



# Influence of brand experience, customer review and customer satisfaction on repurchase intention among erigo customers on shopee

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## ABSTRACT

This study aims to analyze the influence of brand experience, customer reviews, and customer satisfaction on repurchase intention among Erigo customers on the Shopee marketplace. The research adopts a quantitative approach using a survey method, with a sample of 120 respondents who have previously purchased Erigo products through Shopee. The variables examined include brand experience (sensory, emotional, intellectual, and behavioral), customer reviews (argument quality, volume, valence, timeliness, and source credibility), customer satisfaction (expectation confirmation, willingness to repurchase, and willingness to recommend), and repurchase intention (transactional, explorative, preferential, and referential interest). Data were analyzed using multiple linear regression with SPSS 25.0, and all measurement instruments met validity and reliability requirements, with Cronbach's alpha values exceeding 0.70. The results indicate that brand experience has a positive and significant effect on repurchase intention ( $\beta = 0.283$ ,  $p < 0.001$ ). Customer reviews also have a positive and significant influence on repurchase intention ( $\beta = 0.217$ ,  $p < 0.001$ ), suggesting that credible and positive reviews strengthen consumer confidence. Customer satisfaction is identified as the most influential variable ( $\beta = 0.327$ ,  $p < 0.001$ ), demonstrating that fulfilled expectations and positive consumption experiences strongly encourage repeat purchases of Erigo products. Theoretically, this study contributes to consumer behavior literature by confirming the role of experiential, informational, and affective factors in shaping repurchase intention in e-commerce contexts. Practically, the findings highlight the importance for Erigo and similar fashion brands to maintain consistent brand experiences, encourage authentic customer reviews, and enhance satisfaction drivers such as product quality, service responsiveness, and delivery accuracy.

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## 1. INTRODUCTION

The growth of the e-commerce industry in Indonesia has increased significantly in recent years. Wider internet access, high smartphone usage, and convenience of digital payment systems are driving consumers to switch to online shopping. Shopee is one of the leading e-commerce platforms with the highest number of active users and transaction volumes, especially in the

fashion category. This category is growing rapidly due to the high demand for clothing, shoes, bags, and accessories. According to Yahya et al. (2025), the main attractions include competitive prices, free shipping promotions, cashback, and various brand offers. Local brands like Erigo attract consumers through on-trend designs, good quality, and affordable prices. In this competitive market, brands must strengthen consumer loyalty by increasing repurchase intention.

Repurchase intention refers to the consumer's intention to buy back a product after a previous purchase. This is an important indicator for business sustainability. Consumers who make repeat purchases indicate that the product meets their expectations. Prasojo et al. (2023) stated that repurchase intention represents actual consumer behavior in buying the same product more than once. Nasution et al. (2023) Explain that brand experience, customer reviews, and customer satisfaction adalah faktor kunci yang memengaruhi Repurchase intention. Faktor-faktor ini membangun kepercayaan dan loyalitas konsumen, terutama terhadap produk Erigo di Shopee.

Brand experience refers to the sensations, feelings, and responses generated through interaction with the brand (Brakus et al., 2009). On an e-commerce platform, brand experience is formed through store appearance, product description, service quality, navigation convenience, and seller responsiveness. For Erigo, a consistent brand experience through visual content, product quality that meets expectations, and responsive customer service contributes to a positive consumer perception. Imam et al. (2023) Note that brand experience includes consumer perceptions of brand identity, communication, packaging, and store environment. Understanding brand experience is essential to designing an effective marketing strategy.

Customer reviews play an important role in building trust and brand reputation. Reviews offer credible information about the quality of the product. Ardianti & Widiartanto (2019) Define customer reviews as positive or negative feedback used to evaluate goods or services. Marthiani (2024) emphasizes that consumers tend to read reviews before buying. Reviews help shape consumer expectations. Rahmadani (2024) State that customer reviews function as a credible source of information that influences purchasing decisions.

Customer satisfaction is another key factor in business continuity. This affects the formation of loyalty. Septiani et al. (2023) stated that satisfied customers tend to stick with a product. Sasono et al. (2023) Add that when customer expectations are met, satisfaction increases and encourages repeat purchases. Dissatisfaction can reduce trust and push consumers to competitors. The object of this research is Erigo's fashion products. Erigo is an Indonesian fashion brand founded by Muhammad Sadad in 2010. The brand evolved from casual batik products to casual wear and travel wear. Wahab et al. (2022) explain that Erigo's success was influenced by its understanding of young consumer preferences and its digital marketing strategy through e-commerce platforms.

However, previous studies generally examine brand experience, customer reviews, and customer satisfaction separately or only in pairs, without integrating all three into a single empirical model. Most prior research analyzes their partial effects on purchasing behavior, leaving limited empirical evidence regarding how these three variables interact simultaneously in influencing repurchase intention. This creates a research gap, especially in the context of local fashion brands on e-commerce platforms where consumer decisions are often shaped by a combination of emotional experience, social proof, and post-purchase evaluation.

This study highlights the importance of brand experience, customer reviews, and customer satisfaction in increasing repurchase intention among Erigo consumers on Shopee. A positive brand experience builds emotional attachment. Customer reviews provide reliable information that strengthens the brand image. Customer satisfaction drives repeat purchases and strengthens loyalty. These factors are crucial for companies to design more effective marketing strategies.

## 2. RESEARCH METHOD

The research design applied a quantitative approach using survey methods to obtain primary data. The survey was conducted through a questionnaire distributed to consumers of Erigo products on the Shopee marketplace. This study took place in the Purworejo area and began after the title of the research was submitted in November 2024. Data collection methods and sampling procedures are described to ensure the reliability and accuracy of the data obtained (Hartono, 2013).

The population in this study consists of all consumers who buy Erigo products through Shopee. The sample size was set at 120 respondents, referring to the minimum requirement of 100 participants for correlational research (Kuncoro, 2013). The sampling technique used is purposive sampling with criteria including being at least 18 years old, having a Shopee account, and having previously purchased Erigo products through the Shopee platform. This selection ensures that respondents are relevant to the research focus and are able to provide the right information.

The study included the independent variables Brand Experience (X1), Customer Review (X2), and Customer Satisfaction (X3), with Repurchase Intention (Y) as the dependent variable. Each variable is operationalized based on established literature. Repurchase intention is measured through transactional, exploration, preferential, and referential indicators. Brand experience is measured through sensory, emotional, intellectual, and behavioral dimensions. Customer review indicators include argument quality, volume, valence, timeliness, and source credibility. Customer satisfaction is assessed through the fulfillment of expectations, the intention to review, and the willingness to recommend (Ghozali, 2011).

Data were collected using a Likert scale questionnaire ranging from 1 to 5 and analyzed using SPSS 25.0. Prior to hypothesis testing, the instrument underwent validity testing using Pearson correlation and reliability testing using Cronbach alpha ( $\alpha > 0.7$ ). Hypothesis testing used multiple linear regression to examine the influence of X1, X2, and X3 on Y. Significance levels of  $\alpha = 0.05$  were used, where a positive standard beta coefficient showed a positive influence and a negative coefficient showed a negative influence between variables.

### 3. RESULTS AND DISCUSSION

The data was collected by distributing an online questionnaire through Google Form for an eight-day period, from September 13 to September 20, 2025, targeting consumers of Erigo products living in Purworejo Regency. A total of 120 respondents participated in this study, with demographic characteristics consisting of gender, age, educational background, occupation, and income level. Prior to data collection, the research instrument underwent validity and reliability testing to ensure the accuracy and consistency of the measurements.

Based on demographic results, respondents were dominated by men, with 65 individuals (59.09%), while female respondents amounted to 45 individuals (40.91%). In terms of age, the majority of respondents were in the age range of 17-25 years, with a total of 55 respondents (45.8%), followed by those aged 25-35 years with 42 respondents (35.0%). Meanwhile, the smallest age group consisted of respondents over 45 years old, totaling 8 respondents (6.6%). From an educational background, most of the respondents have completed high school or vocational school, with a total of 52 respondents (43.33%), while only 4 respondents (3.33%) came from other educational backgrounds outside the categories listed.

Furthermore, the majority of respondents were students or students with a total of 52 people (43.3%), followed by private employees totaling 41 respondents (34.16%), while government employees (ASN/TNI/POLRI) represented the smallest group with 5 respondents (4.16%). Based on monthly income, respondents with an income below IDR 1,000,000 dominated the sample, with a total of 58 people (48.3%), while respondents with an income above IDR 5,000,000 were the least represented, with a total of 12 respondents (10.0%).

#### Validity Test Results

Validity tests were conducted on 60 respondents using SPSS version 25.0 for Windows. Validity assessments are based on the criterion that an item is considered valid if its Pearson Correlation value is greater than 0.30. The results of the validity test for all questionnaire items in this study are presented in Table 1.

**Table 1.** Validity test results

Variabel	Statement Items	Person Correlation	r-min	Information
Repurchase intention (Y)	Y1	0.752	0.30	Saw
	Y2	0.814	0.30	Saw
	Y3	0.749	0.30	Saw
	Y4	0.659	0.30	Saw

Variabel	Statement Items	Person Correlation	r-min	Information
Brand experience (X1)	X1.1	0.882	0.30	Saw
	X1.2	0.733	0.30	Saw
	X1.3	0.701	0.30	Saw
	X1.4	0.914	0.30	Saw
Customer Reviews (X2)	X2.1	0.760	0.30	Saw
	X2.2	0.826	0.30	Saw
	X2.3	0.798	0.30	Saw
	X2.4	0.674	0.30	Saw
	X2.5	0.766	0.30	Saw
Customer Satisfaction (X3)	X3.1	0.912	0.30	Saw
	X3.2	0.882	0.30	Saw
	X3.3	0.786	0.30	Saw

Based on Table 1, it can be concluded that all items for the variables Repurchase intention (Y), Brand Experience (X1), Customer Review (X2), and Customer Satisfaction (X3) have a Pearson correlation value greater than 0.30 and positive. Thus, all questionnaire items are declared valid and suitable for use in further data collection.

### Reliability Test Results

Reliability tests were also conducted on 60 respondents using SPSS version 25.0 for Windows. A variable is considered reliable if the Alpha Cronbach value is greater than 0.70. The results of the reliability test are presented in Table 2.

**Table 2.** Reliability test results

Vareabel	Question Items	Cronbach's Alpha Deleted	Cronbach's Alpha	-Min	Information
Repurchase intention (Y)	Y1	0.667	0.732	.70	Reliabel
	Y2	0.633			
	Y3	0.656			
	Y4	0.719			
Brand experience (X1)	X1.1	0.715	0.821	.70	Reliabel
	X1.2	0.828			
	X1.3	0.840			
	X1.4	0.685			
Customer Reviews (X2)	X2.1	0.800	0.821	.70	Reliabel
	X2.2	0.759			
	X2.3	0.771			
	X2.4	0.815			
	X2.5	0.782			
Customer Satisfaction (X3)	X3.1	0.575	0.800	.70	Reliabel
	X3.2	0.638			
	X3.3	0.970			

Based on Table 2, all variables had an Alpha Cronbach value above 0.70, indicating that the questionnaire items used in this study were reliable. This means that the instrument has internal consistency and is able to produce stable and consistent response results during repeated measurements.

### Linear Regression Test Results Home

Multiple linear regression analysis was performed to determine the influence of Brand Experience (X1), Customer Review (X2), and Customer Satisfaction (X3) on Repurchase Intention (Y). The test results are presented in Table 3 below.

**Table 3.** Linear regression test results home

Variabel	Standarized Coefficients (Beta)	P- Value	Information
Brand experience(X1)	0.283	0.000	Positive and Significant
Customer Reviews (X2)	0.217	0.000	Positive and Significant
Customer Satisfaction (X3)	0.327	0.000	Positive and Significant

From the results shown in Table 3, it can be seen that the regression coefficient is 0.327 and the p-value is 0.000 ( $< 0.05$ ). This confirms the acceptance of the third hypothesis that Customer Satisfaction significantly and positively has a positive impact on Repurchase intention. Therefore, the increase in Customer Satisfaction with Erigo products is in accordance with the increase in Repurchase intention. The Beta Coefficient of Brand Experience (0.283) indicates that the better the consumer experience with the brand, the higher the intention to buy back. Customer Reviews have a Beta coefficient of 0.217, which means that more positive Customer Reviews lead to a greater tendency to buy back. Meanwhile, Customer Satisfaction showed the highest Beta coefficient, 0.327, indicating that Customer Satisfaction was the most dominant factor driving Repurchase intention. Thus, the improvement of Brand Experience, positive Customer Reviews, and Customer Satisfaction collectively play an important role in influencing consumer Repurchase intention for Erigo products.

### **Implications for Customer Experience Theory in the Digital Marketplace**

Based on these findings, several important implications emerge for the development of customer experience theory in digital marketplace environments: a) Digital brand experience goes beyond physical interaction. The significant influence of brand experience supports the notion that in e-commerce settings, consumer experience is constructed through interface design, product presentation, platform usability, and responsiveness. This expands existing theory by showing that sensory and emotional elements can also be conveyed digitally, not only through physical interactions as traditionally emphasized; b) Customer reviews act as a key experiential touchpoint. The substantial effect of customer reviews illustrates that peer-generated content becomes part of the customer experience itself. This reinforces theoretical models suggesting that online social validation shapes consumer expectations and reduces perceived risk, especially in high-competition marketplaces; c) Customer satisfaction remains the strongest predictor of loyalty in digital settings. Satisfaction's dominant effect supports the classical Expectancy-Confirmation Theory (ECT), confirming that positive confirmation of expectations leads to loyalty—even in a fully digital interaction environment. This shows that digital satisfaction can effectively replace traditional in-store service factors; d) Experience in digital commerce is cumulative, not isolated. The combined influence of brand experience, reviews, and satisfaction suggests that digital customer experience is multidimensional and interdependent. This supports an expanded theoretical framework where digital interaction quality, social proof, and cognitive evaluation simultaneously shape long-term user behavior; e) Trust and perceived value likely serve as theoretical mediators. The model's structure indicates potential underlying mechanisms that were not directly measured—such as trust and perceived value which may mediate relationships between experience-based variables and repurchase intention. This opens avenues for theory expansion into more complex behavioral models.

## **Discussion**

### **The Influence of Brand Experience on Repurchase Intention**

From Table 3, the beta value is at  $b = 0.283$  with a p value of 0.000 ( $< 0.05$ ). Hypothesis 1 was accepted, confirming the positive and significant impact of brand experience on repurchase intent Erigo's stronger customer experience driving greater repeat purchase possibilities. The first hypothesis in this study was due to respondents who considered that a good brand experience influenced consumers' interest in buying a product again. These findings are in line with previous research by Ekaputri (2018), who explained that consumer experiences when using brands related to convenience, emotional engagement, and perceived quality can create positive impressions that encourage repurchase intention. The acceptance of the first hypothesis (H1) also strengthens previous research conducted by Asan (2024, Nasution et al. (2023) and Ekaputri (2018), which showed that Brand experience positively and significantly influences Repurchase intention.

### **The Effect of Customer Review on Repurchase Intention**

From Table 3, beta = 0.217 with a p value of 0.000 ( $< 0.05$ ). The second hypothesis applies, confirming the significant positive influence of Customer Reviews on Repurchase Intent High-quality Erigo reviews increase the likelihood of repeat purchases of customers. The

acceptance of the second hypothesis occurs because reviews provided by previous customers are able to influence the perception and trust of potential buyers of a product. The more positive and relevant the reviews received, the stronger the consumer's belief that the product is of good quality and worth buying again. Customer reviews also serve as social proof that reduces uncertainty and purchase risk. When consumers feel satisfied and confident based on the experiences and testimonials of other users, their intention to buy back increases significantly.

These findings are in line with Pratiwi et al. (2021), who stated that Customer Reviews significantly influence Repurchase Intention because it shapes perceived quality of products and services and serves as an important form of social validation. Reviews not only strengthen the brand image but also drive customer satisfaction, which ultimately motivates repeat purchases. The acceptance of the second hypothesis (H2) supports previous research by Asan (2024) and Nasution et al. (2023), which showed that Customer Reviews have a positive and significant effect on Repurchase Intention.

#### **The Effect of Customer Satisfaction on Repurchase Intention**

From Table 3, the regression coefficient is 0.327 with a p value of 0.000 ( $< 0.05$ ). Thus, the third hypothesis that customer satisfaction positively and significantly affects repurchase intention is supported. This suggests that higher satisfaction with Erigo's products is associated with greater Repurchase intent. The acceptance of the third hypothesis occurs because higher levels of customer satisfaction result in a stronger desire to buy again in the future. Customer satisfaction reflects the fulfillment of expectations and a positive experience during interactions with brands, fostering trust, loyalty, and a tendency to constantly choose products over competitors. Therefore, customer satisfaction plays an important role as a key factor in building long-term relationships and increasing repeat purchases.

These findings are consistent with Aurelia et al. (2021), who stated that when consumers feel that their expectations and desires are being met, they feel satisfied, and this satisfaction is more likely to be sought again in the future. As a result, consumers engage in repurchase behaviors to regain the same positive experience. The acceptance of the third hypothesis (H3) supports previous research by Nasution et al. (2023) and Ekaputri (2018), which showed that Customer Satisfaction has a positive and significant effect on Repurchase Intention.

#### **4. CONCLUSION**

The results of the study show that brand experience, customer reviews, and customer satisfaction each have a positive and significant effect on the repurchase intention of consumers who buy Erigo products through Shopee. These findings confirm that consumers' experiences when interacting with brands, their evaluation through customer reviews, and their level of satisfaction after using the product directly contribute to the formation of repeat purchasing behavior. Together, these three variables play an important role in strengthening the relationship between consumers and brands, especially in a highly competitive and dynamic e-commerce environment. Overall, the study shows that the quality of the experience, the credibility of the information, and post-purchase satisfaction are the main determinants for increasing repurchase intention among Erigo's consumers.

The theoretical implications of this study show that brand experience, customer reviews, and customer satisfaction can be positioned as core variables in the consumer behavior model related to Repurchase intention. Future studies may expand the theoretical framework by exploring more complex relational mechanisms, such as the mediating or moderating role of trust, perceived value, or brand attachment. This indicates a relevant research agenda that focuses on examining how psychological and relational variables can strengthen, weaken, or explain the relationship between the main predictors and repurchase intention. In addition, further research can contribute to the development of theories that explain how digital interactions, review quality, and customer experience in the e-commerce ecosystem shape long-term consumer preferences. Integrating these variables into broader conceptual models can enrich the literature on repurchase behavior in digital purchasing environments.

The practical implications of this study show that Erigo can increase repurchase intention by improving the quality of the consumer experience, ensuring the credibility and usability of customer reviews, and reinforcing key aspects of customer satisfaction. Brand experience can be improved by maintaining consistent product quality, optimizing store visuals, providing responsive service, and ensuring user-friendly navigation on the Shopee platform. The effectiveness of Customer Reviews can be improved by encouraging buyers to provide honest and detailed reviews, offering visual evidence, and improving seller responses to negative reviews. Customer satisfaction can be strengthened through accurate product descriptions, reliable delivery processes, prompt after-sales service, and consistent product standards. These efforts can help brands build long-term loyalty and increase the likelihood of repeat purchases in a highly competitive e-commerce environment.

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