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Anteceden Repurchase Intention to Customers of Emina's Cosmetic Products via Online

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ABSTRACT: This research was conducted to examine the effect of customer experience, trust, and perceived enjoyment on repurchase intention. The location of this research is in Denpasar City. The analysis technique used in this study is multiple linear regression. The purpose of this study are: 1) To explain the effect of customer experience on repurchase intention, 2) To explain the effect of trust on repurchase intention, and 3) To explain the effect of perceived enjoyment on repurchase intention. The results of this study are (1) Customer experience has a positive and significant effect on repurchase intention (2) Trust has a positive and significant effect on repurchase intention (3) Perceived enjoyment has a positive and significant effect on repurchase intention.

KEYWORDS: *Customer experience, trust, perceived enjoyment, repurchase intention*

I.   INTRODUCTION

Technological developments in the era of globalization are now increasingly rapid in various parts of the world (Putri and Sukaatmadja, 2018). Rapid technological developments in line with the times are increasingly providing convenience in carrying out various activities (Dewi and Suprapti, 2014). One of the technological developments that have become people's consumption is the internet.

At present the internet is not only used as a means of communication or a means of finding information, but has also been used as a means to fulfill almost all needs (Sumiaty and Sumiaty, 2014). Some of the advantages possessed by the internet, especially in terms of efficiency are able to change the way of selling and buying (Nofri and Hafifah, 2018). Changes in people's lifestyles in the way of selling and buying at this time is a shopping system that has changed from an offline system to an online system. Online shopping system is a way that will make consumers get the desired goods without the need to go to the store first so that shopping online systems will be easier and more practical.

There are many products sold via online, one of which is a beauty product that is cosmetics. Cosmetics are the ingredients used to provide beauty and health effects for the body (Laksananto and Mawardi, 2018). Local cosmetic products are in great demand in online purchases including Wardah, Sariayu, Purbasari, Emina, and Mustika Ratu. A survey conducted by GDILab in 2017 on the top 5 most talked about brands on Twitter found five cosmetic brands that are most often talked about by Twitter users. Emina, which is a brand that is still relatively new, succeeded in occupying the fourth position beating Mustika Ratu, which had been established since 1975. Emina is one of the local cosmetic product brands from Indonesia that was founded in 2015. Emina created cosmetic products suitable for teenagers.

Emina needs to increase repurchase intention from customers in purchasing her cosmetic products. Repurchase intention is the desire and actions of consumers to repurchase a product, because of the satisfaction received in accordance with what is desired from a product (Nurhayati, 2012). When a customer is satisfied after receiving a good product or service, the intention to make a repurchase will appear (Adixio and Saleh, 2013). Repurchase intention can be influenced by many things, for example customer experience, trust, and perceived enjoyment.

Customer experience is one of the best variables for predicting consumer behavior in the future. Previous consumer online purchases have a strong correlation with online repurchase intentions (Ranganathan and Jha, 2007). The experience of shopping and consuming a particular product will have an impact on a customer's decision making whether he will continue to carry out his shopping activities in this way or switch to other shopping methods (Suandana et al., 2016). In addition to customer experience, trust is also an important element in repurchase intention.

Trust is the most important element in online marketing (Giantari et al., 2013). One party who trusts the other party will be possible to form a positive behavior and good intentions, therefore when consumers have trust in a certain product or service, then the consumer will have the intention to repurchase the product or service (Rasyid and Sugiyono, 2014). In transactions on online shopping sites, the absence of face-to-face interaction between sellers and buyers results in the trust of an important role (Wijaya and Teguh, 2012). In addition to customer experience, and trust, perceived enjoyment is an element that influences repurchase intention

Perceived enjoyment is intrinsic motivation that emphasizes the use process and reflects the pleasure and enjoyment associated with the use of the system (Oktarini and Wardana, 2018). Enjoyment is defined as an awareness of sensation holistically, when people are totally involved in certain activities (Juniwati, 2015). The variety of types and brands of products offered by online stores will provide a pleasant experience for customers and arouse shopping passion when searching for the desired product (Irani and Hanzaee, 2011).

Denpasar City is one of the cities that has the highest population density in Bali (https://bali.bps.go.id/). Denpasar City has many people who are aware of technological developments and their convenience (Baskara and Sukaatmadja, 2016). Awareness of technology will indirectly make people change their lifestyles caused by the internet. One of the lifestyle changes in the city of Denpasar caused by the internet is online shopping. Shopping online will make it easier for people to meet their needs.

The purpose of this study are: 1) To explain the effect of customer experience on repurchase intention, 2) To explain the effect of trust on repurchase intention, and 3) To explain the effect of perceived enjoyment on repurchase intention.

II.   LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Customer experience is an experience that is obtained by consumers both directly and indirectly about the service process, companies, facilities and how a consumer interacts with the company and with other consumers (Walter et al., 2010: 238). In general, customer purchasing experiences produce many positive outputs, for example customers who have a pleasant experience will purchase the product again and recommend the product to friends and family (Yolandari and Kusumadewi, 2015). If the customer experience is positive, it can be predicted that consumers will be happy to buy back the brand (Kristanto and Adiwijaya, 2018). Customers who have a positive experience will also give positive reviews on the online shopping site, so this can affect other customers who have not tried to shop (Yolandari and Kusumadewi, 2018). The higher customer experience perceived customer repurchase intention. The results of previous studies by Weisberg et al. (2011), Mohmed et al. (2013), Kusumawati and Sutopo (2013), Adytia and Yuniawati (2015), and Suandana et al. (2016) which states repurchase intention has a significant positive effect on repurchase intention. Based on the description, the hypothesis can be formulated as follows:

H1: Customer experience has a positive and significant effect on repurchase intention

Trust is the desire of one party to accept an action from another party based on the expectation that the other party will take certain actions that are important for the party giving trust, to the ability to monitor or control the other party (Mayer et al., 1995). Trust is defined as the belief that a party will find what is desired from the other party rather than what is feared from the other party (Mao, 2010). Trust plays an important role in purchasing through online media because there is no face to face, so customer confidence in the seller or an online site becomes the main thing (Wijaya and Teguh, 2012). Most consumers' trust in shopping online can encourage repurchase online, but if there is dissatisfaction with consumers in shopping online as a result of the results of services or products that are not as expected can lead to complaints so that consumers find it difficult to believe in making repurchases online (Bijmolt et al., 2014). The higher consumer confidence, the decision to make a purchase of a product will increase (Murwatiningsih and Apriliani, 2013). The higher trust will increase customer repurchase intention. The results of previous studies by Trisnawati et al. (2012), Devi and Sulistyawati (2018), and Prabandari and Yasa (2019) who stated that trust had a significant positive effect on repurchase intention. Based on the description, the hypothesis can be formulated as follows:

H2: Trust has a positive and significant effect on repurchase intention

Perceived enjoyment is one type of need based on the direction of motivation that is subjective and experiential, which means that consumers will rely on a product or perform certain activities to find their needs as givers of excitement, self-confidence, delusion or emotional responses and others (Utami, 2010: 49). When the pleasure of shopping online is increasingly felt, the use of an online shop as a product search engine that consumers need will be increasingly easy to use (Venkatesh, 2000). Customers who have felt pleasure in conducting online transactions have a greater tendency to make repurchases (Oktarini and Wardana, 2018). Consumers make repeat purchases because playing with the internet is a pleasure for consumers. There are many things that can interest consumers to visit a site, one of which is creating site attractiveness (Baskara and

Sukaatmadja, 2016). The higher perceived enjoyment will increase customer repurchase intention. The results of previous studies conducted by Pramesthi and Haryanto (2013), Chiu et al. (2014), Baskara and Sukaatmadja (2016), Tambunan and Handayani (2017), and Oktarini and Wardana (2018) who stated that perceived enjoyment had a significant positive effect on repurchase intention. Based on Perceived enjoyment has a positive and significant effect on repurchase intentionthe description, the hypothesis can be formulated as follows:

H3: Perceived enjoyment has a positive and significant effect on repurchase intention

III. METHODS

This research is an associative research that is to find out the relationship between two or more variables. In this study discusses the influence of customer experience on repurchase intention, the effect of trust on repurchase intention, and the effect of perceived enjoyment on repurchase intention. The location of this research is in the city of Denpasar. The object of this research is the growing repurchase intention influenced by customer experience, trust, and perceived enjoyment of Emina's cosmetic products via online. The independent variables in this study are customer experience, trust, and perceived enjoyment and the dependent variable used in this study is repurchase intention. The type of data based on its nature used in this study are: 1) Quantitative data in this study in the form of respondents' opinions on statements that include customer experience, trust, perceived enjoyment, and repurchase intention variables 2) Qualitative data in this study are qualitative data that is summarized with scoring method. Data sources of this study are: 1) Primary sources in this study are respondents who provide an assessment of the statements contained in the questionnaire regarding the variables in the study, 2) Secondary sources in this study are institutions or related parties that publish data cited related research topic. In this study the researchers used a questionnaire as a data collection technique with a Likert scale including questionnaire answer score data that is based on indicators of each variable with 5 (five) points "Strongly Disagree", "Disagree", "Fairly Agree", "Agree", and "Strongly Agree" to the respondent. The population used is female customers who have bought Emina's cosmetic products via online who live in the city of Denpasar. The number of samples used in this study were 112 respondents. The sampling technique in this study is to use non probability sampling, namely by purposive sampling. Research data were collected using an instrument in the form of an online questionnaire. The data analysis technique used in this study uses descriptive statistical analysis, inferential statistical analysis in the form of multiple linear regression analysis preceded by testing the research instruments namely; validity test and reliability test. Continued testing of classic assumptions includes; normality test, multicollinearity test and heteroscedasticity test.

IV. RESULT AND DISCUSSION

Characteristics of respondents

Based on the age characteristics of respondents, it can be seen that respondents aged 18-23 years were 83 people (74.1%), aged 24-29 years as many as 24 people (21.4%), and aged over 30 years were 5 people (4.5%). Judging from the percentage of age, respondents aged 18-23 are the highest age in purchasing Emina's cosmetic products via online in Denpasar City. Based on the latest level of education, it can be seen that respondents who have the last high school education are 79 people (70.5%), Diploma as many as 6 people (5.4%), Bachelor as many as 23 people (20.5), and Postgraduate as many as 4 people (3.6%). Judging from the percentage of the last level of education, respondents who have the highest level of education have the highest percentage.

Instrument Testing Results

Validity test is done with the help of the SPSS 24.0 for windows program by calculating the correlation. The validity test results show that all instruments used to measure the research variables have Pearson Correlation above the value of 0.30 so that the overall indicators used are valid. The reliability test results indicate that each variable has a Cronbach's Alpha coefficient of more than 0.60. This shows that all variables in this study were stated to be reliable.

Classic assumption test

The classic assumption test is a stage that must be carried out to test the data collected before carrying out multiple linear regression analysis. The test conducted in this study is the normality test, multicollinearity test, and heterokedasticity test.

The normality test aims to test whether in the residuals of the regression model that are made are normally distributed or not. This study uses the Kolmogorov-Smirnov non-parametric statistical test.

Table 3: Normality Test Result

	Unstandardized Residual
N	112
Kolmogorov-Smirnov Z Asymp. Sig. (2-tailed)	0.051
	0.200

Source: *(Primary Data Processed), 2019*

Based on the analysis results, the 2-tailed significant value of 0.200 is greater than 0.05 (sig. = 0.200> 0.05), this indicates that the data used in this study were normally distributed.
Multicollinearity test aims to test whether the regression model has a correlation between independent variables. A good regression model if there is no correlation between independent variables.

Table 4: Test Result Multicollinearity

Model	Colinearity Statistic	
	Tolerance	VIF
Customer experience Trust	0.455	2.186
Perceived enjoyment	0.515	1.944
	0.390	2.566

Source: *(Primary Data Processed), 2019*

Based on the results of the analysis presented, it can be seen that the tolerance value of the three independent variables is greater than 0.10 and the VIF value of the three variables is less than 10. This shows that the three variables do not contain symptoms of multicollinearity.
Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model is a regression model without heteroscedasticity.

Table 5: Test Result Heteroskidastity

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
1 (Constant)	0.702	0.552		1.272	0.206
Customer experience	-0.014	0.042	-0.048	-0.338	0.736
Trust	-0.014	0.039	-0.047	0.353	0.725
Perceived enjoyment	0.052	0.048	0.165	-1.080	0.283

Source: *(Primary Data Processed), 2019*

Based on the analysis results presented in Table 4.6, the significance value of the three independent variables is greater than 0.05, namely customer experience of 0.736, trust of 0.725 and perceived enjoyment of
0.283. This shows that there is no heteroscedasticity on the three independent variables.

Test Multiple Linear Regression Analysis
Multiple linear regression analysis is used to determine the direction and magnitude of the influence of independent variables namely customer experience, trust, and perceived enjoyment of the dependent variable, namely repurchase intention. The analysis in this study was processed using the Statistical Package for Social Science (SPSS) program version 24.0. The results of the analysis are as follows:

Table 6: Summary of Results of Multiple Linear Regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	0.065	0.947		0.068	0.946
Customer experience	0.303	0.073	0.306	4.160	0.000
Trust	0.220	0.068	0.225	3.249	0.002
Perceived enjoyment	0.443	0.082	0.430	5.401	0.000
R Square					0.726
F Statistik					98.997
Signifikansi					0.000

a. Dependent Variable: Repurchase Intention
Source: *(Primary Data Processed), 2019*

Based on the results of the analysis presented, we obtain the following linear regression equation: $Y = 0.065 + 0.303X1 + 0.220X2 + 0.443X3 + e$ ……… (1)

Based on the regression equation can be interpreted as follows:
- X1   : 0.303, meaning that customer experience has a positive influence on repurchase intention on Emina's cosmetic products via online. The higher the customer experience, the higher the repurchase intention.
- X2   : 0.220, meaning that trust has a positive effect on repurchase intention on Emina's cosmetic products via online. The higher the trust, the higher the repurchase intention.
- X3   : 0.443, meaning that the perceived enjoyment has a positive influence on repurchase intention on the Emina's cosmetic products via online. The higher the perceived enjoyment, the higher the repurchase intention.

The coefficient of determination is used to find out how much the variation of the dependent variable will be able to be explained by the variation of the independent variable while the rest is explained by other variables outside the model used. The value of R Square in this study is 0.726, which means 72.6 percent of the repurchase intention variable is influenced by the variable customer experience, trust, and perceived enjoyment. The remaining 27.4 percent is explained by other variables outside the regression model used.

Based on the results of the analysis presented, the F test significance value of 0.000 is less than 0.05 (0.002 < 0.05). This means that the customer experience, trust, and perceived enjoyment variables simultaneously influence repurchase intention and the regression model is appropriate for use in this study.

Based on the analysis results that have been presented, it is obtained the significance value of the t test of the three independent variables is smaller than 0.05. This means that the customer experience, trust, and perceived enjoyment variables partially have a positive and significant effect on repurchase intention.

V.   HYPOTHESIS AND RESULT

Effect of customer experience on repurchase intention

Hypothesis testing on the effect of customer experience on repurchase intention shows that customer experience has a significantly positive effect on repurchase intention. This means that the better customer experience the more intentional repurchase of customers on Emina's cosmetic products via online and vice versa if the worse the customer experience will reduce customer repurchase intention on Emina's cosmetic products via online.

The results of this study indicate that customer experience has a significant positive effect on repurchase intention. This is consistent and supports existing theories and is in line with the research of Weisberg et al. (2011), Mohmed et al. (2013), Kusumawati and Sutopo (2013), Adytia and Yuniawati (2015), and Suandana, et al. (2016) which states that customer experience has a significant positive effect on repurchase intention.

Effect of trust on repurchase intention

Hypothesis testing on the influence of trust on repurchase intention shows that trust has a significantly positive effect on repurchase intention. This means that the better the trust, the greater the consumer intenton repurchase on Emina brand cosmetic products online, and vice versa, if the trust is worse, it will reduce consumers' repurchase intention on Emina's cosmetic products via online. The results of this study indicate that trust has a significant positive effect on repurchase intention. These results are consistent with and support the existing theories and are in line with previous research conducted by Trisnawati et al. (2012), Devi and Sulistyawati (2018), and Prabandari and Yasa (2019) who stated that trust had a significant positive effect on repurchase intention.

Effect of perceived enjoyment on repurchase intention

Hypothesis testing on the effect of perceived enjoyment on repurchase intention shows that perceived enjoyment has a significantly positive effect on repurchase intention. This means that the better the perceived enjoyment the more consumer intenton repurchase on Emina's cosmetic products via online, and vice versa if the worse the perceived enjoyment will reduce the consumer repurchase intention on Emina's cosmetic products via online. The results of this study indicate that perceived enjoyment has a significant positive effect on repurchase intention. These results are consistent with and support existing theories and are in accordance with previous research conducted by Pramesthi and Haryanto (2013), Chiu et al. (2014), Baskara and Sukaatmadja (2016), Tambunan and Handayani (2017), and Oktarini and Wardana (2018) which stated that perceived enjoyment had a significant positive effect on repurchase intention.

VI.   CONCLUSION

Based on the results of data analysis and discussion presented in the previous chapter, the conclusions of the results of this study are as follows: 1) Customer experience has a positive and significant effect on repurchase intention. This shows the better level of customer experience, the more repurchase intention for consumers of online Emina's cosmetic products in Denpasar, 2) trust has a positive and significant effect on repurchase intention. This shows that the better the level of trust from consumers, the more repurchase intention for consumers of online Emina's cosmetic products in Denpasar, and 3) perceived enjoyment has a positive and significant effect on repurchase intention. This shows that the better the level of perceived consumer enjoyment, the more repurchase intention for consumers of online Emina's cosmetic products in the city of Denpasar.

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