

A Study on Repurchase Intention to Make Over Cosmetics Consumers in East Java

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Abstract: *Information Communication Technology (ICT) in this globalization era has an important role in making competitive products in the global market. The tight competition between companies requires companies to be able to fulfill the consumer needs, including the cosmetic business sector. Brand trust, brand experience, and brand personality are the most important components of a company in maintaining its existence in the competitive world of the cosmetic business, so it can grow repurchase intention in every consumer of MakeOver cosmetic products. However, there are some things do not show success and there are research gaps. The results of the study have a major influence on repurchase intention in MakeOver cosmetic products which are used to try to measure the brand experience and brand personality of each consumer through brand trust as an intervention. The strength of the Make Over cosmetic product brand is used as one of the sales strategy plans to achieve a higher value than cosmetic products in other companies.*

Keywords: *Brand experience, brand personality, brand trust, repurchase intention*

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I. Introduction

In this globalization era where technology development is increasingly very rapid. The needs of modern society today are fast information. In recently, startup companies have created very popular social networks such as Facebook, Twitter, Youtube, and Instagram. These various platforms are used by marketers to introduce their various products in fields such as fashion, beauty, culinary, services, and etc. Women have a big influence on social media platforms. There is a tendency for women to be more addicted to smartphone than men, this illustrates that female users are more active in social media (Mulyati and Frieda, 2016). Cosmetics are an important thing for some women, especially in this modern era. It is proven by the increasing beauty industry in Indonesia and also encouraging the development of various business that support this industry. One of them is a beauty blogger or vlogger.

The national cosmetics industry grown a fairly high more than 20% in 2018. The Ministry of Industry stated that the domestic cosmetic industry increased by 153 companies in 2017, so the number has reached more than 760 companies today. From this total, 95% the national cosmetic industry is the small and medium-sized industry (IKM) and the others are large-scale industries. Based on the data, the number of markets in Indonesia is 267 million people, with a female population demographic reaching 130 million people and around 68% are productive women (Pelakubisnis.com). The potential that Indonesia has in the beauty industry is the majority of Indonesia's population are women, who always pays attention the appearances that are supported by cosmetics. The increasing use of skin care continues, followed by dynamic cosmetics and continues increasing more and more, then hair care, personal hygiene, oral care, and fragrance. Various cosmetic companies in Indonesia that have good quality, both local and foreign. Cosmetic products with local brands that have many fans, namely MakeOver, Wardah, Emina, Moko-moko, Rollover Reaction, Purbasari, By Lizzie Parra, Esca Cosmetics, Viva, and many others.

The empirical phenomenon in this study, namely the growth of MakeOver cosmetics sales in East Java Province in 2017-2021 shows a decrease in the interest of Indonesian women to buy and use Indonesian local cosmetics, especially MakeOver cosmetics. The decline in the sales growth of MakeOver products in East Java Province can be caused by several things, one of them is that consumers prefer to use cosmetics from other brands with better brand experience, brand personality, brand trust, and brand trust than MakeOver products.

II. Literatur Review

Brand experience is conceptually different from other brand concepts, because brand experience is a concept that describes the consumer's relationship with a brand that is formed on subjective, internal responses such as feelings, sensations, knowledge, and consumer behavior that is influenced by related stimulation and is part of the brand experience. from the design and identity of a brand, packaging, communication and the environment (Brakus et al, 2009).

Brand personality according to (Jenifer Aaker in Ahmad Riza, 2017) is a set of human characteristics associated with a brand. It includes the characteristics such as gender, social class, and various inherent human personality traits (Ahmad Riza, 2017). In marketing a brand, the characteristics or identity of a brand is very important, where the company will accentuate the characteristics of the brand according to the characteristics that is possessed by humans. Just like humans, a brand also has a personality.

Brand trust according to Chauduri and Holbrook (2001: 39) is the willingness of consumers to be more inclined to believe in the ability of a brand perform as promised. Meanwhile, according to Delgado, Munuera & Yague (2003), brand trust is a feeling of security felt by consumers in their interactions with brands, which is based on the perception that the brand is reliable and responsible for the interests and safety of consumers.

According to Sukmawati and Suyono in Pramono quoted from Annafik and Rahardjo (2012), buying interest is part of the behavioral component in consuming attitudes. Consumer buying interest is the stage where consumers form their choices among several brands that are incorporated in the choice set. Repurchase interest will be realized if consumers have a good impression or a good view of a brand. Then in the end make a purchase on an alternative that she likes the most or the process that consumers go through to buy an item or service based on various considerations. .

III. Conceptual Model

Based on theoretical studies and previous research studies, the framework in this designed research mentions Brand Experience as X1 variable, Brand personality as X2 variable, Repurchase Intention as Y variable, and Brand Trust as Z variable. Where X1 and X2 are independent variables and variables Y is the dependent variable and Z is the intervening or moderating variable. The indicators quoted in this study are indicators from previous experts which are then adjusted to the phenomena that is raised in this study so that the conceptual framework in the research is described in the following chart:

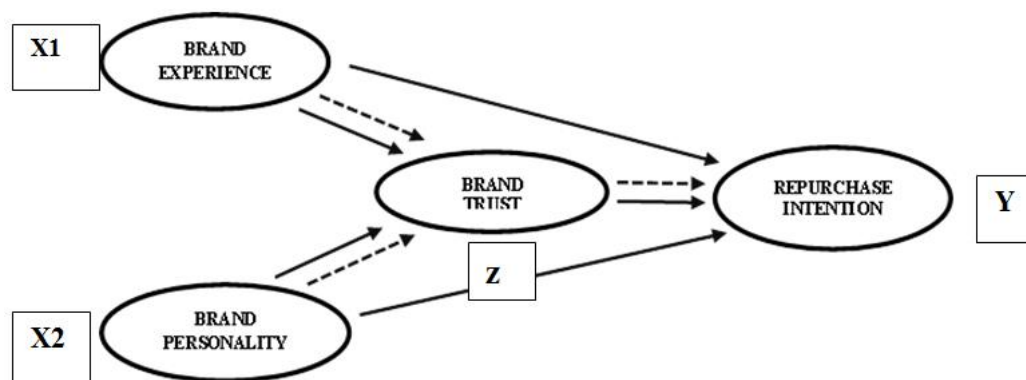


Figure 1. Conceptual Framework

HYPOTHESIS

The effect of Brand Experience on Brand Trust.

According to Andrey (2016), Brand experience has attracted the attention of marketing practices nowadays. Marketing practitioners must realize that by understanding about the role of brand experience really is, it will really help marketers to develop marketing strategies. Things that is related to customer loyalty is from the brand experience. Consumer experience of a brand has an important role in building consumer trust in a brand, Darmawan Didit (2017). The higher level of consumer experience with the brand, the higher level of consumer confidence in a brand. Brand experience begins when consumers search for products, buy, receive, serve and consume products. Brand experience can be felt directly or indirectly when consumers see advertisements or also when marketers communicate products through web-sites (Hatane, 2018).

This is appropriate and has been proven by research conducted by Kim Renne et al (2015), Kang Juhee et al (2016), Yoon Dong Hyun et al (2015), from the results of research that has been done Brand experience affects brand trust. But not with the results of research that has been done by Deni Wardani et al (2016), the results in this study show that Brand Experience has no effect on brand trust. Based on the research results that have been described previously, the research hypotheses can be formulated as follows:

H1: Brand Experience has a significant effect on Brand Trust

The effect of Brand Personality on Brand Trust

To be able to build a good brand, marketers are expected to understand the characteristics and uniqueness of a brand. One of the uniqueness of the brand is the brand personality, Agata et al.,(2017). Each product has a different personality and wants to represent each consumer. The level of consumer confidence in a brand is high, if the consumer tries to find a product that matches a personality that is close to resemblance to themselves. A brand that has a strong brand personality and is compatible with the consumer's personality will certainly increase consumer confidence in a product and create bonds between brands and consumers, Ratnawati & Annisa (2018).

This is in accordance with research conducted by Ahmad Rizal (2016), Tong Xiau (2018), Sung Yong Jun (2010), that brand personality has a significant influence on brand trust. From the results of research that has been done Brand Personality has an effect on Brand trust. Based on the results of the research described previously, the following hypotheses can be formulated:

H2: Brand Personality has a significant effect on Brand Trust

The effect of Brand Experience on Repurchase Intention

Brakus et al., (2013) found that brand experience is conceptualized as sensations, feelings, cognitions, and behavioral responses evoked by brand-related stimulation that are part of brand design and identity, packaging, communication, and the environment. Yang et al., (2012), showed that brand experience affects positive attitudes and brand experience positively affects repurchase intentions.

This is related to research conducted by Sahin (2011), Tasya (2013), Pinarbasi (2017), that brand experience has a significant effect on repurchase intention. The results of the research that has been done show that Brand experience has a significant effect on Repurchase Intention. Based on the research results that have been described previously, the following hypothesis can be formulated;

H3: Brand Experience has a significant effect on Repurchase Intention

The effect of Brand Personality on Repurchase Intention.

According to Ocas and Lim in Yi Chin (2014), examined the effect of brand personality dimensions on brand preferences and purchase intentions on various fashion clothing brands. Their findings indicate that brand personality can significantly influence brand preference and repurchase intention. However, among all five dimensions of brand personality, only the joy dimension has a positive impact on purchase intention.

This is related to previous research conducted by Apsari(2015), Yi Chin et al (2014), Yoon Hee Song(2017), Seo Injoo(2016). The result of the research that has been done is that brand personality has an effect on repurchase intention. Based on the research results that have been described previously, the following hypothesis can be formulated:

H4: Brand Personality has a significant effect on Repurchase Intention

The Effect of Brand Trust on Repurchase Intention.

According to Matzler, Krauter, and Bidmon (2008: 155). In the branding literature, the concept of brand trust is based on the notion of a consumer-brand relationship. Most successful and top companies have easily recognizable brands, and have good marketing to create trust for their brands to increase repurchase intentions. That is why every company needs customers to trust their brand to be a profitable brand (Clarissa, 2018).

This is related to research conducted by Xi Chen et al. (2017), Jessie Chen (2016), See Kwong Goh (2016). From the results of research that has been done Brand trust has an effect on Repurchase Intention. Based on the research results that have been described previously, the research hypothesis can be formulated as follows:

H5: Brand Trust has a significant effect on Repurchase Intention.

The role of brand trust in mediating the effect of brand experience on repurchase intention.

Brand experience has a significant influence on brand trust so that consumers' repurchase intentions for a brand can be achieved, Ridwan and Halimatussakdiah (2019). Hunt (1994), said that trust is integral to success in a business relationship. From this occasion most of marketing researchers consider trust as a strong basis for an organization's commitment to business relationships. According to Murwatningsih and Apriliani (2013), if the desires and expectations of customers are met, then it will foster trust which will then become loyal customers and make it possible to repurchase. Brand experience has a significant positive effect on customer loyalty through mediation of brand trust, Panjaitan A.O.Y (2016). Thus, the better and the increased brand trust by brand experience, it will further increase repurchase intentions.

This is related to the research of Ridwan Maula and Halimatussakdiah (2019), Anisa and Dwi (2020). From the results of research that has been done that brand trust mediates brand experience on brand loyalty and repurchase intention. From the results described above, the following hypotheses can be formulated: H6: Brand trust plays a role in mediating the effect of brand experience on repurchase intention.

The role of brand trust in mediating the effect of brand personality on repurchase intention.

Brand personality according to Sung and Kim in Hased et al., (2017) can increase the level of brand trust. Likewise, Bouhleh et al., (2016) revealed that brand personality can affect trust. Trust is considered a solid foundation in building associations between consumers and companies. Several studies have examined the role of brand trust in determining brand loyalty so as to lead to repurchase intentions (Chaudhuri & Holbrook 2001; Fournier 1998). This is related to research that is conducted by Hanzae & Andervazh 2016; Yu-Shan 2015; Siti Zhuroh 2015), regarding the important role of brand trust as a mediator. From the results described above, the following hypothesis can be formulated:

H7: Brand Trust plays a role in mediating the effect of brand personality on repurchase intention.

IV. Conclusion

MakeOver's success in controlling the cosmetic product market in Indonesia is a maximum achievement. One of the achievement is achieved by the MakeOver company is the award for the best beauty product in the lips and blush category at the Her Story Indonesia Best Beauty Award 2021. The strength of the brand has a big impact on the sales of MakeOver cosmetic products, in this case showing that the brand concept has become a necessity to shows the work of the company or organization entity. Strategic planning and complex utilization within the company are required as a form of maintaining the existence of MakeOver cosmetic products in the cosmetic product market competition in Indonesia.

MakeOver cosmetic product company needs an effective and efficient product sales strategy concept. With increasingly fierce competition, the concept of product sales strategy becomes the main subject in overcoming threats and opportunities. For this reason, further research is needed to determine the role of Brand Experience and Brand Personality on repurchase intention through Brand Trust.

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