the value of product excellence that creates trust. Meanwhile, the intentionality dimension relates to consumers' intention to continue using the product, which is based on a sense of security and trust in the safety of the product.

### **Customer Experience**

Customer experience is an important aspect that influences loyalty and repurchase decisions. Every interaction between the consumer and the product can form an impression that determines the long-term relationship with the brand. Mariati Tirta Wiyata et al. (2020) define customer experience as describing the entire process that consumers undergo when consuming or utilizing a product or service, which will ultimately determine whether they will return to using it in the future, depending on whether the experience is pleasant or not.

According to Schmitt (1999) in Hidayat & Nuzil (2023), customer experience consists of five indicators: Sense, Feel, Think, Act, and Relate. Sense includes sensory experiences through the five senses such as visual, aroma, and sound. Feel relates to the positive emotional response when using the product. Think leads to intellectual stimulation and creative assessment of the brand. Act reflects behavioral change and physical or social engagement, while relate focuses on the brand's association with consumers' personal, social, and cultural identities.

### **Repurchase Intention**

Repurchase interest cannot be separated from the concept of customers, who are individuals who actively buy and use products or services repeatedly because they are satisfied with the previous experience. This satisfaction is the main trigger that encourages customers to make another purchase. In the business world, repurchase intention is one of the most important strategic goals, because it shows customer loyalty and the effectiveness of the products and services offered. Gupta & Kim in Chiquita Kurniawan et al. (2021), explain that repurchase intention is consumer behavior that shows a tendency to buy from the same company again. Consumers who make repeat purchases have the potential to become loyal customers, which not only supports business continuity in the long term, but is also more profitable financially.

Four indicators can be used to measure repurchase interest, or the desire to buy again, according to Ferdinand in Rifki et al. (2022). The first is transactional interest, which indicates the tendency to buy again because it is satisfied; the second is referential interest, which indicates the desire to recommend the product to others; and the third is preferential interest, which indicates the desire to choose the same product in the future; and the fourth

is exploratory interest, which points The level of customer loyalty and interest is determined by these four indicators.

**RESEARCH METHOD**

This study employed a quantitative associative technique to investigate the relationship between the variables under investigation. Residents of Surabaya City are the main focus of the study, especially those who have made at least two purchases of Skintific products. Because the population size was unknown, the researcher utilized the Cochran technique to calculate the sample size, which yielded 100 responses from the Surabaya community who use Skintific products. The sample method utilized was non-probability sampling.

Google Forms was used to collect primary data, while relevant journals, books, and websites were consulted for secondary data. The questionnaire was created with Google Forms and delivered online across multiple platforms. This study employed multiple linear regression analysis, which included validity and reliability testing, as well as standard assumption tests such as normality, multicollinearity, and heteroscedasticity. In addition, hypothesis testing was performed using the partial (t) and simultaneous (f) tests.

**RESULTS AND DISCUSSION**

**Validity Test**

The validity test determines if the questionnaire's items accurately reflect the variable indicators. If the *r\_count* value is positive and greater than the *r\_table* at 5% significance, the item is deemed genuine and can be used for additional analysis.

**Table 1**  
**Validity Test**

<b>Variable</b>	<b>Statement</b>	<b>Correlation Coefficient</b>	<b>Sig.</b>	<b><i>r<sub>tabel</sub></i> 5% (100)</b>	<b>Information</b>
<b>Perceived Quality (X1)</b>	X1.1	0,827	0,000	0,195	<b>Valid</b>
	X1.2	0,792	0,000	0,195	<b>Valid</b>
	X1.3	0,837	0,000	0,195	<b>Valid</b>
	X1.4	0,819	0,000	0,195	<b>Valid</b>
	X1.5	0,824	0,000	0,195	<b>Valid</b>
<b>Brand Trust (X2)</b>	X2.1	0,824	0,000	0,195	<b>Valid</b>
	X2.2	0,867	0,000	0,195	<b>Valid</b>
	X2.3	0,821	0,000	0,195	<b>Valid</b>
	X2.4	0,822	0,000	0,195	<b>Valid</b>

<b>Customer Experience (X3)</b>	X3.1	0,819	0,000	0,195	<b>Valid</b>
	X3.2	0,819	0,000	0,195	<b>Valid</b>
	X3.3	0,821	0,000	0,195	<b>Valid</b>
	X3.4	0,842	0,000	0,195	<b>Valid</b>
	X3.5	0,846	0,000	0,195	<b>Valid</b>
<b>Repurchase Intention (Y)</b>	Y.1	0,828	0,000	0,195	<b>Valid</b>
	Y.2	0,837	0,000	0,195	<b>Valid</b>
	Y.3	0,847	0,000	0,195	<b>Valid</b>
	Y.4	0,795	0,000	0,195	<b>Valid</b>

Source: Data Processed with SPSS 30, 2025

Based on Table 1, for each statement item, the correlation coefficient value is higher than the r-table of 0.195. With a significance level below 0.05, this shows that all indicators in variables X and Y meet the validity requirements, namely, the value of  $r\text{-count} > r\text{-table}$ .

#### **Reliability Test**

The reliability test determines how well a research instrument can produce consistent and trustworthy results when used repeatedly to measure the same event. The Cronbach's Alpha technique was used to conduct reliability testing in this study. A variable is considered dependable if its Cronbach's Alpha value is greater than 0.60.

**Table 2**  
**Reliability Test**

<b>Variabel</b>	<b>Cronbach's Alpha Calculation</b>	<b>Cronbach's Alpha Minimum</b>	<b>Information</b>
<i>Perceived Quality (X1)</i>	0,877	0,60	Reliabel
<i>Brand Trust (X2)</i>	0,855	0,60	Reliabel
<i>Customer Experience (X3)</i>	0,886	0,60	Reliabel
<i>Repurchase Intention (Y)</i>	0,842	0,60	Reliabel

Source: Data Processed with SPSS 30, 2025

According to Table 2, all variables in the study had Cronbach's Alpha values that surpass the minimum criterion of 0.60. It may thus be stated that the research instrument

utilized, the questionnaire, meets the reliability criteria and is appropriate for use in the following step of analysis.

**Multiple Linear Regression Analysis**

Multiple linear regression is applied to analyze the extent to which the independent variables in this study, namely perceived quality (X1), brand trust (X2), and customer experience (X3), affect the dependent variable, namely repurchase intention (Y).

**Table 5**  
**Multiple Linear Regression Analysis**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.465	.975		2.527	.013
	Perceived Quality	.181	.076	.234	2.377	.019
	Brand Trust	.222	.093	.254	2.375	.020
	Customer Experience	.333	.073	.423	4.577	<.001

a. Dependent Variable: Repurchase Intention

Source: Data Processed with SPSS 30, 2025

Based on the results in table 5 above, the multiple linear regression equation can be formulated as follows:

$$Y = 2,465 + 0,181 X_1 + 0,222 X_2 + 0,333 X_3$$

From the above equation, the following interpretation is obtained :

1. The constant value of 2.465 indicates that without the influence of the three independent variables, consumers still have an initial tendency to repurchase. This reflects the existence of basic motivation or other factors outside the model that influence repurchase intention.
2. Perceived quality has a coefficient of 0.181, meaning that an increase in perceived quality will slightly increase repurchase intention. Good product quality creates a positive impression that encourages consumers to buy again.
3. Brand trust with a coefficient of 0.222 indicates that trust in the brand encourages an increase in repurchase intention. Consumers who believe in the brand tend to feel safe and loyal to the product.
4. Customer experience has the greatest influence (coefficient 0.333), indicating that customer experience is the strongest driver of repurchase intentions. Positive experiences during the buying process create satisfaction which leads to repurchase decisions.

**Determination Coefficient Test (R<sup>2</sup>)**

The coefficient of determination (R Square) is an indicator that shows how much the independent variables contribute in explaining the changes or variations that occur in the

dependent variable in a regression model. In other words, R Square helps us understand how well the model is able to describe the relationship between variables. The higher the value, the stronger the model is in explaining the phenomenon being studied.

**Table 6**  
**Results of the Determination Coefficient Test**

<b>Model Summary<sup>b</sup></b>				
<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of the Estimate</i>
1	.842 <sup>a</sup>	.710	.701	1.563

*a. Predictors: (Constant), Customer Experience, Perceived Quality, Brand Trust*

*b. Dependent Variable: Repurchase Intention*

Source: Data Processed with SPSS 30, 2025

Based on Table 6, the coefficient of determination (R Square) of 0.710 suggests that the three independent variables, perceived quality, brand trust, and customer experience, can explain 71.0% of the variation in the Repurchase Intention variable. Meanwhile, the remaining 29.0% is due to the influence of variables outside this research model, which could include external or psychological characteristics of customers that are not examined in this study.

**F Test (Simultaneous)**

The F test is used to determine whether the independent factors collectively have a significant effect on the dependent variable. The ultimate selection is based on the criteria  $F_{hitung} > F_{tabel}$  or the significance value (Sig)  $< 0.05$ , which demonstrates that the three variables have a substantial effect on consumer repurchase intentions.

**Table 7**  
**F Test (Simultaneous)**

<b>ANOVA<sup>a</sup></b>						
<i>Model</i>		<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
1	<i>Regression</i>	573.023	3	191.008	78.223	<.001 <sup>b</sup>
	<i>Residual</i>	234.417	96	2.442		
	<i>Total</i>	807.440	99			

*a. Dependent Variable: Repurchase Intention*

*b. Predictors: (Constant), Customer Experience, Perceived Quality, Brand Trust*

Source: Data Processed with SPSS 30, 2025

The F test results in Table 6 show an Fcount value of 78.223 with a significance of 0.001, which is smaller than 0.05 and greater than the Ftable of 2.70. Accordingly,  $H_0$  is rejected and  $H_1$  is accepted, which means that perceived quality, brand trust, and customer experience simultaneously have a significant effect on repurchase intention.

**Test T (Partial Test)**

The purpose of the T test is to determine how much each independent variable, particularly Repurchase Intention, affects the dependent variable. At a 5% significance level

and 96 degrees of freedom (df), the t-table value is 1.984 (the outcome of  $100 - 3 - 1$ ). The variable is deemed to have a substantial impact on repurchase intention if the t-count value is more than the t-table value or if the significance threshold is less than 0.05.

The t-test results in Table 5 indicate that perceived quality has a significant effect, with a t-count of 2.377 (exceeding the t-table value of 1.984) and a significance level of 0.019 (below 0.05). As a result, H2 is accepted and H<sub>0</sub> is rejected, suggesting that perceived quality influences repurchase intention to a significant and partial extent. The Brand Trust variable has a t-count value of 2.375, higher than the t-table of 1.984, and a significance value of  $0.020 < 0.05$ . H<sub>0</sub> is rejected, whereas H3 is accepted, indicating that brand trust has a partial and considerable impact on repurchase intention. The customer experience variable has a considerably larger t-count value (4.577) compared to the t-table value (1.984), with a significance level of  $< 0.001$ . H<sub>0</sub> is rejected, but H4 is accepted, suggesting that customer experience has a partial and extremely significant impact on repurchase intention.

### **The Influence of Perceived Quality, Brand Trust, and Customer Experience on Repurchase Intention**

The F test results show that the independent variables Perceived Quality (X1), Brand Trust (X2), and Customer Experience (X3) significantly affect the dependent variable, Repurchase Intention (Y), based on the findings of multiple linear regression analysis tests. Because the significance value is less than 0.05, the F test accepts H1 and rejects H<sub>0</sub>. Therefore, this simultaneous hypothesis testing shows that simultaneously perceived quality, brand trust, and customer experience have a significant and positive influence on repurchase intention, especially when it comes to repurchasing Skintific items in Surabaya.

These results indicate that the more positive consumers' perceptions of product quality, the higher their trust in the brand, and the better the experience felt during use, the tendency to make repeat purchases will increase. In the context of Skintific products, these findings confirm that marketing strategies that focus on improving perceived quality, brand trust, and customer experience play an important role in driving consumer loyalty through increased repurchase intention. According to Hellier et al. in Yudha Sakti & Farida (2024), repurchase intention is defined as a form of consideration from individuals regarding the possibility to buy products from the same company again. This intention is usually influenced by various factors, such as consumer satisfaction, perceptions of product quality, and experiences gained during the previous purchase process.

### **The Effect of Perceived Quality on Repurchase Intention**

This study demonstrates that the t-test results show a somewhat significant effect of the Perceived Quality (X1) variable on Repurchase Intention (Y). According to hypothesis testing, H<sub>0</sub> is rejected and H2 is accepted, indicating that partially perceived quality has a positive and significant impact on Repurchase Intention for Skintific products.

Consumer perceptions of the quality of Skintific products play an important role in shaping a positive brand image. When consumers perceive that the product is effective, safe, comfortable to use, and meets expectations, it creates a pleasant usage experience. This experience naturally builds trust in the brand, which then develops into loyalty. Consumers who experience high quality and satisfaction from using the product tend to have the intention to make repeat purchases, not only because of functional satisfaction, but also because of the emotional attachment formed during the usage process. This study supports the results of

Mohamad Rafli Azhar & Sophiyanto Wuryan (2024) which found that perceived quality has a positive and significant effect on Repurchase Intention.

### **The Effect of Brand Trust on Repurchase Intention**

This study also includes the findings of a t-test to determine the link between the independent variable brand trust (X2) and the dependent variable repurchase intention (Y). Based on partial hypothesis testing,  $H_0$  is rejected and  $H_3$  is accepted, indicating that partially brand trust significantly affects repurchase intention. This finding demonstrates that the more consumers trust a brand, the more likely they are to continue to choose and repurchase the product in the future.

The level of consumer trust in the Skintific brand plays an important role in driving repeat purchase decisions. When consumers feel confident that Skintific is trustworthy, consistent in quality and transparent, there is a sense of security that drives loyalty. This trust grows from ongoing positive experiences, so the higher the trust, the greater the tendency to repurchase. This finding is consistent with the research results of Sutanto & Kussudyarsana (2024) which found that brand trust has a positive and substantial effect on repurchase intention. Comparable results have been identified in a study by Freddy Cahyadi et al. (2024), which found that consumer trust in the brand significantly increases their intention to repurchase the product.

### **The Effect of Customer Experience on Repurchase Intention**

This study also includes the results of a t-test that describes the association between the customer experience variable (X3) and the dependent variable repurchase intention (Y). According to partial hypothesis testing,  $H_0$  is rejected and  $H_4$  is accepted, indicating that partially customer experience significantly influences repurchase intention. This finding indicates that the more positive the customer experience, the greater their tendency to repurchase the product.

Consumers' positive experiences with Skintific products influence their repurchase intentions. Satisfaction from interactions and the results of using the product create positive perceptions and emotional comfort, which encourage consumers to buy again. The better the consumer experience, the higher the propensity to repurchase. This research shows conformity with the results of research conducted by Ria Mei Yustiana & Lia Nirawati (2024), which shows that customer experience has a positive and significant effect on repurchase intention. Furthermore, Sheila Sabina Adelia Rizka & Siti Ning Farida (2024) reveals the same results, namely that customer experience has a positive and significant effect on repurchase intention.

## **CONCLUSION**

The findings suggest that Repurchase Intention for Skintific products in Surabaya City is positively and significantly influenced by the following factors: perceived quality, brand trust, and customer experience. Partly, each of these characteristics has been shown to have a favourable and significant effect on repurchase intentions. For this reason, Skintific needs to continue to maintain and improve product quality, from ingredient safety to packaging design, in order to strengthen positive consumer perceptions. In addition, the company must strengthen brand trust with information transparency and open communication. Consumer experience also needs to be considered by improving customer service and more personalized communication, to strengthen emotional connections and

encourage repeat purchases. For the next researcher, it is recommended to develop this research by considering other factors that can influence repurchase intention, in order to provide a more in-depth and comprehensive analysis.

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