

Product Quality and Brand Experience on Repeat Purchase Interest in Implora Lipsticks

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Abstract: *The research was centred on a demographic comprising individuals who were consumers of Implora lipstick within the local community. This research employed quantitative research methods to examine two primary objectives: (1) to evaluate the impact of product quality on the intention to repurchase implora lipsticks in Kolaka Regency, and (2) to analyse the influence of brand experience on the intention to repurchase implora lipsticks in Kolaka Regency. To evaluate the dependability and accuracy of the research instrument, a battery of tests was administered by the researchers utilising the statistical software SPSS 25.0. The evaluation of the measurement model, also known as the outer model, and the structural model, referred to as the inner model, is performed through the utilisation of Structural Equation Modelling (SEM) with the application of Partial Least Squares (PLS) methodology. The findings of the research demonstrate a significant and favourable association between the attributes of product quality and the degree of inclination towards engaging in subsequent purchases. The assertion is substantiated by empirical evidence, as indicated by a t-statistic of 5.648 and a corresponding P-value of 0.000. Moreover, recent studies have unveiled that characteristics linked to the brand encounter demonstrate a positive and statistically significant impact on the level of propensity to engage in repeat purchasing behaviour. The assertion provided is supported by a t-statistic value of 3.543, which is accompanied by a P-Value of 0.000.*

Keywords: *Product quality, Brand experience, Repeat purchase interest*

Abstrak: Penelitian ini berpusat pada demografi yang terdiri dari individu-individu yang merupakan konsumen lipstik Implora di dalam komunitas lokal. Penelitian ini menggunakan metode penelitian kuantitatif untuk menguji dua tujuan utama: (1) untuk mengevaluasi dampak kualitas produk terhadap niat beli ulang lipstik Implora di Kabupaten Kolaka, dan (2) untuk menganalisis pengaruh pengalaman merek terhadap niat beli ulang lipstik Implora di Kabupaten Kolaka. Untuk mengevaluasi ketergantungan dan keakuratan instrumen penelitian, serangkaian tes dilakukan oleh para peneliti dengan menggunakan perangkat lunak statistik SPSS 25.0. Evaluasi model pengukuran, yang juga dikenal sebagai outer model, dan model struktural, yang disebut sebagai inner model, dilakukan melalui penggunaan Structural Equation Modelling (SEM) dengan penerapan metodologi Partial Least Squares (PLS). Temuan dari penelitian ini menunjukkan adanya hubungan yang signifikan dan menguntungkan antara atribut kualitas produk dan tingkat kecenderungan untuk melakukan pembelian berikutnya. Pernyataan ini didukung oleh bukti empiris, seperti yang ditunjukkan oleh t-statistik sebesar 5,648 dan nilai P-value sebesar 0,000. Selain itu, penelitian terbaru telah mengungkap bahwa karakteristik yang terkait dengan brand encounter menunjukkan dampak yang positif dan signifikan secara statistik terhadap tingkat kecenderungan untuk terlibat dalam perilaku pembelian berulang. Pernyataan ini didukung oleh nilai t-statistik sebesar 3,543 yang disertai dengan P-Value sebesar 0,000.

Kata kunci: Kualitas produk, Pengalaman merek, Minat beli ulang

INTRODUCTION

Cosmetics today have become human needs that cannot be underestimated, the needs of both women and men every day cannot be separated from the name of cosmetics, such as lotions for the skin, powder, soap, deodorant, and many others (Nuraini & Maftukhah, 2015).

Cosmetics are unique products because in addition to having the ability to meet women's basic needs for beauty, it is often a means for consumers to clarify their identity socially in the eyes of the public, along with the development of the cosmetic era as if it is the primary need of some women (Gunawan & Susanti, 2019). The need for cosmetics that are varied and constantly evolving can drive consumer interest and buying behavior.

According to (Ramadhan & Santosa, 2017) repeat purchase interest can be interpreted as a person's tendency to use a product produced by the company. Variables that can affect repeat purchase interest as a result of successful marketing done by someone are product quality variables (Stiadi, 2022). Repeat purchase interest is purchase interest in products or services that have been purchased and is based on consumer satisfaction that has been obtained (Rosalina & Febry, 2018).

In addition to product quality, brand experience can also influence repeat purchase interest. Brand experience is sensation, feeling, cognition, and behavioral response derived from the relationship established between consumers and brands (Brakus & Schmitt, 2009). Brand experience is an experience that is created, realized, and cannot be allowed by customers when or after enjoying products and services, this experience wants to make an opinion in the customer's mind about the brand (Chandra & Keni, 2021). Brand experiences occur when consumers, shop, and consume products are exposed to consumers when they search for information or visit stores (Suntoro & Silintowe, 2020).

Previous research by the explanation of the variables above, there are several gaps, research conducted by Suhania and Rulirianto (2021) shows that product quality has a positive effect on repeat purchase interest. Meanwhile, research conducted by (Mawarsari, 2018) shows that product quality does not have a positive effect on repeat purchase interest. Research (Ayu Sari Prastyaningsih And Imam Suyadi, 2014) said that brand experience has a positive and significant effect on repeat purchase interest. According to (Ayu puji lestari, 2021), PT Implora Sukses Abadi was founded by Mr. Willy Go in 2002 and was origin and named CV Priskila Mandiri Utama with an initial product in the form of perfume. Marketed in the Java-Bali region, its products have received a good response from consumers. In 2005, CV Priskila Mandiri Utama realized that women's beauty products must continue to innovate. With this basis, the company began to innovate in producing and marketing its other beauty pcts such as face powder, eyeshadow, and lipstick in 2017, CV Priskila Mandiri Utama which later changed its name to PT Implora Sukses Abadi made Urban Lip Cream Matte products that received a very good response in the beauty community. Urban Lip Cream Matte comes with attractive colors

and the best quality, plus the very affordable price is the key to the success of Implora Cosmetic products.

Implora Cosmetic actively follows today's beauty trends and strives to continue to meet consumer needs. With maintained quality, Implora can produce quality products at affordable prices. Of course, this is the main attraction for consumers. Until now, Implora Cosmetic has more than 150 product SKUs and will continue to grow. This year Implora has successfully launched 6 new products including Implora Permanent Hair Color, Implora Seamless Liquid Foundation, Implora oftbrow Pencil, Implora Lip Crayon Satin, Implora Lip Velvet, and Implora Face Serum.

LITERATURE REVIEW

Product Quality

According to Kotler (2012) product quality refers to the capacity of a product to effectively fulfill its intended purpose. This encompasses several aspects such as durability, reliability, accuracy, ease of operation, and product maintenance, among other features. Product quality refers to the collection of features and characteristics exhibited by goods and services that are capable of satisfying consumer wants. It encompasses a comprehensive comprehension of the various factors that determine the accuracy, ease, and maintenance requirements, among other attributes, of a given product. According to the study conducted by (Putro et al, 2014). Product quality refers to the assessment of a specific brand or product's capacity to effectively perform its intended functions and fulfill fundamental human requirements (Assauri, 2015).

Product quality encompasses a range of aspects, including performance, which pertains to the primary operational attribute of the core product acquired, and durability, which pertains to the longevity of product usage. Conformance to specifications refers to the degree to which the design and operational characteristics of a product or system align with specified standards. Additional features or characteristics, specifically secondary or complementary attributes, include reliability, which refers to the reduced likelihood of damage or failure during usage. Aesthetics, on the other hand, pertains to the appeal of products to the five senses. Serviceability encompasses aspects such as speed, competence, comfort, and ease of repair. Lastly, satisfactory handling of complaints is also considered as a significant feature. The concept of perceived quality encompasses the image and reputation of a product, as well as the company's accountability towards it (Garvin, 2016).

Brand Experience

According to (Fihlo, 2012) brand experience is defined as "a fulfillment of uniqueness and experience promised through customer experience with the brand, then brand experience will be a transition between brand strategy and customer experience". According to (Utari, Rombe, & Ponirin, 2020) the brand experience commences when consumers engage in the process of searching for products, making purchases, receiving services, and ultimately consuming the products. The phenomenon of brand experience can manifest itself either directly or indirectly, as customers are exposed to commercials or when marketers disseminate information about items via websites.

Factors That Affect Brand Experience are: (1) Advertising, designed to expand the mood and personality of the brand, is targeted at a specific or broad audience, (2) Promotional strategies, such as offering discounts or coupons, together with customer-centric programs, serve to attract fresh clientele and enhance their overall experience. (3) Logos, branding, store layouts, and signage can be strategically designed with the intention of eliciting specific emotional responses, such as trust, enthusiasm, or reliability.

Recurring Purchase Interest

According to Nurhayati (2012), repeat purchase interest refers to the inclination and behavior of consumers to engage in repurchasing a product due to the satisfaction derived from obtaining the desired attributes of said goods. According to Rohman (2017), repeat purchase interest refers to the inclination and behavior of consumers to engage in repurchasing a product due to the satisfaction derived from obtaining the desired attributes of said goods. According to (Fendiyanto & Kurniawan, 2019), recurrent purchase interest refers to the inclination to make subsequent purchases based on previous buy experiences. The presence of a strong inclination towards repeat purchases indicates a significant degree of consumer satisfaction in the decision-making process of product adoption. The determination to embrace or decline a product emerges subsequent to customers' experiential engagement with the product, leading to the formation of preferences or aversions towards it.

Recurring Purchase Interest Indicators According to (Ferdinand et al, 2017) Indicators of recurring purchase interest encompass various factors, one of which is transactional interest. (1) Transactional interest refers to the inclination of consumers to consistently repurchase things that have been previously consumed. (2) Exploratory Interest refers to the inclination of an individual to actively seek out information pertaining to a certain product of interest, with the intention of finding evidence that supports the product's favorable attributes. (3) Preferential Interests: Preferential interests relate to the inclinations exhibited by individuals who display a

predominant preference for a particular product. (4) Referential Interest: Referential interest refers to an individual's inclination to recommend a certain product or service to others. This implies that a buyer who possesses a preexisting inclination to make a purchase will recommend the nearest individual to procure the identical thing.

RESEARCH METHODS

Types of Research

The research method to be used is quantitative research (Stiadi, 2021). According to Arikunto (2019), quantitative research is a research method that as the name implies, many are required to use numbers, ranging from data collection, breathing the data, and the appearance of the results. Quantitative research is research whose data is in the form of numbers. Data in quantitative research is in the form of numbers because the object of research, or the theme of the research itself can be measured. Quantitative research aims to determine the relationship between variables in the population.

Population and Sample

In conducting research with a quantitative approach, population, and sample are two things that are very important and that most determine the results of the research conducted. Because these two things are very important, the author has determined the population and sample in this study. Population is a generalized area consisting of objects/subjects that have certain quantities and characteristics determined by researchers to be studied and then draw conclusions (Sugiyono, 2018). In this study, the population is meant to implora lipstick users in Kolaka Regency.

As asserted by (Arikunto, 2019) it is imperative for the sample to be representative of the population under investigation. The study employed a sample strategy known as simple random sampling, which was determined using the formula outlined by Hair, et al, (2017). The sampling method employed in this study is based on the Hair formula, which is widely used in academic research. The product of the number of indicators and a range of 5 to 10 times n is equal to 12 multiplied by 10, resulting in a value of 120. The hair formula was utilized to generate a sample size of 120 respondents who are users of imported lipstick products in Kolaka Regency Arikunto (2019) asserts that the selected sample is typical of the target population under investigation. The study employed a sample strategy known as simple random sampling, as outlined by (Hair, 2014) to select participants for data collection. Sampling was conducted using the Hair formula, which involves multiplying the number of indicators by a factor of 5 to 10. In this particular case, the number of indicators was 12, resulting in a sample size of 120. The following formula was employed to determine the sample size for the study,

resulting in a total of 120 respondents who were users of imported lipstick products in Kolaka Regenc

Operational Definition

Table 3.2 Operational Definitions

NO	Variable	Variable Definition	Indicators
1.	Recurring Purchase Interest	According to Nurhayati (2012) Repeat purchase interest refers to the inclination and behavior of consumers to engage in repurchasing a product due to the fulfillment of their desired expectations and satisfaction derived from the product.	According to Ferdinand, et al (2017: 6): 1.The concept of transactional interest refers to the inclination of consumers to consistently repurchase things that have been used. 2.The individual with exploratory interest consistently seeks out information about to the products that capture their attention. 3.Preferential interest refers to the inclination of an individual towards a particular product as their first preference. 4.Referential interest refers to an individual's inclination to recommend products or services to others.
2.	Product Quality	Product quality refers to the assessment of a specific brand or product's capacity to fulfill anticipated functions and serve as a material resource to satisfy fundamental human labor requirements Assauri (2015:211).	According to Sopiah & Sangadji (2016: 80): 1. product performance is a value, function, or result of goods and services. 2. Product Features are all elements of the product that are considered important by consumers and are used as one of the bases for making purchasing decisions. 3. Product durability is a characteristic that is closely related to the length of the durability of the product. 4. Product design is creating new products to be sold by a business to its customers.
3.	Brand Experience	Brand experience refers to the consumer's perspective during their interaction with a brand, encompassing several touchpoints such as the brand's advertised image, initial personal encounters, and the perceived degree of quality upon receiving the brand. (Sahin, Zehir & Kitapci, 2011)	According to Ebrahim, et al (2016): 1.Sensational experience is that individuals feel a better use experience when using certain products compared to other products. 2. Emotional experience is the individual feeling a pleasant experience when using the product 3. Intellectual experience is the individual feeling more informative (informed, promotional, etc.) after using the product. 4. Behavior experience is that individuals use products more often when transacting than other product brands.

Data Analysis Techniques

The present investigation utilised the Structural Equation Modelling (SEM) methodology, specifically emphasising the application of Partial Least Squares (PLS), to perform data analysis and evaluate hypotheses. The statistical methodology known as Structural Equation Modelling (SEM) combines factor analysis and integrated path analysis to examine and estimate causal relationships between variables (Abdillah & Hartono, 2015)

This approach is utilised when a model integrates several dependent variables, as the use of regression equations would be inefficient. Therefore, it is crucial to utilise structural equation modelling (SEM) methodologies in order to examine a comprehensive model that is systematically structured and incorporates several dependent variables (Abdillah & Hartono, 2015: 140). The Structural Equation Modelling (SEM) framework is an expanded version of the General Linear Model (GLM) that integrates several regression approaches for the examination of diverse elements inside the GLM. Structural Equation Modelling (SEM) is widely regarded as a more reliable and visually informative method in comparison to regression techniques for representing interactions, non-linear relationships, measurement error, the correlation between measurement errors and true scores, as well as the correlation between latent variables assessed by multiple indicators. Abdillah & Hartono, (2015) argue that Structural Equation Modelling (SEM) offers a feasible approach for doing both route analysis and data analysis in time series characterised by covariance. The Partial Least Squares (PLS) analysis approach is widely recognised for its robust analytical capabilities, mostly stemming from its little dependence on assumptions. The distribution of data is not inherently required to be multivariate and exhibit regularity. It is feasible to incorporate indicators encompassing scale categories, ordinals, intervals, and ratios into a single model. Furthermore, (Ghozali & Latan, 2016) argue that the sample size does not always have to be large.

Abdillah & Hartono (2015: 165) assert that Partial Least Squares (PLS) possesses the capability to effectively represent a multitude of exogenous and endogenous factors. I possess a high level of expertise in effectively resolving concerns pertaining to multicollinearity among exogenous factors. The findings of the study remain solid even when confronted with erroneous or incomplete data. Furthermore, the fourth point is absent. This methodology is suitable for implementation when dealing with constrained sample sizes.

RESULTS AND DISCUSSION

Based on the outcomes of hypothesis testing conducted through route analysis using Smart PLS as outlined above, the further discourse on the hypotheses in this research can be elucidated. repeat purchase interest. The findings from the path analysis indicate that product

quality has a strong and meaningful impact on repeat purchase interest. The responses of the participants pertaining to the quality of the product are presented in Table 4.7, which provides an overview of the characteristics of respondents who have an average response rating of 4.2 and are positioned at a high level. The manifestation of product quality in Implora lipstick within Kolaka Regency is typically demonstrated through many measures of product quality, including performance, features, durability, and design. The quality of implora lipstick goods is primarily determined by performance metrics, indicating that it aligns with consumer expectations and effectively fulfills consumer wants. Consequently, this aspect serves as a driving force behind consumers' inclination to engage in repeat purchases. This finding aligns with a study conducted by Pradana (2016), which demonstrates that the quality of a product has a notable impact on the level of interest in repeat purchases. The study conducted by Palma et al, (2016) shown a strong and statistically significant relationship between product quality and the likelihood of repeat purchase intention. It can be inferred that there exists a positive correlation between the quality of a product and the likelihood of repeat purchasing.

Brand experience has a positive and significant effect on repeat purchase interest, based on the calculation results using path analysis on the effect of brand experience on repeat purchase interest, it was found that there was a positive and significant influence of brand experience variables on repeat purchase interest in implora lipstick products in Kolaka district. Respondents' responses regarding brand experience can be seen in table 4.8 regarding the description of respondents who had an average answer of 4.1 and were at a high level.

Brand experience in implora lipstick products in Kolaka district tends to be well shown by indicators of brand experience, namely sensational experience, emotional experience, intellectual experience, and behavioral experience. Brand experience is predominantly influenced by sensational experience indicators, which means that people after using Implora lipstick products feel more confident compared to other products they have used.

This is because implora lipstick products have varied colors, attractive designs, and the durability of implora lipstick products is quite good. So that this also affects the interest in repeated purchases of implora lipstick products in the community of Kolaka Regency.

The results of the study are in line with research conducted by Andi (2019) said that brand experience has a positive and significant effect on repeat purchase interest. So it can be concluded that the better the brand experience felt by consumers will increase repeat purchase interest in the product.

Respondent Demographics

Before doing data analysis on the sample, it is imperative to have a thorough comprehension of the demographic and other pertinent attributes of the study participants. The demographic attributes of the individuals form the basis for the subsequent analysis. The parameters being evaluated include age, gender, status/occupation, frequency of repeat purchases, and degree of income.

Research Respondents

The sample in this study included people who use implora lipstick in the Kolaka district. The instrument used in this study was in the form of questionnaires distributed to research respondents directly in paper form.

Table 4.1 Characteristics of Respondents By Age

No	Age	Sum	Percentage (%)
1	17 Years - 25 Years	47	39 %
2	25 Years - 30 Years	35	29 %
3	31 Years- 35 Years	28	23%
4	36 Years - 40 Years	10	9%
Sum		120	100 %

Source: Primary data, 2023

Based on Table 4.1 shows that the characteristics of respondents based on age characteristics are dominated by the age of 17 years - 25 years with a presentation of 39%, the second is dominated by the age of 25 years - 30 years with a presentation of 29%, the third is dominated by the age of 31 years - 35 years with a representation of 23% and the rest are aged 36 years - 40 years with a presentation of 9%. This is because the age of 17 - 25 years, they can choose and use implora lipstick products when traveling to make them look more confident. And aged 25-30 years and so on they just wear implora lipstick products to their liking.

Table 4.2 Characteristics of Respondents by Gender

No	Gender	Sum	Percentage (%)
1	Female	120	100%
2	Male	-	-
Sum		120	100 %

Source: Primary data, 2023

Based on Table 4.2 it can be seen that the characteristics of respondents based on gender of 120 respondents, all respondents came from women with a percentage of 100%. Because most of the only women who use implora lipstick products to beautify themselves.

Table 4.3 Characteristics of Respondents By Occupation

No	Criterion	Sum	Percentage (%)
1	Students	51	42 %
2	Housewives	24	24 %
3	Private Employees	15	12%
4	PNS	19	15%
5	Self-Employed/Entrepreneur	11	7%
Sum		120	100 %

Source: Primary data, 2023

Based on Table 4.3 shows that the characteristics of respondents based on status/job characteristics are dominated by students/students with a percentage of 42%, and the rest from housewives 24%, private employees 12%, civil servants 15% and entrepreneurs 7%. This is because students more often use implora lipstick products when traveling. After all, implora lipstick products are suitable for use when traveling, while housewives, private employees, civil servants, entrepreneurs/entrepreneurs use implora lipstick products less, this is because they use implora lipstick according to their wishes.

Table 4.4 Characteristics of Respondents to Buy Back Implora Lipstick Products

No	Frequency	Sum	Percentage (%)
1	1-2 kali	24	12 %
2	3-4 kali	37	18 %
3	5-6 kali	51	61%
4	>6 kali	8	9%
Sum		120	100 %

Source: Primary data, 2023

Based on Table 4.4 shows that the characteristics of respondents based on the number of times repurchased implora lipstick prdouk dominated by 5-6 repeat purchases with a percentage of 61%, the second dominated by 3-4 repeat purchases with a percentage of 18%, the third dominated by 1-2 repeat purchases with a percentage of 12% and the remaining >6 times repurchases with a percentage of 9%. This is because implora lipstick users often make repeated purchases on average 5-6 times, because implora lipstick products have good quality in accordance with consumer expectations and are easily found in cosmetic stores in Kolaka Regency, so this encourages consumers to make repeat purchases on implora lipstick products in Kolaka Regency.

Table 4.5 Characteristics of Total Income Respondents

No	Income	Sum	Percentage (%)
1	Rp. <1.000.000	54	50 %
2	Rp.1.000.000- Rp.2.000.000	30	20 %
3	Rp.2.000.000- Rp.3.000.000	20	18%
4	Rp.3.000.000- Rp.4.000.000	16	12%
Sum		120	100 %

Source: Primary data, 2023

Based on the data provided in Table 4.5, it can be observed that the distribution of respondents' characteristics, specifically in relation to income levels, reveals that a significant proportion of respondents, comprising 50% of the total, belong to the income bracket of less than Rp.1,000,000. The second most substantial demographic, accounting for 20% of participants, is situated within the income bracket of Rp.1,000,000 to Rp.2,000,000. The group with the third highest proportion of respondents, accounting for 18% of the total, is situated within the income bracket of Rp.2,000,000 to Rp.3,000,000. The remaining 12% of participants reported incomes falling between the range of Rp.3,000,000 to Rp.4,000,000. This tendency can be explained by the observation that a considerable percentage of individuals who use Implora lipstick have an income below Rp. 1,000,000.

The analysis conducted using Smart PLS 3.0 yielded findings that are presented in table 4.16. These findings indicate a positive association between product quality and recurring purchase interest, as seen by the estimated coefficient of 0.519. The coefficient being examined demonstrates statistical significance, as evidenced by a T-Statistic of 5.648 and a corresponding P Value of 0.000. Based on the collected data, it can be deduced that the variable linked to product quality exhibits a positive and statistically significant influence on the level of interest in subsequent purchases. The aforementioned conclusion is derived from the utilisation of a pre-established criterion within the scope of this investigation. In statistical analysis, a T-Statistic value of 1.64 and a P-value below 0.05, adhering to a significance threshold of 5%, are regarded as indicative of statistical significance. The First Hypothesis (H1) is validated by the discovery that the quality of the product has a substantial and positive influence on consumers' propensity to engage in recurrent purchases of implora lipstick items.

The results obtained through the use of Smart PLS 3.0 and presented in table 4.16 demonstrate a positive correlation between brand experience and repeat purchase intention, as evidenced by a coefficient estimate of 0.387. The obtained T-Statistic value of 3.543 indicates a statistically significant result, which is further confirmed by the corresponding P-Value of 0.000. The results suggest that brand experience has a large and favourable effect on the likelihood of customers intending to make repeat purchases. The outcome is determined by the criteria utilised in this research, which deems a T-statistic exceeding 1.64 and a P-value below 0.05 as indicative of statistical significance. The findings of the research support the second hypothesis (H2), indicating that brand experience has a favourable and statistically significant influence on the likelihood of repurchasing Implora lipstick products in Kolaka Regency.

CONCLUSION

1. According to the findings of the first hypothesis test, Kolaka Regency consumers' interest in repeat purchases of implora lipstick products is positively and significantly influenced by variables related to product quality. Therefore, in this instance, features and durability have a favorable and significant impact on recurrent purchase interest in implora lipstick products in Kolaka Regency, which can be quantified using performance indicators. It implies that there will be a greater interest in recurring purchases the higher the product quality.
2. Based on the results of the second hypothesis testing, it can be seen that there is a positive and significant influence on brand experience variables on repeat purchase interest in implora lipstick products in Kolaka Regency. So in this case the brand experience variable can be measured using indicators of sensational experience, emotional experience, intellectual experience, and behavioral experience positively and significantly affect repeat purchase interest in implora lipstick products in Kolaka district. Which means that the better the brand experience, the more repeat purchase interest will be. By paying attention to the results of analysis and testing that have been concluded above, with the hope that further research can present better research results. So the author provides some input as follows:
 1. For PT. Implora Eternal Success (IMPLORA)
 - a. Based on the results of research related to product quality variables that have a positive and significant influence on repeat purchase interest, the advice that can be given is PT. Implora Sukses Abadi (IMPLORA) needs to maintain the quality of the previously given product and needs to improve product quality by providing additional natural ingredients that can protect the lips and man used for consumers of implora lipstick products.
 - b. Based on the results of research related to product quality variables that have a positive and significant influence on repeat purchase interest, the advice that can be given is PT. Implora Sukses Abadi (IMPLORA) further improves the design of lipstick products and adds variants of lipstick products so that they are easily remembered by the public, and can give the impression of a good brand experience so that they can make repeat purchases.
 2. For future researchers Based on the results of the study, it is known that product quality variables and brand experience have a positive and significant influence on repeat purchase interest. If you will conduct research related to the title above, it is hoped that other researchers can add other variables such as brand image, promotion, and price so that this research can be generalized in a way. If you will do research similar to the title above to replace other research objects such as in the scope of universities or other industries.

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