

The Influence of Customer Experience, Brand Reputation, and Brand Trust on Repurchase Intention of Wardah Cosmetic Products

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ABSTRACT

This study aims to analyze the influence of customer experience, brand reputation, and brand trust on repurchase intention of Wardah cosmetic products. The background of the study lies in the importance of consumer loyalty for sustaining a brand's existence and increasing sales, especially in the highly competitive cosmetics industry. This research employs a quantitative method with data collected through questionnaires distributed to 170 female respondents aged 17–45 years in Surakarta who have used Wardah products. The results of multiple linear regression analysis indicate that customer experience and brand trust have a positive and significant effect on repurchase intention. However, brand reputation does not have a significant effect. The study concludes that enhancing consumer experience and building brand trust are key strategies for increasing repurchase intention.

INTRODUCTION

The beauty industry in Indonesia has witnessed remarkable growth, with local brands like Wardah leading the expansion. Wardah, a brand under PT Paragon Technology and Innovation (formerly PT Pusaka Tradisi Ibu), was established in 1985 and has successfully positioned itself as a pioneer in halal beauty products (Pangastuti et al., 2019). Emphasizing the use of alcohol-free and safe ingredients, Wardah appeals strongly to Indonesia's Muslim-majority population, for whom halal certification is a crucial consideration. The brand's innovation, product quality, and ability to blend modern beauty trends with Islamic values have driven its popularity among a wide range of consumers.

Despite its success, Wardah has faced several customer complaints regarding product experiences, such as skin darkening and dry lips after product use (Nyonyie et al., 2019). These negative experiences, if not addressed properly, can lead to decreased customer loyalty and a potential shift toward competitor brands. Therefore, maintaining and improving customer satisfaction through positive experiences is essential to ensuring repurchase intention and long-term brand loyalty. Understanding how customer experience impacts repurchase behavior becomes critically important in such a competitive market.

Customer experience, brand reputation, and brand trust are considered essential factors influencing consumer behavior, particularly in repurchase decisions. Customer experience encompasses the emotional and cognitive reactions customers have with a brand Hasan (2013); Kim & Choi (2013) while brand reputation reflects consumer perceptions of a brand's reliability and credibility (Chernatony, 1999; Susanto, 2007). Meanwhile, brand trust refers to the confidence consumers place in a brand's ability to deliver its promises consistently (Juniawan, 2020). Research indicates that these variables can significantly shape consumer loyalty and purchase behaviors, although the strength and significance of their influence can vary (Tong & Subagio, 2020).

Given the existing research gaps, especially the mixed findings regarding the impact of brand reputation and brand trust on repurchase intention, this study seeks to reexamine the relationship between customer experience, brand reputation, and brand trust toward repurchase intention for Wardah cosmetic products. By understanding these dynamics, companies can devise better strategies to enhance customer loyalty, thereby ensuring sustainable business growth in a highly dynamic and competitive market environment.

Literature Review

Customer Experience

Customer experience refers to the personal experience shaped by stimuli such as marketing activities, either before or after purchasing a product or service (Hendarsono & Sugiharto, 2013). The key indicators of customer experience include Sense (creating experiences through sensory elements like color and style), Feel (emotions and moods that customers experience), Think (problem-solving experiences), Act (influencing behaviors), and Relate (creating positive perceptions through integrated experiences) (Nigam, 2012). Factors influencing customer experience include accessibility, competence, customer recognition, helpfulness, personalization, problem-solving, promise fulfillment, and value for time (Senjaya Vivie et al., 2013). These elements highlight how businesses can foster customer loyalty and future success through exceptional experiences.

Brand Reputation

Brand reputation is the reward a company earns for its strengths and the public perception of its brand, regardless of its trustworthiness (Han et al., 2015; Susanto, 2007). It is shaped by advertising, public relations, product quality, and performance (Widjajanta et al., 2020). The main indicators of brand reputation include brand recognition, reliability, and positive brand identity (Parhizgar & Neshod, 2015). Factors affecting brand reputation include product quality, trustworthiness, functionality, customer service, risk, price, and the reputation of the brand itself (Minor & Mowen, 2008).

Brand Trust

Brand trust is the willingness of customers to rely on a brand despite potential risks, expecting positive outcomes (Lau & Lee, 1999). Key indicators of brand trust include Viability (the brand's ability to meet customer needs) and Intentionality (the brand's emotional security and consistent responsibility over time) (Delgado Ballester et al., 2003). Factors influencing brand trust include brand characteristics, company characteristics, and consumer-brand alignment (Lau & Lee, 1999).

Repurchase Intentions

Repurchase intention is defined as an individual's decision to continue purchasing from the same company, influenced by past experiences and consumer loyalty (Hellier et al., 2003; Nguyen, 2021). Key indicators of repurchase intention include transactional interest, referential interest (recommendations), preferential interest (brand preferences), and exploratory interest (searching for additional product information) (Tegowati, 2017).

Wardah Cosmetics

Wardah cosmetics are known for being alcohol-free and using safe, halal ingredients suitable for daily use. As a halal cosmetic brand, Wardah caters to Indonesia's predominantly Muslim population, emphasizing the importance of halal standards in its products (Worotitjan et al., 2014). Wardah's appeal is also rooted in its commitment to offering high-quality cosmetics that align with Islamic values while enhancing the personal beauty and femininity of women (Tegowati, 2017).

Hypothesis Development

With the research results above, the conceptual framework is as follows:

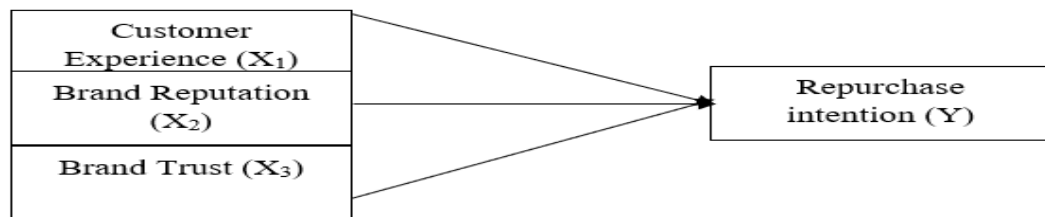


Figure 1. Conceptual Framework

Source: Data Processed, 2025

From this framework, a hypothesis can be formulated:

The Effect of Customer Experience on Repurchase Intention

Customer experience can be defined as a series of interactions between customers and products, companies, or parts of an organization that triggers a response. This experience is entirely personal and implies customer engagement at different levels (rational, emotional, sensory, physical, spiritual). On the other hand, repurchase intention refers to the act of buying goods and services over time. In other words, repurchase intention is based on past purchasing experiences and stems from consumer loyalty to a specific brand, thus leading to the intention to repurchase. Literature reviews from previous research suggest that customer experience has a positive and significant effect on repurchase intention (Abrian & Adrian, 2021; Amoako et al., 2023; Yulida et al., 2023). Based on this explanation, we can formulate the hypothesis as follows:

H1: Customer experience has a positive and significant effect on repurchase intention.

The Effect of Brand Reputation on Repurchase Intention

Brand reputation can be defined as the consumer's opinion about a brand, regardless of whether the brand is trustworthy or not. Brand reputation can be developed not only through advertising and public relations but also through the quality and performance of the product. Literature reviews from previous studies indicate that brand reputation has a positive and significant effect on repurchase intention (Aradena et al., 2020; Herlina et al., 2020). Based on this explanation, we can formulate the hypothesis as follows:

H2: Brand reputation has a positive and significant effect on repurchase intention.

The Effect of Brand Trust on Repurchase Intention

Brand trust can be defined as the customer's willingness to rely on a brand, even in the face of risks, because they expect the brand to deliver positive results. Literature reviews from previous research suggest that brand trust has a positive and significant effect on repurchase intention (Astuti & Abdurrahman, 2022; Kinari et al., 2024). Based on this explanation, we can formulate the hypothesis as follows:

H3: Brand trust has a positive and significant effect on repurchase intention.

RESEARCH METHOD

In line with the formulation of the problem and research objectives, the positivistic paradigm using a quantitative approach is the appropriate method to answer the research questions. This study aims to analyze and test the influence of customer experience, brand reputation, and brand trust on repurchase

intention of Wardah cosmetic products. The sample involved 170 respondents who were selected using purposive sampling through online questionnaires distributed via Google Form.

Data analysis techniques include validity test, reliability test, classical assumption tests (normality, multicollinearity, heteroscedasticity), coefficient of determination test, F-test, t-test, and multiple linear regression analysis using SPSS.

Respondent Information

Based on the respondent profile, the following are demographic characteristics:

Table 1. Demographic Profile of Respondents

Category	Description	Frequency	Percentage (%)
Gender	Female	170	100%
Age	17–25 Years	123	72.35%
	26–35 Years	37	21.76%
	36–45 Years	10	5.88%
Latest Education	SMP	1	0.59%
	SMA/SMK	129	76.33%
	D3	9	5.33%
	S1	30	17.75%
Current Employment	Student	101	59.76%
	Entrepreneur	26	15.38%
	Private Employee	15	8.88%
	Civil Servant (PNS)	7	4.14%
	Others	20	11.83%
Monthly Income	> Rp 1,000,000	61	36.53%
	Rp 1,000,000–2,000,000	59	35.33%
	Rp 2,000,000–3,000,000	26	14.37%
	> Rp 3,000,000	13	13.77%
Frequency of Using Wardah Products	1 time	36	21.18%
	2–3 times	72	42.35%
	> 3 times	62	36.47%

Source: Processed Primary Data, 2025

RESULTS AND DISCUSSION

Validity Test

Validity testing is a benchmark used to determine whether a questionnaire is valid or not. A questionnaire is considered valid if the statements within it are able to accurately measure what the questionnaire is intended to assess. Before conducting classical assumption tests, a validity test must first be performed. Validity testing in this study was conducted on four variables: Customer Experience (X1), Brand Reputation (X2), Brand Trust (X3), and Repurchase Intention (Y).

The following presents the results of the validity testing for each variable:

Table 2. Validity Test of Customer Experience Variable

Item	R Counted	R Table	Description
X _{1.1}	0,591	0,1506	Valid
X _{1.2}	0,647	0,1506	Valid
X _{1.3}	0,586	0,1506	Valid
X _{1.4}	0,650	0,1506	Valid
X _{1.5}	0,720	0,1506	Valid

Source: Processed Primary Data, 2025

Table 3. Validity Test of Brand Reputation Variable

Item	R Counted	R Table	Description
X2.1	0,627	0,1506	Valid
X2.2	0,705	0,1506	Valid
X2.3	0,580	0,1506	Valid

Source: Processed Primary Data, 2025

Tabel 4. Validity Test of Brand Trust Variable

Item	R Counted	R Table	Description
X3.1	0,550	0,1506	Valid
X3.2	0,646	0,1506	Valid
X3.3	0,685	0,1506	Valid
X3.4	0,551	0,1506	Valid

Source: Processed Primary Data, 2025

Tabel 5. Validity Test of Repurchase Intention Variable

Item	R Counted	R Table	Description
Y.1	0,630	0,1506	Valid
Y.2	0,642	0,1506	Valid
Y.3	0,620	0,1506	Valid
Y.4	0,639	0,1506	Valid

Source: Processed Primary Data, 2025

Based on the results shown in the table above, it can be seen that if the R-counted value is greater than the R-table value, the statement is considered valid. Conversely, if the R-counted value is less than the R-table value, the statement is considered invalid. Accordingly, all statements are capable of measuring the variables Customer Experience (X1), Brand Reputation (X2), Brand Trust (X3), and Repurchase Intention (Y).

The R-table value is calculated as follows:

$$Df = (N - 2)$$

$$Df = (170 - 2)$$

$$Df = 168$$

$$Df = 0.1506$$

Note:

Df = Degree of Freedom

N = Number of Samples

Reliability Test

The reliability test is used to determine the consistency of respondents' answers in responding to statements measuring the variables Customer Experience (X1), Brand Reputation (X2), Brand Trust (X3), and Repurchase Intention (Y). The following presents the results of the reliability testing using Cronbach's Alpha:

Tabel 6. Reliability Test

Variable	<i>Alpha Cronbach's</i>	<i>Critical Value</i>	Conclusion
<i>Customer Experience (X₁)</i>	0,639	0,60	Reliabel
<i>Brand Reputation (X₂)</i>	0,727	0,60	Reliabel
<i>Brand Trust (X₃)</i>	0,726	0,60	Reliabel
<i>Niat Pembelian Ulang (Y)</i>	0,742	0,60	Reliabel

Source: Processed Primary Data, 2025

Based on the results shown in the table above, it can be concluded that each variable used in this study is considered reliable. A variable is deemed reliable if the reliability coefficient obtained is at least 0.600 or greater than 0.600. The table above shows that all reliability coefficient values exceed 0.600, thus it can be concluded that all responses are consistent in answering each statement that measures the variables of Customer Experience (X₁), Brand Reputation (X₂), Brand Trust (X₃), and Repurchase Intention (Y).

Classical Assumption Test

Normality Test

The Kolmogorov-Smirnov (K-S) test is a statistical test that compares the distribution of a sample data set with a theoretical normal distribution. This test measures the extent to which the observed data deviate from the expected normal distribution. The following presents the results of the normality test:

Table 7. Normality Test
One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		170
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,09429343
Most Extreme Differences	Absolute	,054
	Positive	,040
	Negative	-,054
Kolmogorov-Smirnov Z		,710
Asymp. Sig. (2-tailed)		,694
a. Test distribution is Normal.		
b. Calculated from data.		

Source: Processed Primary Data, 2025

Based on the results of the Kolmogorov-Smirnov normality test shown in the table, it is known that the Asymp. Sig (2-tailed) value is 0.694. Thus, it can be concluded that the data are normally distributed because the Asymp. Sig value of 0.694 is greater than 0.05.

Multicollinearity Test

Multicollinearity refers to a condition where there is a very high correlation between independent variables in a regression model. To detect multicollinearity, two main indicators are used: the Variance Inflation Factor (VIF) and Tolerance. The following presents the results of the multicollinearity test:

Table 8. Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	,468	2,137
	X2	,712	1,404
	X3	,509	1,963

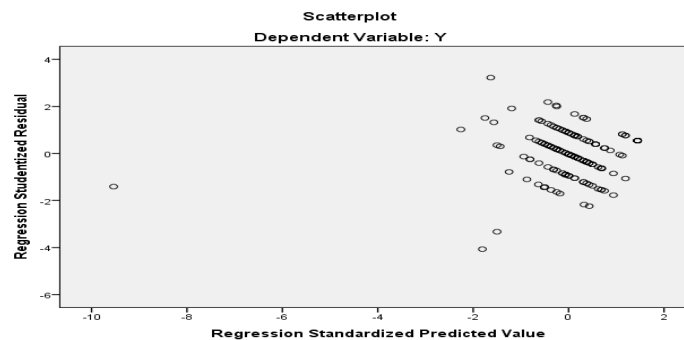
Dependent Variabel : Y

Source: Processed Primary Data, 2025

Based on the output results shown in the table above, it can be seen that the VIF value for Customer Experience (X1) is 2.137, for Brand Reputation (X2) is 1.404, and for Brand Trust (X3) is 1.963. The tolerance values are 0.468 for Customer Experience (X1), 0.712 for Brand Reputation (X2), and 0.509 for Brand Trust (X3). Since the VIF values are less than 10 and the tolerance values are greater than 0.10, it can be concluded that there is no multicollinearity, and the data are free from multicollinearity assumptions.

Heteroscedasticity Test

Heteroscedasticity is a condition in regression analysis where the variance of the residuals is not constant across all levels of the independent variables. The presence of heteroscedasticity can lead to inefficient and unreliable regression estimates. Heteroscedasticity testing can be conducted using the scatterplot test. The scatterplot test is performed by observing the pattern of the data points on a graph plotting residuals against the independent variables. The following presents the results of the heteroscedasticity test using the scatterplot method:

**Figure 2. Scatterplot**

Source: Processed Primary Data, 2025

In Figure 2 above, it can be seen that the points are randomly scattered above and below zero; the points are not concentrated in one specific area, either only above or only below the axis. Moreover, the distribution of the points does not form any particular pattern. Thus, it can be concluded that there is no heteroscedasticity in the regression model.

In addition to the scatterplot test, heteroscedasticity can also be tested using the Glejser test. The Glejser test is a method used to detect the presence of heteroscedasticity in a regression model by regressing the absolute residual values on the independent variables. The following presents the results of the heteroscedasticity test using the Glejser method:

Table 9. Results of Glejser Test

Model		Coefficients ^a			t	Sig.
		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error			
1	(Constant)	2,712	,833		3,254	,001
	X1	-,047	,042	-,124	-1,117	,265
	X2	,015	,061	,022	,239	,811
	X3	-,056	,054	-,111	-1,039	,300

a. Dependent Variable: ABS RES

Source: Processed Primary Data, 2025

If the significance (sig) value is greater than 0.05, it can be concluded that there is no indication of heteroscedasticity. Based on the results of the Glejser test shown in the output above, the significance values for the variables are as follows: Customer Experience (X1) = 0.265, Brand Reputation (X2) = 0.811, and Brand Trust (X3) = 0.300. Since all these values are greater than 0.05, it can be concluded that there is no heteroscedasticity problem in the data.

Coefficient of Determination Test (R^2) The coefficient of determination (R^2) is a measure in regression analysis that indicates the percentage of variation or changes in the dependent variable that can be explained by the independent variables in a model. The following presents the results of the Coefficient of Determination Test (R^2):

Table 10. Coefficient of Determination (R^2) Test

Model	R	Model Summary			Std. Error of the Estimate
		R Square	Adjusted R Square		
1	,654 ^a	,428	,418		1,104

a. Predictors: (Constant), X3, X2, X1

Source: Processed Primary Data, 2025

The coefficient of determination (R^2) reflects the ability of the independent variables to explain the dependent variable. Based on the results of the coefficient of determination (R^2) analysis shown in Table 9, it is known that the R Square value is 0.428 or 42.8%. This indicates that the independent variables Customer Experience (X1), Brand Reputation (X2), and Brand Trust (X3) collectively explain 42.8% of the variation in Repurchase Intention, which can be categorized as good. Meanwhile, the remaining 57.2% is influenced by other variables not examined in this study.

The Adjusted R Square value is 0.418. This indicates that 41.8% of the changes in Repurchase Intention (Y) are determined by the independent variables Customer Experience (X1), Brand Reputation (X2), and Brand Trust (X3), while the remaining 58.2% is determined by other factors not observed in this study.

F-Test

The F-test, or simultaneous test, is used to determine whether the independent variables Customer Experience (X1), Brand Reputation (X2), and Brand Trust (X3) have a simultaneous influence on the dependent variable Repurchase Intention (Y). The following presents the results of the F-test (Simultaneous Test):

Table 11. F-Test Results

		ANOVA ^a				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	151,414	3	50,471	41,400	,000 ^b
	Residual	202,374	166	1,219		
	Total	353,788	169			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X2, X1

Source: Processed Primary Data, 2025

From Table 11 above, the calculated F value is 41.400 with a significance level of 0.000. Meanwhile, the F-table value is 2.657. Since the calculated F value of 41.400 > F-table value of 2.657 and the significance level of 0.000 < 0.05, it can be concluded that the variables Customer Experience (X1), Brand Reputation (X2), and Brand Trust (X3) collectively have a positive and significant effect on the variable of Repurchase Intention.

The F-table value is obtained as follows:

df(N1)	= k-1
	= 4-1
	= 3
df(N2)	= (k ; 170 – k)
	= (4 ; 164)
	= 2,657
Note :	k= number of variable n = sample size

T-Test (Partial)

The t-test is conducted to test the partial effect of each independent variable (Customer Experience (X1), Brand Reputation (X2), and Brand Trust (X3)) on Repurchase Intention (Y), both partially and significantly, in relation to Wardah cosmetic products. This analysis compares the t-calculated value with the t-table value. Below are the results of the t-test:

Table 12. Results of t-Test (Partial)

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4,834	1,345		3,595	,000
	X1	,354	,067	,452	5,269	,000
	X2	,063	,099	,044	,632	,528
	X3	,239	,087	,226	2,743	,007

a. Dependent Variable: Y

Source: Processed Primary Data, 2025

Based on the table above, the following can be observed:

Customer Experience (X1) Variable:

The t-calculated value is $5.269 > t\text{-table value of } 1.974$ with a significance level of $0.000 < 0.05$. It can be concluded that H1 is accepted, meaning that the Customer Experience (X1) variable has a significant effect on Repurchase Intention (Y).

Brand Reputation (X2) Variable:

The t-calculated value is $0.632 < t\text{-table value of } 1.974$ with a significance level of $0.528 > 0.05$. It can be concluded that H2 is rejected. The Brand Reputation (X2) variable does not have a significant effect on Repurchase Intention (Y).

Brand Trust (X3) Variable:

The t-calculated value is $2.743 > t\text{-table value of } 1.974$ with a significance level of $0.007 > 0.05$. It can be concluded that H3 is accepted. The Brand Trust (X3) variable has a significant effect on Repurchase Intention (Y).

From these partial test results, it can be concluded that Customer Experience (X1) and Brand Trust (X3) have a significant effect on Repurchase Intention (Y), while Brand Reputation (X2) does not have a significant effect on Repurchase Intention (Y).

The t-table value is obtained as follows: 1.974446

T-table	$= t (\alpha / 2 ; n - k - 1)$ $= t (0,05 / 2 ; 170 - 4 - 1)$ $= t (0,025 ; 165)$ $= t 1,974$
Note:	k= number of variable n = sample size $\alpha = 0,05$

Multiple Linear Regression Analysis

Multiple linear regression is used to determine the effect of several independent variables on a single dependent variable. From the data processed using SPSS, the multiple linear regression equation is obtained as follows:

$$Y = 4.834 + 0.354X1 + 0.063X2 + 0.239X3 + e$$

The explanation is as follows:

- The constant value is 4.834, meaning that if there is no Customer Experience (X1), Brand Reputation (X2), and Brand Trust (X3), the consistent value for Repurchase Intention (Y) is 3.683.
- The regression coefficient for Customer Experience (X1) is 0.354, meaning that every 1% increase in Customer Experience (X1) will increase Repurchase Intention (Y) by 0.354 units. Since the coefficient value is positive, it can be said that Customer Experience (X1) has a positive effect on Repurchase Intention (Y). If the value of Customer Experience (X1) is high, the Repurchase Intention (Y) will also be high.
- The regression coefficient for Brand Reputation (X2) is 0.063, meaning that every 1% increase in Brand Reputation (X2) will increase Repurchase Intention (Y) by 0.063 units. Since the coefficient

value has a positive effect, this means that the higher the value of Brand Reputation (X2), the higher the value of Repurchase Intention (Y).

- d. The regression coefficient for Brand Trust (X3) is 0.239, meaning that every 1% increase in Brand Trust (X3) will increase Repurchase Intention (Y) by 0.239 units. The coefficient value has a positive effect, meaning that the higher the value of Brand Trust (X3), the higher the value of Repurchase Intention (Y).

Discussion

Variabel Customer Experience (X₁) berpengaruh signifikan terhadap Niat Pembelian Ulang (Y)

In an increasingly competitive digital era, customer experience has become a crucial factor in shaping repurchase intention. Customer experience encompasses the customer's interactions with a brand as a whole, both physically and digitally, and creates an emotional perception of a product or service. Recent research shows that a positive customer experience significantly influences customers' intentions to make repeat purchases. For example, a study by *Tresna, Herawati, & Meisa Dai (2021)* found that customer experience has a significant direct effect on repurchase intention, and this effect becomes stronger when combined with active customer engagement. Similar results were found by *Maribeth Adela & Meylani Tuti (2024)*, who emphasized the importance of customer experience-based marketing strategies in enhancing loyalty and repurchase frequency. Thus, the current literature agrees that customer experience plays a central role in fostering long-term loyalty.

From a managerial perspective, these findings provide important implications for companies in designing their marketing strategies. Creating a holistic and enjoyable customer experience should become a primary focus, whether through service design, digital interactions, or brand communication. Research by emphasizes that elements such as interior design and the ambiance of a place can enhance the customer experience and encourage repeat visits (*Simanihuruk et al., 2022*). Meanwhile, *Tresna Herawati, & Meisa Dai (2021)* indicated that customer experience contributes 71.7% to the formation of repurchase intention on e-commerce platforms, suggesting that an experience-based approach can provide a significant competitive advantage (*Tresna, Herawati, & Dai, 2021*).

Thus, companies aiming to retain and enhance customer loyalty need to invest in improving the quality of customer experience. This may include customer service training, enhancing the user interface of digital applications, and creating memorable emotional moments during the transaction proces.

The Brand Reputation variable (X₂) does not have a significant effect on Repurchase Intention (Y).

Brand reputation is often considered one of the key factors in shaping repurchase intention. Theoretically, brand reputation reflects consumers' positive perception of a brand's credibility and quality. However, recent studies suggest that the relationship between brand reputation and repurchase intention is not always statistically significant. For example, *Ahmed & Pham Long (2021)* found that although the reputation of online companies influences customer trust and satisfaction, reputation itself does not directly affect repurchase intention. Instead, its influence is mediated by variables such as trust and customer satisfaction (*Ahmed & Pham Long, 2021*).

Research by *Sugiharto et al. (2019)* also indicates that brand reputation affects purchase intention in general, but its direct effect on repurchase intention in the e-commerce context is not always significant when compared to factors such as customer experience or delivery quality (*Sugiharto et al., 2019*). Another study by *Aradena et al. (2020)*, which compared two airlines in Indonesia, also found that although reputation had an effect, its impact on repurchase intention was weaker compared to service quality and brand image (*Aradena et al., 2020*).

These findings carry important implications for business decision-makers, especially in formulating marketing strategies. The fact that brand reputation does not always significantly affect repurchase intention suggests that companies should allocate their resources not only to building reputation but also

to enhancing customer experience, building trust, and ensuring customer satisfaction. Ahmed & Pham Long (2021) suggest that brand reputation should be positioned as a supporting tool, rather than the main factor in customer loyalty strategies. Therefore, a more effective strategy would be to integrate reputation with elements of customer experience and emotional connection, such as brand trust and brand attachment.

The Brand Trust variable (X3) has a significant effect on the Repurchase Intention variable (Y).

Brand trust has been proven to be a crucial factor that significantly influences repurchase intention. In the context of modern marketing, brand trust reflects consumers' belief that a brand will consistently fulfill its promises. Various recent studies have shown that consumers who trust a brand are more likely to demonstrate higher loyalty, including a greater intention to repurchase. For example, research by Sutanto & Kussudyarsana (2024) found that brand trust had a positive and significant influence on repurchase intention for cosmetic products, contributing 98.2% to the predictive model (Sutanto & Kussudyarsana, 2024).

Similarly, a study by Jeffry et al. (2023) examining Tokopedia consumers showed that brand trust had a significant influence on the decision to make repeat purchases. Additionally, Azizah (2024) found that brand trust also serves as an important mediating variable, enhancing the effects of brand image and celebrity endorsement on repurchase intention (Azizah, 2024).

These findings provide strong strategic implications for companies. Building and maintaining brand trust must be a top priority in efforts to enhance customer loyalty. A study by Fikriah & Mahendra (2024) revealed that brand trust not only directly affects repurchase intention but can also mediate the influence of social media marketing on consumer purchasing decisions (Fikriah & Mahendra, 2024). This highlights the importance of honest communication, consistent service, and delivering strong brand value to foster trust.

Moreover, brand trust has also been shown to strengthen the positive effects of communication strategies such as electronic word of mouth (e-WOM) and brand image on repurchase behavior, as demonstrated in research on Garuda Indonesia airlines. Therefore, building brand trust not only has a direct impact but also enhances the effectiveness of other marketing strategies.

CONCLUSION

This study has examined the influence of customer experience, brand reputation, and brand trust on repurchase intention of Wardah cosmetic products. The results indicate that customer experience and brand trust significantly and positively affect repurchase intention, whereas brand reputation does not show a significant effect. These findings answer the research question by affirming that consumers' decisions to repurchase are more strongly driven by their direct experience with the product and the trust they place in the brand, rather than the general reputation the brand holds in the public domain. It reveals that emotional and relational factors such as feeling valued and trusting the consistency of the brand's promise play a more vital role in encouraging repeat purchases than mere perception of brand credibility.

In light of these findings, practical suggestions are offered for relevant stakeholders. For marketing managers at Wardah and similar cosmetic companies, it is recommended to focus more on creating personalized and enjoyable customer experiences, both online and offline. Efforts such as improving customer service, offering user-friendly product interfaces, and gathering feedback for continuous improvement can enhance user satisfaction. Furthermore, brand trust must be nurtured through transparency, consistent product quality, and communication that reflects the brand's values. Companies should invest in long-term trust-building strategies rather than relying solely on brand image campaigns.

For researchers and academics, these results suggest that future studies should further explore the mediating or moderating roles of emotional factors such as brand attachment or satisfaction, especially in competitive consumer markets. Lastly, for public relations and brand strategy professionals, the study

highlights the importance of aligning external brand communications with authentic internal practices to ensure consistency that builds trust and loyalty over time.

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