

ANALYSIS OF CUSTOMER RELATIONSHIP MARKETING, CUSTOMER PERCEIVED VALUE AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTION ON E-COMMERCE SKINTIFIC PRODUCTS

Aprillia Wulandari^{1*}, Ari Prabowo²

^{1,2} Faculty of Economic and Business, Management Study Program / Universitas Potensi Utama, Medan, Indonesia
E-mail: Aprilliawlnr19@gmail.com^{1*}, ariprabowotanjung@gmail.com²

Received: 04/09/2026 | Revised: 15/09/2026 | Accepted: 01/10/2026 | Published: 06/10/2026

Abstract

This study aims to analyze the influence of Customer Relationship Marketing, Customer Perceived Value, and Customer Experience on Repurchase Intention among consumers of Skintific products through e-commerce. This study employs a quantitative approach with an associative research design. The sample consisted of 115 respondents who had purchased Skintific products and were selected using the accidental sampling technique. Data were collected through questionnaires and analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination. The results show that, partially, Customer Relationship Marketing has a positive and significant effect on Repurchase Intention. Meanwhile, Customer Perceived Value and Customer Experience do not have a significant effect on Repurchase Intention. Simultaneously, Customer Relationship Marketing, Customer Perceived Value, and Customer Experience have a significant effect on Repurchase Intention. The Adjusted R Square value of 0.152 indicates that these three variables explain 15.2% of the variation in Repurchase Intention, while the remaining 84.8% is influenced by other factors outside the research model. These findings indicate that building and maintaining good relationships with customers is an important aspect of encouraging consumers to repurchase Skintific products through e-commerce.

Keywords: Customer Relationship Marketing, Customer Perceived Value, Customer Experience, Repurchase Intention, Skintific, E-Commerce

INTRODUCTION

Developments in information technology have influenced various aspects of life, including marketing, a field increasingly shaped by technological advancements (Noor, 2021). Indonesia, in particular, has seen rapid growth in the e-commerce sector as consumers shift from conventional shopping to digital platforms. The transition of marketing management from the traditional to the digital era represents a significant shift with profound impacts on both companies and consumers (de Araujo et al., 2021; Kingsnorth, 2022). As technology and the internet evolve, conventional marketing methods—such as television advertisements, radio spots, and brochures—have largely been superseded by digital tools. The skincare industry is one sector experiencing rapid growth within this digital ecosystem, with products increasingly marketed via e-commerce. Shifts in consumer behavior have made online purchases of beauty products increasingly popular. Consumers can easily acquire a wide range of products without visiting physical stores, while also having the opportunity to compare product types, prices, reviews, and offers from various sellers. Beyond ease of access and a vast product selection, promotional strategies—such as discounts, vouchers, free shipping, and flash sales—serve as key attractions that encourage consumers to make purchases through digital platforms.

This situation demonstrates that modern marketing is increasingly inseparable from the use of digital media and platforms. Companies utilize various platforms—such as Instagram, TikTok, YouTube, Shopee, and Tokopedia—to introduce products, communicate with consumers, and build more enduring relationships. Even global marketplaces like Amazon are expanding opportunities to market products to a wider consumer base. Consequently, digital platforms serve not merely as transaction venues but as vital components of corporate strategies to reach consumers, create positive shopping experiences, and retain customers amidst the increasingly competitive skincare industry. Data indicates a continuous rise in the number of e-commerce users in Indonesia since 2020, reaching 58.63 million users by 2023. This figure is projected to keep growing, potentially reaching 99.1 million users by 2029. The Indonesian beauty industry has experienced rapid growth in recent years, evidenced by the

increasing number of local and international brands offering diverse skincare products to meet evolving consumer needs. Positive e-commerce growth, particularly in the Beauty & Personal Care category, has further driven the online purchase of skincare products.

Beauty trends are evolving rapidly in the digital era; technology is not merely a supplement but a fundamental pillar of marketing activities (Prabowo et al., 2025). From strategic planning to performance evaluation, technology plays a crucial role in fostering closer relationships with consumers. Currently, there is a surge of new beauty products promising to whiten and brighten the skin. Having a bright complexion is a desire shared by both men and women. It is undeniable that the emergence of various cosmetic brands is driven by strong consumer demand. Skintific is a skincare brand that is well-known and widely discussed by consumers in Indonesia. Its market presence is supported by a range of products designed to maintain facial skin health and address various skin conditions. A key appeal of Skintific products lies in the use of active ingredients—such as 5X Ceramide, Hyaluronic Acid, and Niacinamide—alongside other components tailored to specific skin needs. The products cater to various skin types and conditions, including sensitive skin. This focus on active ingredients and product variety reflects Skintific's efforts to meet the needs of an increasingly diverse consumer base that places a high priority on skin health.

Customer Relationship Marketing, Customer Perceived Value (CPV), and Customer Experience play crucial roles. Customer Relationship Marketing is a strategy focused on building and maintaining long-term relationships with customers through personalized interactions and responsive service; digital marketing, likewise, focuses not merely on transactions but on fostering long-term connections. Meanwhile, CPV relates to the extent to which customers perceive that a purchased product delivers added value to them (Lestari, 2020). Furthermore, the customer's experience interacting with e-commerce platforms and the products offered significantly influences their decision to make repeat purchases (Rahmawati & Hanif, 2021). Consumer reviews on e-commerce platforms reveal that Skintific products have garnered positive feedback reflecting the study's variables. A comfortable product usage experience that meets expectations demonstrates a positive Customer Experience. Responsive seller service, neat packaging, and fast shipping reflect effective Customer Relationship Marketing. Furthermore, consumers perceive that promotional pricing, bonus products, and the quality received deliver high Customer Perceived Value. These factors foster Repurchase Intention, evidenced by consumer statements such as "will order again, God willing" and a year-long usage history, indicating an intent to repurchase Skintific products via e-commerce.

According Zhou et al. and Kim et al. (2022) explain that repurchase intention relates to a consumer's inclination to make repeat purchases, evaluate or reconsider previously purchased products, and provide recommendations to others. This indicates that consumers with positive experiences regarding a product or service are more likely to maintain their choice in subsequent purchases. In an e-commerce environment, this tendency can be influenced by various experiences during the transaction process, such as the ease of ordering, the quality of the product received, the accuracy of information regarding the product, seller service, transaction security, and the delivery process. Pre-survey data indicate that consumer satisfaction and trust levels regarding the product are not yet optimal; consequently, the perceived experience is not strong enough to drive positive word-of-mouth behavior. This situation is a critical concern for the company, as a low tendency among consumers to recommend the product can result in low repurchase intention. Therefore, efforts to improve product quality and the consumer experience are necessary to enhance loyalty and the willingness of consumers to recommend the product to others.

According Arsanti and Sisilia (2023) found that the customer relationship marketing implemented by Sociolla has a positive and significant impact on customer satisfaction and loyalty. These results indicate that the company's efforts to build and maintain good relationships with consumers can enhance customer engagement with the firm. However, Marpaung and Arif (2024) presented different findings, stating that customer relationship marketing does not have a significant direct effect on repurchase intention. Nevertheless, customer relationship marketing was shown to significantly influence customer loyalty, and this loyalty mediates the effect of customer relationship marketing on repurchase intention. Pre-survey results indicate that customer complaint handling remains suboptimal, as nearly half of the respondents have not experienced prompt and satisfactory resolution. Thus, it can be concluded that the clarity of information and the handling of customer complaints are factors contributing to the suboptimal level of consumer trust in Skintific products.

According to Pratiwi and Prihastuty (2021), customer perceived value is positively associated with online repurchase intention among TikTok Shop users. These findings indicate that consumers' assessments of the benefits and value derived from a product can influence their likelihood of making repeat purchases. Consistent with this research, other studies have also shown that perceived value has a positive and significant impact on the repurchase intentions of e-commerce customers. Meanwhile, Nurmah et al. (2023) identify perceived value as a crucial element

linked to the quality of the consumer-company relationship and the sustainability of customer intentions within e-commerce activities. Based on the foregoing, it is evident that the more positive the value a consumer perceives in a product, the greater the likelihood of a repurchase intention. In the context of Skintific products, customer perceived value can be understood through the consumer's assessment of the benefits, quality, and satisfaction derived from using the product relative to the sacrifices made—such as the price paid. Consumers tend to form a positive assessment when they feel that the product's benefits and quality meet their expectations or even deliver value that exceeds the cost incurred.

This situation indicates that the majority of respondents feel the price paid is not commensurate with the quality or benefits received. Thus, it can be concluded that quality and price are the primary factors contributing to the low level of consumer satisfaction with Skintific products. According to Shalihah et al. (2024), customer experience has a positive and significant impact on repurchase intention among consumers purchasing via Shopee. These results indicate that positive experiences gained by consumers—both during the purchasing process and after product usage—can increase their likelihood of making a repeat purchase. Thus, the better the experience perceived by the consumer, the greater the probability of developing an intention to repurchase the same product. Furthermore, research by Ibadilah and Kusuma (2025) demonstrates that E-Service Quality, E-Trust, and E-Satisfaction—both simultaneously and individually—have a positive effect on the repurchase intention for Skintific products in Surabaya.

Previous research indicates that e-satisfaction, satisfaction, trust, customer relationship marketing, customer-perceived value, and customer experience are linked to repurchase intention in the e-commerce context. Various studies demonstrate that these factors can influence consumers' evaluations and decisions regarding repeat purchases. However, research findings concerning the impact of customer relationship marketing on repurchase intention remain inconsistent. These divergent results suggest that the relationship between customer relationship marketing and repurchase intention requires further examination and testing across different research subjects and contexts. Based on the background of the problem outlined above, the identification and scope of the problem can be described as follows:

1. The low tendency of consumers to recommend Skintific products to others indicates that repurchase intention is not yet optimal, a situation likely influenced by levels of consumer satisfaction and trust.
2. Customer relationship marketing for Skintific products is not yet optimal, as evidenced by a lack of information clarity and the suboptimal handling of customer complaints.
3. Customer-perceived value regarding Skintific products is not yet optimal, reflected in the low alignment between product quality and expectations, as well as price perceptions that do not match the benefits received by consumers.
4. The customer experience with Skintific products is not yet optimal, indicated by the low quality of interactions with customer service—specifically regarding the friendliness and assistance provided by e-commerce administrators.

LITERATURE REVIEW

Repurchase Intention

According to Kotler & Keller (2021), within the purchasing process, repurchase intention is closely linked to a buyer's motivation to purchase a specific item—a motivation that varies from one buyer to another. Customers tend to select products with features they perceive as aligning with their needs. Huong et al. (2024) specifically examined repurchase intention among skincare consumers, defining the intention as a consumer's conscious plan or willingness to repurchase skincare products in the future, based on their evaluation of the product and related factors. Meanwhile, Ginting et al. (2023) discussed repurchase intention in the context of Indonesian e-commerce customers, describing it as a customer's propensity to make a repeat purchase.

Customer Relationship Marketing

Peppers & Rogers (2020) emphasize that CRM is a management approach focused on one-on-one interactions, wherein companies utilize customer data to deliver personalized experiences; this makes customers feel valued and more inclined to make repeat purchases of complex scientific products. According to Parvatiyar & Sheth (2021), customer relationship marketing focuses on the segmentation and personalization of interactions between the company and the customer to create relevant experiences and strengthen customer loyalty. Payne and Frow (2020) explain that Customer Relationship Marketing is a holistic strategy that combines data, technology, and empathy to build long-term relationships.

Customer Perceivd Value

Zeithaml (2021) defines customer-perceived value as a customer's assessment of the benefits and costs associated with the purchasing process. Perceived value serves as a fundamental concept in marketing, where high perceived value acts as a primary motivator for consumers to make a purchase. According to Kotler and Keller (2021), perceived value is a customer's evaluation of the benefits and costs of a product or service relative to other alternatives. This value encompasses expected economic, functional, and psychological benefits, as well as the total costs incurred—such as time, effort, and emotional investment. An increase in CPV can reinforce purchasing decisions and influence repurchase intention. Sweeney & Soutar (2021) demonstrate that high CPV enhances customer satisfaction and leads to product repurchase.

Customer Experience

Customer experience is the combination of consumer interactions while using a product or service, which shapes a positive or negative perception of a brand (Cahyani et al., 2019; Verina & Susanti, 2022). According to Kotler and Keller (2021), customer-perceived value is the difference between the perceived benefits (economic, functional, and psychological) and the costs incurred by the customer. Thus, customer experience is a component of experiential marketing that aims to foster customer satisfaction and loyalty through emotional engagement with the brand. Lemon and Verhoef (2022) explain that customer experience encompasses the physical, emotional, and cognitive aspects experienced by customers during their interactions with a company.

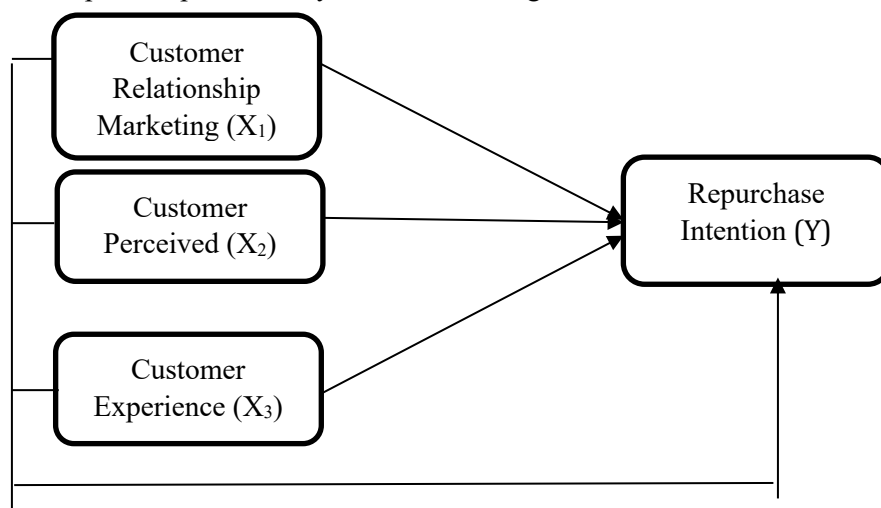


Figure 1. Conceptual Framework

Source: Researcher (2026)

The research hypotheses are:

1. H1: Customer Relationship Marketing has a positive and significant partial effect on repurchase intention for Skintific products in e-commerce.
2. H2: Customer Perceived Value has a positive and significant partial effect on repurchase intention for Skintific products in e-commerce.
3. H3: Customer Experience has a positive and significant partial effect on repurchase intention for Skintific products in e-commerce.
4. H4: Customer Relationship Marketing, Customer Perceived Value, and Customer Experience have a positive and significant simultaneous effect on repurchase intention for Skintific products in e-commerce.

METHOD

The research approach used an associative approach, with a quantitative method. This study was conducted with consumers of Skintific products on the TikTok Shop e-commerce platform, specifically in the city of Medan. The research took place from February 2026 to August 2026. The population for this study consists of all Skintific product consumers, the exact size of which is unknown. To determine the sample size, the Lameshow formula was employed. The researcher chose the Lameshow formula because the total population size was unknown. The Lameshow formula is as follows:

$$n = \frac{z^2 P(1 - P)}{d^2}$$

Notes:

n = sample size

z = 95% confidence level ($\alpha = 0.05$), resulting in $z = 1.96$

p = estimated proportion of 50% (0.5)

d = sampling error = 10% (0.1)

Based on the formula above, the sample size to be used is calculated as follows:

$$= \frac{1,92^2 0,5(1 - 0,5)}{0,01^2}$$

$$n = \frac{10}{3,8416.0,25}$$

$$n = \frac{96}{0,01}$$

$$n = 96,04$$

The initial sample size for this study was 96 respondents; however, the researcher rounded this figure to 100 and subsequently added 15 more—bringing the total to 115—comprising consumers who purchased Skintific products. The reason for increasing the sample size to 115 was to ensure the data was more representative and to minimize the risk of data bias.

RESULTS AND DISCUSSION

Results

Validity and Reliability Test

Table 1. Validity Test Results Customer Relationship Marketing, Customer Perceived Value, Customer Experience and Repurchase Intention

Statement Items	r-count	r-table	Description
CRM1	0,983	0,361	Valid
CRM2	0,883	0,361	Valid
CRM3	0,896	0,361	Valid
CRM4	0,921	0,361	Valid
CRM5	0,913	0,361	Valid
CRM6	0,910	0,361	Valid
CRM7	0,914	0,361	Valid
CRM8	0,914	0,361	Valid
CPV1	0,972	0,361	Valid
CPV2	0,874	0,361	Valid
CPV3	0,885	0,361	Valid
CPV4	0,905	0,361	Valid
CPV5	0,905	0,361	Valid
CPV6	0,923	0,361	Valid
CPV7	0,886	0,361	Valid
CPV8	0,906	0,361	Valid
CE1	0,885	0,361	Valid
CE2	0,826	0,361	Valid
CE3	0,833	0,361	Valid
CE4	0,885	0,361	Valid
CE5	0,826	0,361	Valid
CE6	0,833	0,361	Valid
RI1	0,953	0,361	Valid
RI2	0,801	0,361	Valid
RI3	0,787	0,361	Valid

ANALYSIS OF CUSTOMER RELATIONSHIP MARKETING, CUSTOMER PERCEIVED VALUE AND CUSTOMER EXPERIENCE ON REPURCHASE INTENTION ON E-COMMERCE SKINTIFIC PRODUCTS

Aprillia Wulandari et al

Statement Items	r-count	r-table	Description
RI4	0,842	0,361	Valid
RI5	0,829	0,361	Valid
RI6	0,766	0,361	Valid
RI7	0,855	0,361	Valid
RI8	0,846	0,361	Valid

Sources: SPSS versi 25 (2026)

Based on Table 1, the results of the validity test above show that all statement items are $> r$ table 0.361, so they are hereby declared valid/legitimate.

Table 2. Reliability Test Results Customer Relationship Marketing, Customer Perceived Value, Customer Experience and Repurchase Intention

Variable	Cronbach Alpha	Provision	Description
Customer Relationship Marketing	0,973	0,60	Reliable
Customer Perceived Value	0,969	0,60	Reliable
Customer Experience	0,922	0,60	Reliable
Repurchase Intention	0,938	0,60	Reliable

Sources: SPSS versi 25 (2026)

It is known that the Cronbach's alpha value for all research variables of customer relationship marketing, customer perceived value, customer experience and repurchase intention is > 0.60 , so it can be said that the results of the reliability test for all variables are reliable.

Table 3. Results of the One Sample Kolmogorov Normality Test

Description	Value
N	115
Mean	0.0000000
Std. Deviation	2.78228887
Absolute	0.052
Positive	0.052
Negative	-0.049
Test Statistic	0.052
Asymp. Sig. (2-tailed)	0.200

Sources: SPSS versi 25 (2026)

It is known that the asymp. sig. (2-tailed) value is $0.200 > 0.05$ significance value so it can be concluded that the data tested is normally distributed.

Table 4. Multicollinearity Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	19.082	3.196		5.971	.000		
Customer Relationship Marketing	.374	.090	.362	4.153	.000	.980	1.020
Customer Perceived Value	-.091	.063	-.155	-	.152	.647	1.545
Customer Experience	-.010	.069	-.015	-1.443	.887	.656	1.525

Sources: SPSS versi 25 (2026)

It is known that the results of the multicollinearity test for the customer relationship marketing, customer perceived value, customer experience variables have a tolerance value of > 0.10 and $VIF < 10$, so this study is declared free from multicollinearity problems.

Table 5. Gletsjer Test Results

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	2.364	1.851		1.277	.204
Customer Relationship Marketing	.022	.052	.041	.426	.671
Customer Perceived Value	-.019	.037	-.060	-.514	.609
Customer Experience	-.009	.040	-.025	-.215	.830

Sources: SPSS versi 25 (2026)

Based on the Glejser Test output table above, the value for the Customer Relationship Marketing (X1) variable is 0.671, indicating the absence of heteroskedasticity (based on the significance threshold of 0.05); similarly, the value for Customer Perceived Value (X2) is 0.609, indicating no heteroskedasticity. Finally, the value for Customer Experience (X3) is 0.830, indicating no signs of heteroskedasticity.

Table 6. Multiple Linear Tregression Test Results

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	19.082	3.196		5.971	.000		
Customer Relationship Marketing	.374	.090	.362	4.153	.000	.980	1.020
Customer Perceived Value	-.091	.063	-.155	-1.443	.152	.647	1.545
Customer Experience	-.010	.069	-.015	-.143	.887	.656	1.525

Sources: SPSS versi 25 (2026)

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Thus,

$$Y = 19.082 + 0.374(X_1) - 0.091(X_2) - 0.010(X_3)$$

The equation above can be interpreted as follows:

1. The constant value (Y) is 19.082, meaning that when all independent variables (X₁, X₂, X₃) are held constant, the Repurchase Intention variable (Y) has an initial value of 19.082.
2. The regression coefficient for Customer Relationship Marketing (X₁) is 0.374, indicating that for every 1-unit increase or decrease in Customer Relationship Marketing (X₁)—while the values of the other variables remain constant—Repurchase Intention (Y) will increase or decrease by 0.374 units.
3. The regression coefficient for Customer Perceived Value (X₂) is -0.091, indicating that for every 1-unit increase or decrease in Customer Perceived Value (X₂)—while the values of the other variables remain constant—Repurchase Intention (Y) will increase or decrease by -0.091 units.
4. The regression coefficient for Customer Experience (X₃) is -0.010, indicating that for every 1-unit increase or decrease in Customer Experience (X₃)—while the values of the other variables remain constant—Repurchase Intention (Y) will increase or decrease by -0.010 units.

Table 7. Partial Test Results (t-Test)

Variable	B	Std. Error	Beta	t	Sig.
(Constant)	19.082	3.196		5.971	.000
Customer Relationship Marketing	.374	.090	.362	4.153	.000
Customer Perceived Value	-.091	.063	-.155	-1.443	.152
Customer Experience	-.010	.069	-.015	-.143	.887

Sources: SPSS versi 25 (2026)

Based on the table above, the results of the partial test (t-test) can be explained as follows:

1. The t-count value for the Customer Relationship Marketing variable (4.153) is greater than the t-table value (1.981), and the significance value is 0.000 (< 0.05); therefore, Customer Relationship Marketing has a positive and significant effect on Repurchase Intention for Skintific products. Thus, H1 is accepted.
2. The t-count value for the Customer Perceived Value variable (-1.443) is less than the t-table value (1.981), and the significance value is 0.152 (> 0.05); therefore, Customer Perceived Value has a negative and non-significant effect on Repurchase Intention for Skintific products. Thus, H2 is rejected.

3. The t-count value for the Customer Experience variable (-0.143) is less than the t-table value (1.981), and the significance value is 0.887 (> 0.05); therefore, Customer Experience has a negative and non-significant effect on Repurchase Intention for Skintific products. Thus, H3 is rejected.

Table 8. Simultaneous Test Results (F Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	186.676	3	62.225	7.827	.000^b
Residual	882.489	111	7.950		
Total	1069.165	114			

Sources: SPSS versi 25 (2026)

Based on the table above, the calculated F-value is 7.827, with a significance level of 0.000, which is lower than the alpha of 0.05. The calculated F-value of 7.827 exceeds the F-table value of 2.69. Therefore, it can be concluded that the variables of Customer Relationship Marketing, Customer Perceived Value, and Customer Experience simultaneously exert a positive and significant influence on the repurchase intention for Skintific products.

Table 9. Results of the Coefficient of Determination test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.418 ^a	0.175	0.152	2.81964

Sources: SPSS versi 25 (2026)

Based on Table 9, Adjusted R-squared value of 0.152 indicates that 15.2% of the factors influencing repurchase intention for Skintific products can be explained by Customer Relationship Marketing, Customer Perceived Value, and Customer Experience, while the remaining 84.8% is influenced by other variables not examined in this study.

Discussion

The Analysis of Customer Relationship Marketing on Repurchase Intention

The results of the partial test (t-test) regarding the influence of Customer Relationship Marketing on Repurchase Intention—showing a calculated t-value of 4.153 (exceeding the t-table value of 1.981) and a significance value of 0.000 (below 0.05)—lead to the conclusion that the Customer Relationship Marketing variable has a significant partial effect on the decision to repurchase Skintific products via e-commerce. Payne and Frow (2020) define Customer Relationship Marketing as a "holistic strategy that combines data, technology, and empathy to build long-term relationships." They emphasize that relationships cannot rely solely on automation or data; elements such as trust, a sense of security, and positive experiences must be consistently present. They argue that modern Customer Relationship Marketing must be more human-centric, as customers are increasingly sensitive to how brands treat them. This study aligns with research by Arsanti and Sisilia (2023), which found that Customer Relationship Marketing at Sociolla had a positive and significant impact on customer satisfaction and loyalty. However, Marpaung and Arif (2024) reported more nuanced findings: Customer Relationship Marketing did not have a direct, significant effect on repurchase intention but did significantly influence customer loyalty, with loyalty acting as a mediator for the effect on repurchase intention. Ultimately, it can be concluded that Customer Relationship Marketing is closely linked to Repurchase Intention. CRM strategies implemented through enhanced trust, commitment, effective communication, and proper complaint handling create positive customer experiences. These experiences boost satisfaction and loyalty, thereby increasing the likelihood of repeat purchases. Consequently, the more effectively Skintific implements Customer Relationship Marketing, the greater the company's chances of retaining customers and driving repurchase intentions.

The Analysis of Customer Perceived Value on Repurchase Intention

The results of the partial test (t-test) regarding the influence of Customer Perceived Value on Repurchase Intention show a calculated t-value of -1.443 (which is less than the critical value of 1.987) and a significance value of 0.152 (which is greater than 0.05); thus, the Customer Perceived Value variable has a negative and significant effect on Repurchase Intention for Skintific products. Zeithaml (2021) defines Customer Perceived Value as a customer's assessment of the benefits received and costs incurred during the purchasing process. Perceived value serves as a fundamental concept in marketing, where high perceived value acts as a primary motivator for consumers to make a purchase. According to Kotler and Keller (2021), perceived value is a customer's evaluation of the benefits and costs

of a product or service compared to other alternatives. Based on these expert opinions, Customer Perceived Value is a subjective assessment made by customers regarding the benefits obtained versus the costs incurred—both monetary and non-monetary—when using a product or service. This study's findings differ from those of Pratiwi and Prihastuty (2021), which demonstrated a positive relationship between customer perceived value and online repurchase intention among Shopee users. Other studies have also shown that perceived value has a positive and significant effect on the repurchase intention of e-commerce customers. The higher the value a consumer perceives in a product, the greater the likelihood that the consumer will make a repeat purchase. This is because consumers feel that the benefits obtained—whether in terms of quality, price, emotional benefits, or social benefits—are commensurate with, or even exceed, the sacrifices they have made.

The Analysis of Customer Experience on Repurchase Intention

Partial test results (t-test) regarding the influence of personal branding on purchase decisions indicate a calculated t-value of -0.143 (which is less than the critical value of 1.981) and a significance value for customer experience of 0.887 (greater than 0.05); thus, customer experience has a negative and significant effect on the repurchase intention for Skintific products. According to Kotler and Keller (2021), customer perceived value is the difference between perceived benefits (economic, functional, psychological) and the costs incurred by the customer. Consequently, customer experience is a component of experiential marketing aimed at fostering customer satisfaction and loyalty through emotional engagement with the brand. This finding contrasts with the study by Shalihah et al. (2024), which demonstrated that customer experience has a positive and significant effect on repurchase intention for brands marketed via Shopee. Meanwhile, Ibadilah and Kusuma (2025) found that E-Service Quality, E-Trust, and E-Satisfaction simultaneously and partially exert a positive influence on the repurchase intention for Skintific products in Surabaya. Customer experience encompasses the entirety of the experience a consumer undergoes while interacting with a company—whether before, during, or after the purchase of a product. This experience stems not only from the quality of the product itself but is also shaped by factors such as the information-seeking process, ease of transaction, quality of service provided, and the post-usage experience. A positive experience fosters a favorable perception of the brand, thereby enhancing customer satisfaction and loyalty, which ultimately drives repurchase intention.

CONCLUSION

Research on the influence of price perception, word of mouth, and customer experience on consumer satisfaction can yield the following conclusions:

1. Customer Relationship Marketing (X_1) has a positive and significant partial effect on Repurchase Intention (Y) for Skintific e-commerce products. This is evidenced by a calculated t-value of 4.153 (> 1.981) and a significance level of 0.000 (< 0.05); thus, H_1 is accepted.
2. Perceived Value (X_2) does not have a significant partial effect on Repurchase Intention (Y). The calculated t-value is -1.443 (< 1.981) with a significance level of 0.152 (> 0.05); thus, H_2 is rejected.
3. Customer Experience (X_3) does not have a significant partial effect on Repurchase Intention (Y). This is indicated by a calculated t-value of -0.143 (< 1.981) and a significance level of 0.887 (> 0.05); thus, H_3 is rejected.
4. Customer Relationship Marketing (X_1), Customer Perceived Value (X_2), and Customer Experience (X_3) have a significant effect on Repurchase Intention. The calculated F-value is 7.827 (> 2.69) with a significance level of 0.000 (< 0.05); thus, H_4 is accepted.

Based on the discussion and conclusions of this study, the following recommendations are provided:

1. Concrete suggestions: Ensure consistency between product descriptions on e-commerce platforms and the products actually received by consumers; enhance product information transparency—including active ingredients, BPOM certification, and user testimonials; improve the complaint-handling system with clearer, more responsive, and solution-oriented procedures; and provide training to customer service staff and live streamers to ensure they are friendly, responsive, and professional when interacting with consumers.
2. Concrete suggestions: Maintain product quality and ensure the price aligns with the benefits provided; and implement customer loyalty programs—such as reward points, discount vouchers, or bundled packages—to boost perceived value.
3. Concrete suggestions: Improve customer service responsiveness in addressing consumer inquiries and complaints; and provide educational content regarding product usage, online beauty consultations, and product recommendations tailored to consumers' skin types.

REFERENCES

- Adam, A. A. (2019). Analisis Pengaruh Promosi, Persepsi Harga dan Lokasi Terhadap Minat Masuk Mahasiswa Baru Pada Universitas Potensi Utama Medan. (Studi Kasus Pada Fakultas Seni Dan Desain). Kumpulan Karya Ilmiah Mahasiswa Fakultas Sosial Sains, 1(01).
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Anggraeni, T., & Putri, S. (2018). Variabel utama dalam Customer Relationship Management (CRM) dan pengaruhnya terhadap hubungan pelanggan yang berkelanjutan. *Jurnal Marketing dan Bisnis*, 12(1), 45-59.
- Ariyani, D. P., & Hikmah. (2024). Pengaruh Customer Relationship Marketing terhadap Keputusan Pembelian di Era Digitalisasi.
- Arkadan, F., Macdonald, E. K., & Wilson, H. N. (2024). Customer experience orientation: Conceptual model, propositions, and research directions. *Journal of the Academy of Marketing Science*, 52, 1560–1584. <https://doi.org/10.1007/s11747-024-01031-y>
- Arochman, M. (2022). Pengaruh Relationship Marketing Terhadap Kepuasan Konsumen (Studi Pada Klinik Kecantikan Erha Malang). *EQUILIBRIA: Jurnal Fakultas Ekonomi*, 9 (1), 19-30.
- Azzahri, S., & Prabowo, A. (2024). Pengaruh Content Creator, Price Promotion, Sosial Media Marketing Terhadap Impulsive Buying Dalam Pembelian Produk Skincare Pada Aplikasi Tik Tok Shop (Studi Kasus Mahasiswa/I Fakultas Ekonomi Dan Bisnis Universitas Potensi Utama). *JURNAL WIDYA*, 5(2), 1445-1458.
- Blut, M., Chaney, D., Lunardo, R., Mencarelli, R., & Grewal, D. (2024). Customer perceived value: A comprehensive meta-analysis. *Journal of Service Research*. <https://doi.org/10.1177/10946705231222295>
- Borges, A. F., Laurindo, F. J. B., Spínola, M. M., Gonçalves, R. F., & Mattos, C. A. (2021). The strategic use of artificial intelligence in digital marketing: A systematic literature review. *International Journal of Information Management Data Insights*, 1(2), 100014. <https://doi.org/10.1016/j.jjime.2021.100014>
- BPS Sumatera Utara. (2023). Statistik penggunaan internet dan e-commerce di Provinsi Sumatera Utara tahun 2023. Medan: Badan Pusat Statistik.
- Ding, Y., Tu, R., Xu, Y., & Park, S. K. (2022). Repurchase intentions of new e-commerce users in the COVID-19 context: The mediation role of brand love. *Frontiers in Psychology*, 13, 968722. <https://doi.org/10.3389/fpsyg.2022.968722>
- Hapsari, N., & Wahyudi, T. (2023). The influence of customer satisfaction, trust, and online experience on repurchase intention in e-commerce platforms in Indonesia. *Jurnal Manajemen dan Bisnis*, 12(2), 145–157.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2022). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 56(3), 719–742.
- Kementerian Perdagangan Republik Indonesia. (2024). Laporan Perkembangan E-Commerce Indonesia Tahun 2024. Jakarta: Pusat Data dan Informasi Perdagangan.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management* (16th ed.). Pearson Education.
- Lemon, K. N., & Verhoef, P. C. (2022). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 86(2), 69–92.
- Lupiyoadi, R. (2015). *Manajemen Pemasaran Jasa*. Jakarta: Salemba empat.
- Nguyen, B. T., Tran, T. L. A., Tran, T. T. H., Le, T. T., Tran, P. N. H., & Nguyen, M. H. (2022). Factors influencing continuance intention of online shopping of generation Y and Z during the new normal. *Cogent Business & Management*, 9(1), 2143016. <https://doi.org/10.1080/23311975.2022.2143016>
- Pane, S. H., & Prabowo, A. (2024). The Influence Of Service Quality And Physical Evidence On Student Satisfaction Potensi Utama University. *ePaper Bisnis: International Journal of Entrepreneurship and Management*, 1(4), 01-16.
- Prabowo, A. (2023). Determinan Peningkatan Kepuasan Pelanggan Pada PT. Mondelez Internasional Medan. *Jurnal Ekonomi Bisnis Manajemen Prima*, 4(2), 83-97.
- Prabowo, A. (2024). PENGARUH KUALITAS PELAYANAN, INTENSITAS PROMOSI DAN HARGA TERHADAP KEPUASAN JAMAAH UMROH PT AL MUCHTAR TOUR & TRAVEL. *JURNAL WIDYA*, 5(2), 1600-1615.
- Prabowo, A., & Risal, T. (2023). Peran Enterpreneurial Orientation Dan Social Media Marketing Terhadap Peningkatan Strategi Bersaing (Ukm) Coffe Shop Pada Era Modern Customer Di Kota Medan. *Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi*, 9(1).

- Prabowo, A., Adam, A. A., Subhan, Z. N., Tanjung, Y., Parhusip, A. A., & Deviana, A. Irwansyah. (2025). Sustainable Business Practices in Coffee Shops: The Role of Marketing Innovation, Digital Marketing, and Branding Innovation Through Market Development. *International Journal of Accounting and Economics Studies*, 12 (6), 43, 50.
- Prabowo, A., Aspan, H., Wahyuni, E. S., & Lestari, I. (2024). Anteseden shopping emotion konsumen dalam berbelanja brand fashion Uniqlo. *Management Studies and Business Journal (PRODUCTIVITY)*, 1(5), 826-834.
- Prabowo, A., Lubis, A. N., & Sembiring, B. K. F. (2021). The Effect of Promotion and Servicescape on Impulsive Buying Behavior with Shopping Emotion as Intervening Variables for Consumers Store of Fashion H&M in Sun Plaza Medan, North Sumatera, Indonesia. *International Journal of Research and Review*, 8 (2), 235-252.
- Prabowo, A., Tanjung, Y., Enzelia, E. L., Bangun, R., Simarmata, H. M. P., & Wahyuni, E. S. (2025). Eksplorasi Promosi Berbasis Social Media Marketing Dan Brand Image: Identifikasi Impulsive Buying Behaviour Melalui Customer Engagement Pada Konsumen Brand Fashion ZARA Di Kota Medan. *Jurnal Dunia Pendidikan*, 6(3), 727-747.
- Prabowo, A., Tanjung, Y., Wahyuni, E. S., & Aspan, H. (2025). Transformasi Destinasi Pemasaran: Model Integratif Pengembangan Pariwisata Berkelanjutan di Kawasan Objek Wisata Sidebu-Debu, Kabupaten Karo Sumatera Utara: Marketing Destination Transformation: An Integrative Model of Sustainable Tourism Development in the Sidebu-Debu Tourism Area, Karo Regency, North Sumatra. *Economic and Education Journal (Ecoducation)*, 7(2), 455-476.
- Prabowo, A., Wahyuni, E. S., Tanjung, Y., Wijaya, M. R., & Adam, A. A. (2025). *Manajemen Pemasaran (Strategi Pemasaran Era Digital: Menguasai Tren dan Teknologi Sebagai Konsep Baru Meningkatkan Penjualan)*. Serasi Media Teknologi.
- Purwanto, N. (2022). Pengaruh Costumer Experience Terhadap Word Of Mouth Yang Dimediasi Oleh Costumer Satisfaction. *Jurnal Ilmu Manajemen dan Akuntansi Terapan (JIMAT)*, 13 (1), 50-58.
- Ramadhan, F., Wahyuni, E. S., & Prabowo, A. (2024). PERENCANAAN PENSIUN PADA PEKERJA MANUFAKTUR DI KOTA BATAM: MENGIDENTIFIKASI PENGARUH SOSIAL DAN PERILAKU MENABUNG. *Jurnal Menara Ekonomi: Penelitian dan Kajian Ilmiah Bidang Ekonomi*, 10(2).
- Sari, A. P., & Nugroho, W. A. (2022). Pengaruh customer experience dan brand trust terhadap repurchase intention pada konsumen marketplace di Indonesia. *Jurnal Ilmu Ekonomi dan Bisnis*, 9(1), 77-88.
- Schmitt, B. H. (2018). *Customer Experience Management, A Revolutionary Approach to Connecting with Your Customer*. New Jersey; John Wiley & Sons Inc.
- Silviah, R., Rahmawati, D., & Ardiansyah, M. (2022). Analisis Perkembangan Marketplace dan Perubahan Perilaku Konsumen Digital di Indonesia. *Jurnal Ekonomi dan Bisnis Digital Indonesia*, 5(3), 112-124.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Swastha. (2013). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Tanjung, Gandhioda. (2024).” Pengaruh Celebrity Endorsement, dan Brand Awareness terhadap Keputusan Pembelian Scarlett Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Sumatera Utara. *Management, Accounting Islamic Banking and Islamic Economic Journal Vol. 2 No. 1* Halaman 16-27.
- Tjiptono, F. (2017). *Pemasaran Jasa*. Malang: Bayumedia Publishing.
- Udayana, I. B. N., Cahya, A. D., & Kristiani, F. A. (2022). Pengaruh Customer Experience dan Service Quality terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan Sebagai Variabel Intervening (Studi pada The Praja Coffee & Resto). *Scientific Journal of Reflection: Economic, Accounting, Management and Business*, 5 (1), 173-179.
- Velnampy, & Sivesan, S. Customer Relationship Marketing and Company Satisfaction A Study on Mobile Service Providing Company in Srilanka. *Global Journal Inc. Vol. 12 (18)* 2012.
- Zang, W., Qian, Y., & Song, H. (2022). The effect of perceived value on consumers’repurchase intention of commercial ice stadium: The mediating role of community interactions. *International Journal of Environmental Research and Public Health*, 19(5), 3043. <https://doi.org/10.3390/ijerph19053043>