

ABSTRACT

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Study Program : Entrepreneurship
Title : The Impact of Brand Experience and Customer Satisfaction on Repurchase Intention towards Somethinc Skincare and Makeup.

Nowadays, people are starting to pay attention to beauty and skincare and it cause so many beauty products such as local skincare and makeup appear with very good quality, therefore, in order to survive and compete in this highly developed industry, beauty product companies must innovate in order to continue to compete and survive which is to provide experiences to consumers by relying on their senses to feel satisfied. Brand experience is one of the things that can be provided by the company, with one example being to use attractive packaging and so on to achieve customer satisfaction. Over time, satisfied customers will tend to return and repurchase the product or commonly known as repurchase intention.

Based on this, the researcher focuses on examining the effect of brand experience and customer satisfaction on repurchase intention. Researchers used 50 respondents who are Somethinc customers who are currently using or have ever used Somethinc. Data processing using SPSS software ver. 28. The results of the study prove that brand experience does not have a significant effect on repurchase intention and customer satisfaction has a significant effect on repurchase intention.

Keywords: Brand Experience, Customer Satisfaction, Makeup and Skincare, Repurchase Intention