

The Influence of Brand Experience and Brand Personality on Consumers Perceived Value and Repurchase Intention Skincare Branded Products: The Moderating Role of Brand Image and Perceived Price

Anas Hidayat¹, Aisyah Shafira Maharani², Muhammad Bakr Muhlison³, Lalu Supardin⁴

^{1,3}Universitas Islam Indonesia, Indonesia

²Asean Business Institute Yogyakarta, Indonesia

⁴Universitas Sarjanawiyata Tamansiswa, Indonesia

*Corresponding author: anas.hidayat@uii.ac.id

ABSTRACT

This research aims to determine the influence of Brand Experience and Brand Personality on Perceived Value and Consumer Repurchase Intentions for skincare branded products: The Moderating Role of Brand Image and Perceived Price. The data collection technique uses purposive sampling. The amount of data collected was 250 respondents. The measurement scale uses a Likert scale (1-5). The analytical tool used in this research uses Structural Equation Modeling (SEM-PLS). This research aims to explore the influence of Brand Experience and Brand Personality on Perceived Value and Consumer Repurchase Intentions: The Moderating Role of Brand Image and Perceived Price on the Skincare product. The first finding from this research shows that brand experience has a significant positive effect on the brand personality of the skincare product. The second finding from this research shows that brand experience has a significant positive effect on brand personality, perceived value of the Skincare product. The third finding from this research shows that brand personality has a significant positive effect on the brand personality skincare branded product. The fourth finding from this research shows that perceived value has a significant positive effect on repurchase intentions skincare branded product. The fifth finding from this research shows that brand image does not play a moderating role in the influence of perceived value on repurchase intentions skincare branded product. The sixth finding from this research shows that price perception does not play a moderating role in the influence of perceived value on repurchase intentions Skincare branded product.

Keywords: Brand Experience, Brand Personality, Perceived Value, Brand Image, Perceived Price, Repurchase Intention.

Citation:

Hidayat, A., Maharani, A. S., Muhlison, M. B., Supardin, L. (2024). Conference Proceedings Paper: The Influence of Brand Experience and Brand Personality on Consumers Perceived Value and Repurchase Intention Skincare Branded Products: The Moderating Role of Brand Image and Perceived Price. *Proceedings of ASBN International Conference 2024* (pp. 568-583), Yogyakarta, Indonesia. ASEAN School of Business Network.

DOI: <https://doi.org/10.64458/asbnic.v1.45>

INTRODUCTION

Looking good is a priority for most people in the world, especially women (Jan et al., 2019). An attractive appearance can be started by taking care of the skin using beauty products that are often called

skincare. In the current era, skincare is an important product for women and is included as a primary need in terms of caring for their body or visual identity (Syauki and Avina, 2020). Skincare is considered the answer or solution to various problems faced by women related to their skin condition. Jan et al. (2019) from their research results show that around 80.8% of respondents use skincare products every day. Based on data from Google, searches about skincare increased 2.3 times in 2019, including for the keywords 'skincare routines' and 'skincare reviews' (katadata.co.id, 2019). This can be attributed to the considerable changes in the lifestyle of individuals in Indonesia due to the emergence of the Covid-19 pandemic phenomenon. At that time a term appeared in the form of a call to do all activities #athomeonly, thus creating more free time which then increased the awareness of many individuals about the importance of caring for the body. This is where new brands of skincare products began to emerge and compete side by side to win the attention of beauty enthusiasts. In addition, in today's digital era, skincare is also one of the most frequently discussed topics on social media content such as Youtube, Intagram, and Tiktok, where based on data from wearesocial.com (2022) there are 191.4 million active social media users in Indonesia in 2022.

According to Cheong et al. (2016) Indonesia will be one of the top five cosmetics markets for the next 10-15 years based on its position as the largest economy in Southeast Asia. The increasing demand for middle-class consumer product budgets in Indonesia is leading to rapid and consistent growth of demand for cosmetics and personal care products, with skincare being one of the two largest product sales categories, accounting for 20% of the cosmetics market (Chin et al., 2018). Over time, skincare has come with a more diverse and complex range of benefits. Currently, there are many types of skincare with natural ingredients such as shea butter, aloe vera, safflower oil, chamomile, witch hazel, and rosehip seed oil (Boon et al., 2020). Various skincare brands, both local and foreign brands, have emerged with different characteristics and product offerings. Among the thousands of types of skincare variants available on the market, millennials are considered to be more selective, personalize, and adjust to their product preferences (Sanny et al., 2020).

As time goes by, various new brands of skincare products continue to emerge and also come with an interesting range of products. Various types of skincare brands affect the level of competition in the beauty product industry. Skincare companies need to carry out the right marketing strategy to be able to influence and maintain consumer buying intentions for their products which is also a competitive strategy. A competitive strategy is a strategy that can strengthen the company's position from competitors and a strategy that gives the company an advantage in competing as strongly as possible (Kotler & Susanto, 2001). Meanwhile, according to Porter (1994) strategy is a very important tool for achieving competitive advantage. In launching new products, skincare companies try to always meet all the beauty needs of their consumers. In addition, Skincare products need to pay attention to the quality of their products and continue to provide experiences in shopping such as attractive promos, packaging with attractive designs, gifts in the form of sticker kits to decorate skincare products that have been purchased, and collaborations with several public figures both local and outside who also invite their fans to make purchases on the brand. Some of these things are company strategies in building quality, experience, and brand personality which are expected to influence the perceived value and repurchase intention of consumers towards their products.

LITERATURE REVIEW

Repurchase Intention

Purchase intention has become one of the main research topics in marketing literature and sparked the interest of researchers to examine purchase intention variables derived from consumer purchasing behavior (Cuong, 2020). One of the things that can influence consumer purchase intention is the perceived value of consumers towards a brand. Perceived value is a consumer's overall assessment of the usefulness of a product based on perceptions of what is received and what is given (Zeithaml, 1988).

This value can be created from the brand experience received by consumers and consumer views related to brand personality.

Purchase intention has become one of the main research topics in marketing literature and has sparked researchers' interest in examining purchase intention variables derived from consumer purchasing behavior (Cuong, 2020). One of the things that can influence consumer purchase intention is the value perceived by consumers towards a brand. Perceived value is the consumer's overall assessment of the usefulness of a product based on the perception of what is received and what is given (Zeithaml, 1988). This value can be created from the brand experience received by consumers and consumers' views regarding brand personality.

Kang et al. (2017) claim that brand experience is a key factor that plays a role in achieving and maintaining business success and in building long-term bonds with consumers. Brand experiences that can last a long time and are stored in consumers' memories will affect consumer satisfaction and loyalty (Oliver, 1997; Reichheld, 1996). Chen et al. (2019) revealed that if consumers feel a memorable brand experience, it will strongly influence the relationship between brand awareness and consumer perceived value, which in turn will affect consumer intention to make repeat purchases.

The positive value felt by consumers generated through brand experience and good brand personality in the minds of consumers will affect consumers' intention to make repeat purchases and can even create an attitude of loyalty to the brand. However, in the process of generating consumer intention to repurchase, there are several determining factors such as brand image and perceived price. Whether the brand image is good or bad in individual social circles and whether the perceived price is the appropriate price of the perceived quality when buying products from the brand. According to Zeithaml (1988) brand image is an extrinsic cue when consumers evaluate a product or service before deciding to buy it. In addition, to buy or even have a purchase intention, individuals will consider their income and overall financial situation (Suhud & Wilson, 2019). Each individual has a different level of perception or view of price (Zeithaml, 1988).

Brand Experience

Brand experience is defined as the consumer's point of view regarding the brand (Shahzad et al., 2018). From the results of Khan & Rahman's research (2015) it is evident that superior brand experience can be a valuable tool for achieving sustainable competitive advantage. Unlike physical facilities, brand experience cannot be replicated easily. According to Ong et al. (2018) brand experience is the result of stimuli that trigger customer enthusiasm and pleasure and as such, customers will be encouraged to repeat the experience frequently over time. Brand experiences vary in strength and intensity, can be positive or negative, with long-term effects on consumer behavior (Brakus et al., 2009). Positive brand impressions from perceived experiences are very important because they influence various factors such as consumer satisfaction as well as the value and development of potential long-term relationships between consumers and brands (Shahzad et al., 2018). Brakus et al. (2009) created a brand experience theory that includes sensory, effective, cognitive, behavioral and social responses from consumers. According to Yoon et al. (2012) to be able to achieve competitive advantage, consumer experience must be created by fulfilling consumers' cognitive, emotional, and sensory expectations of products or services.

Brand Personality

Brand personality is a means of self-expression for consumers and can play a role in helping consumers express different aspects of themselves (Khang & Sharma, 2012). Brand personality is formed by associating brands with human emotions and traits, sometimes capturing aspects of human personality (Kim et al., 2018). Marketers seek to differentiate and build preferences for their brands not only on the

basis of how consumers perceive them functionally but also on the basis of perceptions of brand personality (Aaker, 1997). According to Fournier (1998) the brand personality line helps consumers express their self-concept and consumers will experiment symbolic benefits by owning or consuming the brand. Brand personality can be defined through a set of attributes that evoke feelings and behaviors where brands can be extroverted, friendly, conscientious, ancient, modern, exotic, etc. (Khang & Sharman, 2012).

Perceived Value

Perceived value is conceptualized as what consumers feel about something that has been determined by the seller or company (Toni et al., 2017). Zeithaml (1988) defines perceived value as a sacrifice, where consumers assess the overall usefulness of a product or service based on their perceptions of what is received and what is given. According to Miao et al. (2021) perceived value is the variation between what consumers give up and what they get in return. In marketing, perceived value is considered an important part of marketing literature and for business strategy development (Trasorras et al., 2009). According to Sweeney & Soutar (2001), perceived value occurs at various stages of the buying process, including the pre-purchase stage. Perceived value involves an exchange between what consumers receive such as quality and what consumers give to sellers to be able to obtain or use their products such as the value of money or the price paid.

Perceived price

Price is an input in the consumer purchasing decision process that will influence the process (perception, motivation, and intention) that leads to the output (purchase, repurchase, and loyalty) (Schiffman & Wisenblit, 2015). From a consumer perspective, price represents the amount of money that must be sacrificed to obtain a product or service (Zeithaml, 1988). In the process of making a purchase, consumers tend to compare the objective price or that offered by the current vendor with the reference price or that offered by other vendors which will then form a perception of price (Yoon et al., 2012). High and low prices can affect consumer intention to make a purchase. This relates to the comparison between the price given and the value that consumers feel towards the brand that consumers make after purchase. Reasonable product or service prices, satisfying value, and trust in the brand can make consumers have a greater intention to make a purchase (Dodds et al., 1991 & Yoon et al., 2012).

Brand image

Price is an input in the consumer purchasing decision process that will affect the process (perception, motivation, and intention) that leads to output (purchase, repeat purchase, and loyalty) (Schiffman & Wisenblit, 2015). From a consumer perspective, price represents the amount of money that must be sacrificed to obtain a product or service (Zeithaml, 1988). In the process of making a purchase, consumers tend to compare the objective price or that offered by the current vendor with the reference price or that offered by other vendors which will then form price perceptions (Yoon et al., 2012). The high or low price can affect consumer intentions to make a purchase. This is related to the comparison between the price given and the value perceived by consumers towards the brand that consumers make after the purchase. A reasonable product or service price, satisfactory value, and trust in the brand can make consumers have a greater intention to make a purchase (Dodds et al., 1991 & Yoon et al., 2012).

The Effect of Brand Experience on Brand Personality

Brand experience can affect brand personality (Coelho et al., 2019). Nysveen et al (2013) state that there

is an impact of brand experience on brand satisfaction which may be due to preferences, positive emotions, and trust which are characteristics of brand personality. In a study conducted by Santini et al (2018) stated that brand experience is directly related to brand familiarity or brand categories where consumers tend to have a deeper understanding of the benefits and characteristics of the product. In research on the effect of brand experience on brand equity with the mediation of hedonic emotions, utilitarian emotions, and brand personality of smartphone users among students, it is revealed that brand experience significantly and positively affects the brand personality of smartphone users (Shahzad et al., 2018).

H1: brand experience has a positive effect on brand personality

The Effect of Brand Experience on Perceived Value

Perceived value can be influenced by consumers' perceived brand experience and brand personality (Coelho et al., 2019; La et al., 2009) in their research argue that perceived value is a valuable result of brand marketing efforts. Wiedmann et al., (2017) who examined the effect of brand experience on consumer perceived value revealed that brand experience has a positive and significant effect on all dimensions of consumer perceived value (financial, functional, social, and individual). Another study revealed that brand experience has a positive and significant effect on the perceived value of blog users who also form sustainable social relationships (Chen & Lin, 2015).

H2: brand experience has a positive effect on perceived value

The Effect of Brand Personality on Perceived Value

Brand personality develops interactions between brands, products, services, organizations, and consumers (Khang & Sharma, 2012). In a study conducted by Bairrada et al (2018), brand personality was explored by considering its five dimensions of happiness, experience, sophistication, and excitement. Based on the fact that brands are similar to individuals in that they have distinct personalities, brand personality is considered an important factor in enhancing bonding and engagement, as is the case with individuals building relationships with each other (Bouhlef et al., 2011). Developing a prominent brand personality that provides symbolic benefits to consumers can contribute significantly to building lasting bonds with consumers (Kim et al., 2011). A study revealed that brand personality is an effective tool for increasing trust and perceived value (Khang & Sharma, 2012).

H3: brand personality has a positive effect on perceived value

The Effect of Perceived Value on Repurchase Intention

According to the belief of Micu et al. (2019), perceived value is the gap in consumer perceptions between what they pay (price and sacrifice) and what they get (quality, benefits, and utility). Perceived value is recognized as an antecedent of consumer intention to make repeat purchases (Moliner et al., 2007). Pham et al., 2018 in their research argue that sacrifices are not only monetary costs but also include non-monetary opportunity costs called behavioral prices such as time and effort spent buying and using products and services. Other research examining the effect of perceived value and repurchase intentions on the consumption of organic products states that the value perceived by consumers regarding organic products has a significant effect on consumer intention to make repeat purchases (Toni et al., 2018). Another study that also discusses the relationship between perceived value, trust, satisfaction, and repurchase intentions for green products states that perceived value affects consumer intention to make repeat purchases (Lam et al., 2016).

H4: perceived value has a positive effect on repurchase intention

The Effect of Perceived Price on The Relationship Between Perceived Value and Repurchase Intention

In research (Coelho et al., 2019) perceived value includes brand innovation, perceived quality, brand experience, and brand personality received by consumers. Of these several components, innovation tends to have a negative and insignificant impact on the perceived value of consumers regarding a brand. This is because there is a price factor that can affect the perceived value associated with the brand. Innovative brands are more likely to come with higher prices than other brands (Coelho et al., 2019). Individuals in Indonesia have various types of income and many are still in the lower middle class, so the high and low prices are considered to greatly influence purchasing decisions, especially consumer repurchase intentions. Previous research, Biswas (1992) shows how consumer price perceptions are also strongly influenced by brand image. In looking for new products, consumers will be less concerned with comparing the price of a product if they recognize the brand (El-Said, 2020). When consumers encounter new product attributes, they assume perceived price and perceived quality, which affect perceived value and intention to purchase (Zeithaml, 1988). In research conducted by Lien et al. (2015) revealed that the price perceived by consumers on online hotel bookings greatly increases consumer intention to make a booking.

H5: perceived price has a positive effect on the relationship between perceived value and repurchase intentions

The Effect of Brand Image on The Relationship Between Perceived Value and Repurchase Intention

Brand image can influence consumer decisions to make repeat purchases. Ryu et al. (2008) in their research stated that a favorable restaurant image positively affects consumers' perceived value and their willingness to buy. So it is important to pay attention to brand image from a consumer perspective to be able to maintain the perceived positive value and then generate consumer repurchase intentions for the product. Rahi (2016) conducted research in the Pakistani banking sector which stated that brand image moderates the relationship between consumer perceived value and consumer perceptions of their loyalty. Another study states that brand image moderates the relationship between the depth of discount coupons provided by a restaurant in Taiwan and consumers' intention to consume again (Lin et al., 2015). Lin and Chen (2013) also conducted research that presented the moderating role of product involvement and brand image on the relationship between E-WOM and purchase intention. In this study, researchers focus on the moderating role of brand image on the relationship between consumer perceived value and repurchase intentions.

H6: brand image has a positive effect on the relationship between perceived value and repurchase intention

RESEARCH MODEL

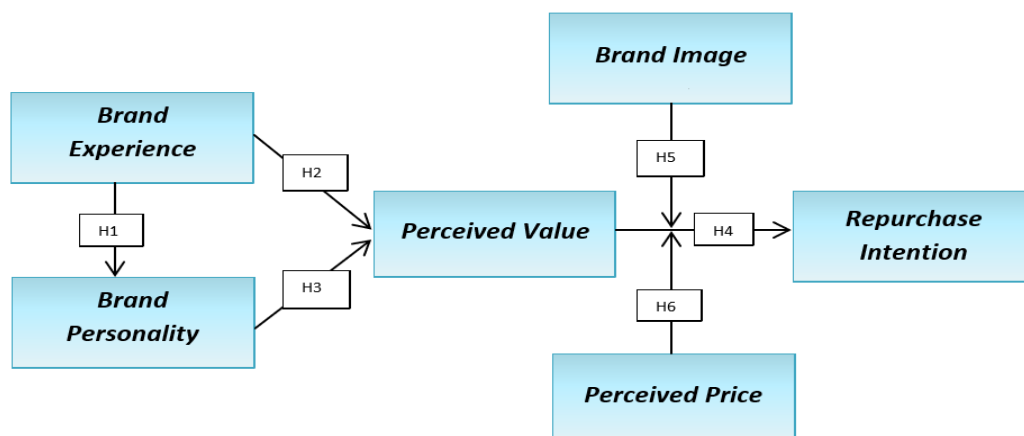


Figure 1. Research Model

METHOD

This research uses a quantitative approach. The focus of this research is on Skincare Branded Products. Respondents were selected using purposive sampling technique. The survey was distributed to users of Skincare Branded Products. The number of respondents in this study were 250 respondents. The measurement scale in this study uses a Likert scale of 1-5. Data analysis will be carried out using the SMARTPLS 4 application.

RESULTS

Validity Test

Table 1. Validity Test

Item	Questions	Loading Factor
Brand Experience		
BE1	In my opinion, Skincare Branded Products variant can meet my needs	0,879
BE2	Skincare Branded Products have a good impact on my skin	0,890
BE3	Using Skincare Branded Products gives a pleasant impression	0,786
Brand Personality		
BP1	Skincare Branded Products are familiar to me	0,745
BP2	Skincare Branded Products have a modern impression	0,891
BP3	Skincare Branded Products have packaging that is not easily damaged	0,839
BP4	In my opinion, Skincare Branded Products keep up with the times	0,870
Perceived Value		
PV1	Making a purchase of Skincare Branded Products is a memorable experience	0,871
PV2	In my opinion, Skincare Branded Products are worth the money I spend	0,926
PV3	When using Skincare Branded Products I feel I get something different from other skincare products	0,910
Brand Image		
BI1	In my opinion, Skincare Branded Products is safe to use	0,861
BI2	In my opinion, Skincare Branded Products are reliable	0,889
BI3	In my opinion, Skincare Branded Products have good product quality	0,910
BI4	In my opinion, Skincare Branded Products really attract my attention	0,883
BI5	In my opinion, Skincare Branded Products makes me feel happy	0,870
Perceived Price		
PP1	Buying Skincare Branded Products may be more expensive than at other brands	0,765
PP2	I would probably save more money buying beauty products at other brands than Skincare Branded Products.	0,850
PP3	I might get more discounts buying from other brands than Skincare Branded Products	0,794
PP4	It may be cheaper to buy beauty products other than Skincare Branded Products	0,732
Repurchase Intention		
PI1	I will repurchase Skincare Branded Products	0,920
PI2	I encourage others to buy Skincare Branded Products	0,908
PI3	I will continue to repurchase Skincare Branded Products	0,935

Source: Primary data processed

Based on the test results in table 1, shows that all question items from all research variables, namely: brand experience, brand personality, perceived value, brand image, perceived price, repurchase intention has a Loading Factor value greater than 0.70. So it can be concluded that the questions in this study are valid.

Reliability Test

Based on the test results in table 2, it shows that all research variables have met the Cronbach's Alpha and Composite Reliability criteria, which are greater than 0.70. So it can be concluded that all research variables are reliable.

Tabel 2. Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Brand Experience	0,812	0,889
Brand Personality	0,858	0,904
Perceived Value	0,886	0,929
Brand Image	0,930	0,946
Price Perception	0,795	0,866
Repurchase Intention	0,858	0,904

Source: Primary data processed

Koefisien Determinasi (R-Square)

R-square is a measure most commonly used to evaluate and test the extent to which exogenous variables describe endogenous variables. This coefficient is a form of model predictive power measure and is calculated as the squared correlation between the actual specific endogenous construct and the predicted value. This coefficient certainly represents the exogenous latent combined effect of variables on endogenous latent variables. Table 3 shows the R² results of each variable as follows:

Table 3. R-Square Results

Variables	R Square	R Square Adjusted
Brand Personality	0,388	0,385
Perceived Value	0,457	0,452
Repurchase Intention	0,633	0,625

Source: Primary data processed

It can be seen from table 3. that Brand Personality is described by its antecedent variables by 38.8%. This means that there is still an influence of 61.2% of other variables outside the Brand Personality variable. Then, Repurchase Intention is described by its antecedent variable by 63.3%. This means that there is still an influence of 36.7% of other variables outside the Repurchase Intention variable. Then, Perceived Value is described by its antecedent variable by 46% and 54% remains for other variables outside the Perceived Value variable.

Hypothesis Testing**Table 4.** Path Coefficient Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Experience → Brand Personality	0,623	0,624	0,046	13,486	0,000
Brand Experience → Perceived Value	0,491	0,491	0,069	7,098	0,000
Brand Personality → Perceived Value	0,250	0,255	0,081	3,102	0,002
Perceived Value → Repurchase Intention	0,487	0,472	0,062	7,862	0,000
Moderating Effect Brand Image → Perceived Value → Repurchase Intention	-0,021	-0,013	0,053	0,396	0,692
Moderating Effect Price Perception → Perceived Value → Repurchase Intention	0,031	0,030	0,048	0,648	0,517

Source: Primary data processed

The path coefficient is a step to test the hypothesis results, which are calculated using the SmartPLS application using the bootstrapping technique. Based on the bootstrapping results in the table below, it shows that H1-H4 are supported while H5 and H6 are not supported. This is in line with the principle

by Hair et al. (2016), which states that the value of T-statistics should be more than 1.96, and the value of P-value should be less than 0.05. Therefore, H1-H4 is supported while H5 and H6 are not supported.

DISCUSSION

The Effect of Brand Experience on Brand Personality

The results showed that consumer brand experience has a positive effect on the brand personality of Skincare Branded Products. In the research hypothesis, it can be said that the more consumers feel the brand experience, the higher the consumer's understanding of the brand's personality. Conversely, when consumers cannot feel the brand experience, the less consumers can understand and recognize the brand's personality. This result is in accordance with the results of previous studies which state that brand experience has a positive effect on brand personality (Coelho et al., 2020; Nysveen et al., 2013; Santini et al., 2017; Shahzad et al., 2018). In developing strategies, companies need to involve brand experience to be felt by consumers which will affect consumer understanding of brand personality.

The Effect of Brand Experience on Brand Personality

The results showed that consumer brand experience has a positive effect on the brand personality of Branded Skincare Products. In the research hypothesis, it can be said that the more consumers feel the brand experience, the higher the consumer's understanding of the brand personality. Conversely, when consumers cannot feel the brand experience, the less consumers can understand and recognize the brand's personality. This result is in accordance with the results of previous studies which state that brand experience has a positive effect on brand personality (Coelho et al., 2020; Nysveen et al., 2013; Santini et al., 2017; Shahzad et al., 2018). In developing strategies, companies need to involve brand experience to be felt by consumers which will affect consumers' understanding of brand personality.

The Effect of Brand Personality on Perceived Value

The results showed that the brand personality variable has a positive effect on consumer perceived value. In the research hypothesis, it can be said that the easier it is for consumers to understand brand personality, it will increase the value that consumers feel regarding the brand. Conversely, when consumers cannot understand the personality of the brand used, it will affect the values that consumers feel regarding the brand. These results are in accordance with the results of previous studies which state that brand personality has a positive effect on consumer perceived value (Bouhlef et al., 2011; Khang & Sharma, 2012; Kim et al., 2011). In developing strategies, companies need to make it easier for consumers to recognize brand personality so that consumers can feel the positive values of the brand.

The Effect of Perceived Value on Repurchase Intention

The results showed that the perceived value variable has a positive effect on consumer repurchase intentions. In the research hypothesis, it can be said that the higher the value felt by consumers, it will affect how much consumers intend to repurchase from the brand. Conversely, when consumers cannot feel the positive value of the brand, the less consumer intention to repurchase. These results are in accordance with the results of previous studies which state that perceived value has a positive effect on repurchase intentions (Lam et al., 2016; Moliner et al., 2007; Toni et al., 2017). In developing strategies, companies need to pay attention to the values of the product to help generate consumer intention to repurchase the company's brand.

The Effect of Perceived Price on the Relationship between Perceived Value and Repurchase Intention

The results showed that the perceived price variable did not moderate the relationship between

perceived value and repurchase intentions. In the research hypothesis, it is said that the higher the price perceived by consumers, it can affect the relationship between consumer perceived value and consumer repurchase intention, where high prices affect consumer perceived value and ultimately affect consumer intention to make repeat purchases. Conversely, the results of the study state that the price perceived by consumers regarding the Skincare Branded Products brand does not affect the relationship between perceived value and repurchase intentions, in other words, high and low prices are not a big consideration for consumers of Skincare Branded Products in making purchases. The results of this study are not in accordance with the results of previous studies which state that perceived price can moderate the relationship between perceived value and repurchase intentions (Biswas, 1992; El-Said, 2020; Lien et al., 2015; Zeithaml, 1988).

The effect of Brand Image on the relationship between Perceived Value and Repurchase Intention

The results showed that the brand image variable did not moderate the relationship between perceived value and repurchase intentions. In the research hypothesis, it is said that the higher the brand image, it can affect the relationship between consumer perceived value and consumer repurchase intention, where the higher or better the brand image will affect the perceived value of consumers and ultimately affect consumer intention to make repeat purchases. However, the results of the study state that the Skincare Branded Products brand image does not moderate the relationship between perceived value and repurchase intentions, in other words, the good and bad of the Skincare Branded Products brand image is not a big consideration for Skincare Branded Products consumers in making purchases. These results are not in accordance with the results of previous studies which state that brand image moderates the relationship between perceived value and repurchase intentions (Lien et al., 2015; Lin & Chen, 2013; Rahi, 2016; Ryu et al., 2008).

CONCLUSION

Based on the results of the analysis in this study, it can be concluded that: **First**, brand experience has an influence on brand personality. Consumer experience with brands is an important marketing aspect to be able to increase consumer understanding of brand personality. Therefore, it can be interpreted that consumer understanding of the brand personality of Skincare Branded Products is influenced by the level of experience felt by consumers with Skincare Branded Products. **Second**, brand experience has an influence on perceived value. Consumer experience with brands is an important marketing aspect to increase the perceived value of consumers related to brands. Therefore, it can be interpreted that the perceived value of consumers of Skincare Branded Products is influenced by the level of experience that consumers feel with Skincare Branded Products. **Third**, brand personality has an influence on perceived value. Brand personality is an important aspect in marketing to be able to increase the perceived value of consumers regarding the brand. Therefore, it can be interpreted that the perceived value of consumers of Skincare Branded Products is influenced by the level of consumer understanding regarding the brand personality of Skincare Branded Products. **Fourth**, perceived value has an influence on repurchase intentions. The value that consumers feel regarding the brand is an important aspect in marketing to be able to increase consumer intention to make repeat purchases. Therefore, it can be interpreted that consumer intention to make purchases on the Skincare Branded Products brand is influenced by the perceived value of consumers. **Fifth**, perceived price does not moderate the relationship between perceived value and repurchase intentions. The price that consumers feel is not always an important aspect for consumers to consider in assessing and deciding on repurchase intentions. Therefore, the perceived value and repurchase intentions of Skincare Branded Products consumers are not affected by the high and low perceived prices. **Sixth**, brand image does not moderate the relationship between perceived value and repurchase intention. Brand image is not always an important aspect for consumers to consider in assessing and deciding on repurchase intentions. Therefore, the perceived value and repurchase intentions of Skincare Branded Products

consumers are not affected by the good or bad brand image of Skincare Branded Products.

Limitations

In this study, there are several research limitations that are expected to be the basis for evaluation for further research. The research limitations include the following: **First**, the number of respondents in this study was 250 respondents, where the researcher felt that this number was still very limited and could not represent a good description of the phenomenon under study. Therefore, further research is expected to examine the same phenomenon with more respondents. **Second**, the questionnaires in this study were distributed online via Google Form, so that researchers could not pay attention and supervise the respondents' attitudes directly. Therefore, future research is expected to distribute questionnaires directly such as visiting offline stores that sell beauty products and making store visitors as research respondents. **Third**, data collection in this study was only carried out at one time, so researchers could not pay attention to changes in respondents' attitudes which could also change the results of the study. This is related to beauty product trends that change very quickly and new competitors in the beauty product industry that will continue to emerge from time to time. Therefore, future research is expected to be able to conduct research with longitudinal data collection.

Recommendations

Based on the overall results of this study, the researcher proposes several suggestions that are expected to be useful both for companies and for further marketing research similar to this research model and specifically for marketing research that wants to discuss the beauty product industry. The suggestions given by researchers are as follows: **First**, consumers' positive value perceptions of a brand are influenced by what consumers feel regarding brand experience and personality. Therefore, companies that have businesses in the beauty product industry, such as cosmetics and skincare products, are expected to pay attention to things that can enhance consumers' positive experiences with brands and make it easier for consumers to recognize brand personality. **Second**, in creating consumer loyalty, companies need to pay attention to the values that exist in the brand. The better consumers feel the value of the brand used, the higher the consumer's intention to make repeat purchases from the same brand. **Third**, the increasingly intense competition in the beauty product industry has led to the emergence of many challenges in the marketing aspect, especially for newcomer brands. Therefore, companies need various appropriate strategies to be able to maintain the existence of their brands. One of them is a strategy in pricing that will affect consumer decisions to assess and repurchase the brand. **Fourth**, companies should not only focus on one brand. Good or bad each brand image affects the other, including the image of the company as the main entity in control. Therefore, companies need to pay attention to the brand image of each brand under their control.

Acknowledgment

On behalf of my team, I would like to express my appreciation and gratitude to the Center for Management Development, Department of Management, Faculty of Business and Economics, Universitas Islam Indonesia for funding the entire research and presentation process, as well as being part of the article proceedings at the 2024 ASBN Conference. The first ASBN Conference was held in Yogyakarta, Indonesia.

REFERENCES

Aaker, J. L. (1997). "Dimensions of brand personality", *Journal of Marketing Research*, vol.34, pp.347-356.

- Aghekyan-Simonian, M., Forsythe, S., Kwon, W. S., & Chattaraman, V. (2012). The role of product brand image and online store image on perceived risks and each and presentation to Asonline purchase intentions for apparel. *Journal of Retailing and Consumer Services*, 19(3), 325-331.
- Anselmsson, J., Vestman Bondesson, N., & Johansson, U. (2014). Brand image and customers' willingness to pay a price premium for food brands. *Journal of Product & Brand Management*, 23(2), 90-102.
- Bairrada, C. M., Coelho, A., Lizanets, V. (2018). "The impact of brand personality on consumer behavior: the role of brand love", *Journal of Fashion Marketing and Management: An International Journal*.
- Azoulay, A. & Kapferer, J.N. (2003). "Do brand personality scales really measure brand personality?", *Journal of Brand Management*, vol.11 no.2, pp.143-155.
- Biswas, A. (1992). The moderating role of brand familiarity in reference price perceptions. *Journal of Business Research*, 25(3), 251-262.
- Bolton, R. N., & Drew, J. H. (1991). A multistage model of customers' assessments of service quality and value. *Journal of consumer research*, 17(4), 375-384.
- Bouhleb, O., Mzoughi, N., Hadiji, D., & Slimane, I. B. (2011). "Brand personality's influence on the purchase intention: A mobile marketing case", *International Journal of Business and Management*, vol.6 no.9, pp.210.
- Boon, L. K., Fern, Y. S., & Chee, L. H. (2020). "Generation Y's Purchase Intention towards Natural Skincare Products: A PLS-SEM Analysis", *Global Business and Management Research*, vol.12 no.1, pp.61-77.
- Brakus, J. J., Schmitt, B. H., Zarantonello, L. (2009). "Brand experience: What is it? How is it measured? Does it affect loyalty?", *American Marketing Association*, vol.73, pp.52-68.
- Byungura, j. C., Hansson, H., Muparasi, M., & Ruhinda, B. (2018). "Familiarity with Technology among First-Year Students in Rwandan Tertiary Education", *Electronic Journal of e-Learning*, vol.16 no.1, pp.30-45.
- Chen, L., Li, Y. Q., & Liu, C. H. (2019). How airline service quality determines the quantity of repurchase intention-Mediate and moderate effects of brand quality and perceived value. *Journal of Air Transport Management*, 75, 185-197.
- Chen, S. C., & Lin, C. P. (2015). "The impact of customer experience and perceived value on sustainable social relationship in blogs: An empirical study", *Technological forecasting and social change*, vol.96, pp.40-50.
- Cheong, S., Coulthart, J., Kanawati, J., Han, A., Li, J., Maryarini, P., Ono, C., Pookan, M., Robles, D., Numeral, Y., Sherigar, S., Yan, S., Yeoh, T., Theseira, L., & Baik, H. (2016). "Asia Personal Care Cosmetics Market Guide 2016", *International Trade Administration*, pp.234.
- Chin, J., Jiang, B. C., Mufidah, I., Persada, S. F., & Noer, B. A. (2018). "The investigation of consumers' behavior intention in using green skincare products: a pro-environmental behavior model approach", *Sustainability*, vol.10 no.11, pp.3922.
- Coelho, F. J., Bairrada, C. M., & de Matos Coelho, A. F. (2020). "Functional brand qualities and perceived value: The mediating role of brand experience and brand personality", *Psychology & Marketing*, vol.37 no.1, pp.41-55.
- Cuong, D. T. (2020). The role of brand trust as a mediator in the relationship between brand satisfaction and purchase intention. *International Journal of Psychosocial Rehabilitation*, 24(6), 14726-14735.
- Davies, G., Rojas-Méndez, J.I., Whelan, S., Mete, M. and Loo, T. (2018). "Brand personality: theory and dimensionality", *Journal of Product and Brand Management*, vol.27 no.2, pp.115-127.

- De Oliveira Santini, F., Ladeira, W. J., Sampaio, C. H., & Pinto, D. C. (2018). The brand experience extended model: a meta-analysis. *Journal of Brand Management*, 25, 519-535.
- De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of perceived value and repurchase intention of organic food. *Journal of Food Products Marketing*, 24(4), 456-475.
- Ding, C. G., & Tseng, T. H. (2015). "On the relationships among brand experience, hedonic emotions, and brand equity", *European Journal of Marketing*, vol.49 no.7/8, pp.994-1015.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of marketing research*, 28(3), 307-319.
- Dunuwille, V. M., & Pathmini, M. G. S. (2016). Brand image and customer satisfaction in mobile phone market: study based on customers in Kandy district. *Journal of Business Studies*, 3(1), 1-13.
- El-Said, O. A. (2020). Impact of online reviews on hotel booking intention: The moderating role of brand image, star category, and price. *Tourism Management Perspectives*, 33, 100604.
- Ferdinand, Augusty. (2002). "Structural Equation Modeling Dalam Penelitian Manajemen Edisi II", *Badan Penerbit Universitas Diponegoro*.
- Fournier, S. (1998). "Consumers and their brands: Developing relationship theory in consumer research", *Journal of Consumer Research*, vol.24 no.4, pp.343-373.
- Ghozali, Imam. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Goh, S.K., Jiang, N., Hak, M.F.A. and Tee, P.L. (2016). "Determinants of smartphone repeat purchase intention among malaysians: a moderation role of social influence and a mediating effect of consumer satisfaction", *International Review of Management and Marketing*, vol.6 no.4, pp.993-1004.
- F. Hair Jr, J. et al. (2014) "Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research," *European Business Review*, 26(2), hal. 106-121. Tersedia pada: <https://doi.org/10.1108/EBR-10-2013-0128>.
- Hair, J.F. et al. (2016) *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Thousand Oaks: SAGE Publications. Tersedia pada: https://books.google.co.id/books?id=C%5C_EmjgEACAAJ.
- Hair Jr, J.F., Black, W.C., Babin, B.J. & Anderson, R.E. (2019). *Multivariate Data Analysis 9th Edition*. Boston: *Cengage Learning*.
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of hospitality & tourism research*, 33(4), 487-510.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). "Customer repurchase intention", *European Journal of Marketing*, vol.37 no.11/12, pp.1762-1800.
- Jan, M., Haque, A., Abdullah, K., & Anis, Z. (2019). "Elements of advertisement and their impact on buying behaviour: A study of skincare products in Malaysia", *Management Science Letters*, vol.9 no.10, pp.1519-1528.
- Jeong, G. Y., Im, C. C., & Kim, M. S. (2017). The effect of brand experience provider on brand experience: focus on korean cosmetic brand shop. *Journal of Applied Business Research (JABR)*, 33(6), 1205-1228.
- Katadata.co.id. (2019. 19 Desember). Google Ungkap Pencarian tentang Kecantikan Naik 30% Tahun Ini. Diakses pada 5 Oktober 2022, dari

<https://katadata.co.id/marthathertina/digital/5e9a4c3e10e69/google-ungkap-pencarian-tentang-kecantikan-naik-30-tahun-ini>

- Kang, J., Manthiou, A., Sumarjan, N., & Tang, L. (2017). An investigation of brand experience on brand attachment, knowledge, and trust in the lodging industry. *Journal of Hospitality Marketing & Management*, 26(1), 1-22.
- Khan, I., & Rahman, Z. (2015). "A review and future directions of brand experience research", *International Strategic Management Review*, vol.3 no.1-2, pp.1-14.
- Khang, A., & Sharma, H. (2012). "Using Brand Personality to enhance brand trust and perceived value: An empirical study of the brand Lux", *Asia-Pacific Journal of Management Research and Innovation*, vol.8 no.3, pp.323-335.
- Kim, P., Vaidyanathan, R., Chang, H., & Stoel, L. (2018). "Using brand alliances with artists to expand retail brand personality", *Journal of Business Research*, vol. 85, pp. 424-433.
- Kim, D., Magnini, V. P., & Singal, M. (2011). The effects of customers' perceptions of brand personality in casual theme restaurants. *International journal of hospitality management*, 30(2), 448-458.
- Kotler, P., & Susanto, A. B. (2001). *Manajemen Pemasaran di Indonesia*, Salemba Empat. Jilid II.
- La, V., Patterson, P., & Styles, C. (2009). Client-perceived performance and value in professional B2B services: An international perspective. *Journal of International Business Studies*, 40, 274-300.
- Lam A. Y. C., Lau M. M., Cheung R. (2016). Modelling the relationship among green perceived value, green trust, satisfaction, and repurchase intention of green products. *Contemp. Manag. Res.* 12 47-60.
- Louis, D., & Lombart, C. (2010). Impact of brand personality on three major relational consequences (trust, attachment, and commitment to the brand). *Journal of product & brand management*, 19(2), 114-130.
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210-218.
- Lin, C., Wu, Y. S., & Chen, J. C. V. (2013, May). Electronic word-of-mouth: The moderating roles of product involvement and brand image. In *Proceedings of 2013 international conference on technology innovation and industrial management* (Vol. 2947).
- Malhotra, Naresh K. (2010). *Marketing Research: An Applied Orientation* 6th Edition, New Jersey: Person Education. Inc.
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. U. A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, vol.34 no.10, pp.2184-2206.
- Micu, A.E., Bouzaabia, O., Bouzaabia, R., Micu, A. & Capatina, A. (2019). "Online customer experience in e-retailing: implications for web entrepreneurship", *International Entrepreneurship and Management Journal*, vol.15, pp.651-675.
- Mittal, V., Ross Jr, W. T., & Baldasare, P. M. (1998). The asymmetric impact of negative and positive attribute-level performance on overall satisfaction and repurchase intentions. *Journal of marketing*, 62(1), 33-47.
- Moore, R. T. (1981). *Results of Fingerprint Image Quality Experiments*. Institute for Computer Sciences and Technology, US Department of Commerce, National Bureau of Standards.

- Moliner, M. A., Sánchez, J., Rodríguez, R. M., & Callarisa, L. (2007). Perceived relationship quality and post-purchase perceived value: An integrative framework. *European Journal of Marketing*, 41(11/12), 1392-1422.
- Noor, J. (2017) *Metodologi Penelitian: Skripsi, Tesis, Disertasi, dan Karya Ilmiah*. Jakarta: Kencana.
- Nysveen, H., Oklevik, O., & Pedersen, P. E. (2018). "Brand satisfaction: Exploring the role of innovativeness, green image and experience in the hotel sector", *International Journal of Contemporary Hospitality Management*, vol. 30 no. 9, pp. 2908-2924.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. Boston, MA: McGraw-Hill.
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). "Impact of brand experience on loyalty", *Journal of Hospitality Marketing & Management*, vol.27 no.7.
- Padgett, D., & Allen, D. (1997). Communicating experiences: A narrative approach to creating service brand image. *Journal of advertising*, 26(4), 49-62.
- Pham, Q. T., Tran, X. P., Misra, S., Maskeliūnas, R., & Damaševičius, R. (2018). Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. *Sustainability*, 10(1), 156.
- Porter, M. E. (1994). "The role of location in competition", *Journal of the Economics of Business*, vol.1 no.1, pp.35-40.
- Rahi, S. (2016). Impact of customer perceived value and customer's perception of public relation on customer loyalty with moderating role of brand image. *Journal of Internet Banking and Commerce*, 21(2), 1.
- Reichheld, F.F (1996). Learning from Customer Defections. *Havard Business Review*, March/April, 56-69.
- Ryu, K., Han, H., & Kim, T. H. (2008). The relationships among overall quick-casual restaurant image, perceived value, customer satisfaction, and behavioral intentions. *International journal of hospitality management*, 27(3), 459-469.
- Trasorras, R., Weinstein, A., & Abratt, R. (2009). Value, satisfaction, loyalty and retention in professional services. *Marketing Intelligence & Planning*, 27(5), 615-632.
- Samiee, S. (1994). Customer evaluation of products in a global market. *Journal of international business studies*, 25, 579-604.
- Sanny, L., Arina, A., Maulidya, R., & Pertiwi, R. (2020). "Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust", *Management Science Letters*, vol.10 no.10
- Sawaftah, D., Calicioglu, C., & Awadallah, R. (2020). The relationship between viral marketing and consumer purchase intention, the moderator role of brand image and age: Evidence from smartphone users in North Cyprus. *Management science letters*, 10(6), 1307-1320.
- Schiffman, L.G. & Wisenblit, J.L. 2015, *Consumer Behavior*, 11th Edn, Pearson, London, England.
- Shahzad, M. F., Bilal, M., Xiao, J., & Yousaf, T. (2019). "Impact of smartphone brand experience on brand equity: With mediation effect of hedonic emotions, utilitarian emotions and brand personality", *Journal of Islamic Marketing*, vol.10 no.2, pp.440-464.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Suhud, U., & Willson, G. (2019). Low-cost green car purchase intention: Measuring the role of brand image on perceived price and quality.

- Sung, Y., Choi, S. M., Ahn, H., & Song, Y. A. (2015). Dimensions of luxury brand personality: Scale development and validation. *Psychology & Marketing*, 32(1), 121-132.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing*, 77(2), 203-220.
- Syaiful, B. (2018). Metode Penelitian Binsis – Lengkap dengan Teknik Pengolahan Data SPSS (Andi (ed.)).
- Syauki, W. R., & Avina, D. A. A. (2020). "Persepsi dan preferensi penggunaan skincare pada perempuan milenial dalam perspektif komunikasi pemasaran", *Jurnal Manajemen Komunikasi*, vol.4 no.2, pp.42-60.
- Wang, X., & Yang, Z. (2010). The effect of brand credibility on consumers' brand purchase intention in emerging economies: The moderating role of brand awareness and brand image. *Journal of global marketing*, 23(3), 177-188.
- Wiedmann, K. P., Labenz, F., Haase, J., & Hennigs, N. (2017). "The power of experiential marketing: exploring the causal relationships among multisensory marketing, brand experience, customer perceived value and brand strength", *Journal of Brand Management*, vol.25, pp.101-118.
- Yoon, H. H., Kim, J. S., & Oh, J. K. (2012). "Principle of marketing", Seoul: Chongmok Publishing Co.
- Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open journal of business and management*, 3(01), 58.
- Zeithaml, V. A. (1988). "Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence", *Journal of Marketing*, vol.52 no.3, pp.2-22.