

**PENGARUH *BRAND IMAGE* DAN *CUSTOMER EXPERIENCE*
TERHADAP *CUSTOMER REPURCHASE INTENTION* YANG
DIMODERASI OLEH *PRODUCT QUALITY* PADA *SKINCARE*
THE ORIGINOTE**

Indriana Yunianti¹, Ari Okta Viyani²

INTISARI

Latar belakang: Penelitian ini dilatarbelakangi oleh adanya isu *overclaim* yang memicu perilaku konsumen berdasarkan citrak merek, khususnya konsumen The Originote di Indonesia yang terpapar dengan isu tersebut melalui media sosial.

Tujuan Penelitian: Untuk mengetahui pengaruh pengaruh *brand image* dan *customer experience* terhadap *customer repurchase intention*, serta peran *product quality* sebagai variabel yang memoderasi pada *skincare* The Originote di Indonesia.

Metode Penelitian: Menggunakan metode kuantitatif dengan penyebaran kuisioner minimal kepada 280 konsumen produk *skincare* The Originote di Indonesia, serta dianalisis menggunakan *software* SmartPLS 4 dengan metode analisis SEM-PLS.

Hasil: *Brand image* berpengaruh positif signifikan terhadap *customer repurchase intention*. *Customer experience* berpengaruh positif signifikan terhadap *customer repurchase intention*. Serta *Product quality* dapat memoderasi *brand image* maupun *customer experience* terhadap *customer repurchase intention*.

Kesimpulan: Penelitian ini menunjukkan bahwa *brand image* dan *customer experience* berpengaruh positif dan signifikan terhadap *customer repurchase intention* pada produk *skincare* The Originote. Selain itu, *product quality* memoderasi hubungan tersebut, di mana kualitas produk yang baik memperkuat pengaruh citra merek dan pengalaman konsumen terhadap niat pembelian ulang. Temuan ini menekankan pentingnya menjaga kualitas produk, membangun citra merek yang kuat, serta menciptakan pengalaman konsumen yang positif untuk meningkatkan loyalitas pelanggan.

Kata Kunci: *Brand Image, Customer Experience, Product Quality, Customer Repurchase Intention*

¹ Mahasiswa Manajemen (S-1) Universitas Jenderal Achmad Yani Yogyakarta

² Dosen Manajemen (S-1) Universitas Jenderal Achmad Yani Yogyakarta

**THE INFLUENCE OF BRAND IMAGE AND CUSTOMER EXPERIENCE
ON CUSTOMER REPURCHASE INTENTION MODERATED BY PRODUCT
QUALITY IN THE ORIGINOTE SKINCARE PRODUCTS**

Indriana Yunianti¹, Ari Okta Viyani²

ABSTRACT

Background: *This study is motivated by the issue of overclaiming, which influences consumer behavior based on brand image, particularly among The Originote consumers in Indonesia who are exposed to such issues through social media*

Objective: *To examine the effect of brand image and customer experience on customer repurchase intention, as well as the moderating role of product quality in the context of The Originote skincare products in Indonesia.*

Method: *This research uses a quantitative approach by distributing questionnaires to a minimum of 280 consumers of The Originote skincare products in Indonesia. The data were analyzed using SmartPLS 4 software with the SEM-PLS method.*

Result: *Brand image has a positive and significant effect on customer repurchase intention. customer experience also has a positive and significant effect on customer repurchase intention. In addition, product quality moderates the effect of both brand image and customer experience on customer repurchase intention.*

Conclusion: *The findings indicate that brand image and customer experience positively and significantly influence customer repurchase intention for The Originote skincare products. Moreover, product quality strengthens the relationship between brand image and customer experience toward repurchase intention. These results highlight the importance of maintaining product quality, building a strong brand image, and enhancing customer experience to improve consumer loyalty.*

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

¹ Undergraduate Student of Management (S-1) Universitas Jenderal Achmad Yani Yogyakarta

² Lecturer of Management (S-1) Universitas Jenderal Achmad Yani Yogyakarta