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THE ROLE OF TRUST MEDIATING THE INFLUENCE OF CUSTOMER EXPERIENCE ON REPURCHASE INTENTION (STUDY ON SOCIOLLA CUSTOMERS IN DENPASAR CITY)

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ABSTRACT: The objectives of this study is to understand customer behaviour based on customer trust and experience, toward repurchase intention. This study was conducted in Denpasar City with a sample size of 120 customers. The sampling technique used in this study was purposive sampling technique, collected data using questionnaire. The data analysis technique used to answer the hypothesis proposed is the classical assumption test, path analysis, sobel test and VAF test. The study reveals that customer experience has a positive and significant effect on repurchase intention and trust, trust has a positive and significant effect on repurchase intention, trust plays a positive and significant role in mediating customer experience on repurchase intention.

Keywords -Customer Experience, Repurchase Intention, Trust

I. INTRODUCTION

Along with the changing lifestyle and improving living standards, especially in Indonesia, people's economic capabilities are also increasing year by year. The increasing power of purchasing of the people has a positive effect on the beauty industry. The demand for beauty products and cosmetics from various segments of society continues to increase, contributing significantly to the growth of the booming beauty industry. Appearance has become a significant factor in daily life, and the use of beauty products and cosmetics is considered as a way to increase an individual's confidence in their appearance. According to data released by the Central Bureau of Statistics (BPS), the cosmetics industry recorded a growth of 9.61%. This growth occurred due to high demand from both the domestic and export markets, along with increasing public awareness of the importance of appearance. The tight competition in the beauty industry business requires companies to be more aware of consumer rights, namely how to improve quality and safe beauty products.

According to research conducted by IPrice Group in 2020, Sociolla is one of the main players in the beauty industry in Indonesia with the highest number of visits. Sociolla has an identity as the largest and most comprehensive retail brand that specialises in selling beauty products in Indonesia. Initially, Sociolla started their business online through their website and application in 2015. However, in 2019, Sociolla expanded its business by expanding Online to Offline (O2O) activities through brands under Social Bella. They established a physical store known as the Sociolla Store.

The establishment of the offline store aims to improve the shopping experience of beauty products for customers. This experience is designed to be a personalised experience unlike any other.Therefore, Sociolla wants to ensure that the customer's shopping experience becomes easier, more practical and enjoyable. This is also based on the existence of a Sociolla offline store in Denpasar Bali, precisely at Mall Beachwalk Kuta, which is the company's strategy in attracting the interest of the consumers they market. Not only Sociolla, there are competitors on well-known beauty and body care product shopping sites in Indonesia including Sephora, Beautyhaul Indo, and The Body Shop.

Although Sociolla has become a well-known beauty store and is trusted by cosmetics and skincare enthusiasts, there are still some shortcomings. The Female Daily forum is one of the popular sources of information for users, where the online forum provides reviews of cosmetics, beauty products, and where to purchase cosmetics online. Various users who gave negative reviews about their shopping experience at Sociolla highlighted the main shortcomings, namely dissatisfaction and disappointment with Sociolla's customer service which was considered unsatisfactory, including a lack of satisfaction with the service of the customer service team (femaledaily.com). This shows that Sociolla has not been able to optimally provide a good customer experience.

Customer experience (customer experience) provides its own memories for customers. Every Sociolla customer certainly gets a variety of experiences. The experiences felt by Sociolla customers can be both pleasant and unpleasant experiences. When customers think that their last experience in the shopping process tends to be satisfying, then feel confident in the services provided, it will create a pleasant customer experience and desire to have the same experience when shopping again at Sociolla in the future. The positive experience that customers feel when purchasing goods and services will trigger customers to repurchase the goods or services. In a competitive business context, Kuo in Balla et al. (2015) revealed that efforts to achieve excellence and maintain repurchase intention, and avoid switching behaviour to other products, are very important. In other words, keeping existing customers is easier than getting new customers.

Therefore, every company strives to maintain relationships with existing customers and hopes to increase the customer's intention to repurchase. Trust can be obtained from customer experience when making purchasing activities. Therefore, customers must feel the experience when using the service. Furthermore, trust will arise when customers gather information about a marketplace where they shop. Experience in shopping and using a product has an impact on customer decisions whether they will maintain the same method and way of shopping or switch to other options (Suandana & Yasa, 2016).

Customer experience is one of the explanation of customer repurchase intention. This is revealed in the results of research by Monsuwe et.al (2004) which reveals that customer experience in previous consumption has a positive and significant influence on repurchase intention. In contrast to this study, there is research from Giantari et.al. (2013) which indicates that the impact of consumer experience on repurchase intentions does not have a significant effect. Based on the current research gap, it is essential to add mediating variables. The relevant mediating variable used is the variable of trust. This is motivated as if the customer has a positive experience, the customer is capable to build trust in the product (Suandana, 2016). So that an intention to reuse (repurchase intention) arises. Trust variables are also adequate to influence repurchase intention (Astarina et al., 2017).

II.   HYPOTHESIS DEVELOPMENT AND CONCEPTUAL MODEL
Hypothesis
1.   The Effect of Customer Experience on Trust
When customers have a good experience interacting with a company or brand, they tend to feel more trust and confidence in the company. By strengthening customer trust, it can also in turn influence customer preferences, loyalty, and recommendations to others. Therefore, it is important for companies to focus on providing positive customer experiences and building trustworthy relationships with their customers.

Research by Liu et al. (2020) states that customer experience has a positive and significant impact on customer trust. According to a literature study conducted by Nasution et al. (2014) regarding customer experience, it was found that every experience experienced by customers (customer experience) gradually accumulates and forms a variety of experiences in consuming products or services. The impact directly affects changes in customer attitudes, especially in terms of customer trust in certain products or services.

According to Rahmanda & Farida (2020) also declared that customer experience has a positive and significant effect on trust because good customer experience has a close relationship with the level of customer trust in the brand or company. Based on the results of previous research, this study decided to make a hypothesis, as follows:

H1: Customer experience has a positive and significant effect on trust.

2.   The Effects of Customer Experience on Repurchase Intentions
Repurchase intention is influenced by the level of customer experience. The more positive the experience perceived by customers, the more likely they are to have an interest in making repeat purchases. A positive customer experience felt by customers is a multisensory stimulated result. In research conducted by (Annisa, Suwandari, & Adi, 2019) said that customer experience has a significant influence on repurchase interest. These results are also supported by research from Shantika & Setiawan (2019) and Diyanti et al. (2021) which states that a good customer experience will be followed by a desire to repurchase. A better customer experience has a positive impact on repurchase intention. As a result, customers tend to make repeat purchases of a product (Foster, 2017). Based on previous research, a hypothesis can be drawn, namely:

H2: Customer experience has a positive and significant effect on repurchase intention

3.   The Effects of Trust on Repurchase Intentions
According to previous research from azhari (2022), trust has a significant positive effect on repurchase intention because the higher the trust that exists in each individual, the higher the intention that individuals will make to shop again. Supported by other research from Tirtana and Sari (2014) states that from customer trust in a brand, it will generate buying interest in the future. In addition, other research from Christoper, et al, (2015)

also states that trust has a positive and significant effect on repurchase interest. Accordingto the theoretical basis and previous research, it can be hypothesised as follows:

H3: Trust has a positive and significant effect on repurchase intention

4.   The Role of Trust in Mediating the Effect of Customer Experience on Repurchase Intention

Trust and experience are two factors that are indicators in measuring customer intention to reuse or repurchase a product. With trust and a good experience in using a service or product, it is expected that customers will tend to reuse (repurchase) the service or product.

Research conducted by Giantari et al. (2013) and Suandana (2016) show such trust has a role as a significant mediating variable between experience and purchase intention. This shows that a positive experience has a positive relationship with a higher level of trust, which in turn increases repurchase intention. Satisfied customers tend to be more loyal and loyal than dissatisfied customers, and one way to show that loyalty is through the intention to repurchase the product or service.

In line with research conducted by Astarina et al. (2017); Putra and Pramudana (2021), stated that trust as an excelling mediation in customer experience and repurchase intention. This means that the better the customer experience, the bigger the level of trust, which can boost repurchase intention. On the basis of previous research, the hypothesis is made, as follows:

H4: Trust is able to mediate the effect of customer experience on repurchase intention significantly.

Conceptual Model

Figure 1. Conceptual Framework
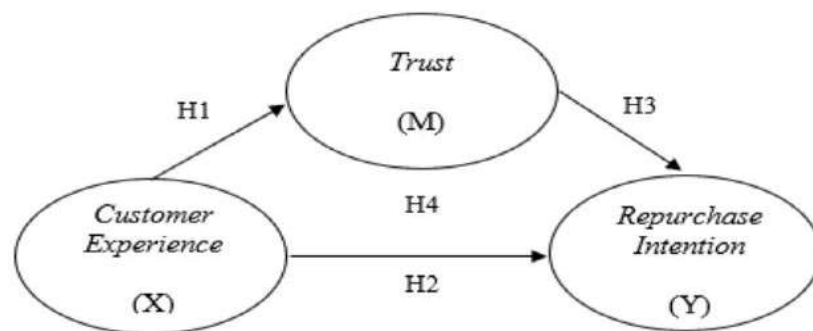
III.   RESEARCH METHODS

This research is associative, which aims to identify the relationship between two or more variables and seek the role, influence, and cause-and-effect relationship between the independent variable (free) and the dependent variable (bound) (Sugiyono, 2014). The variables connected in this study are the effect of customer experience on trust, the effect of customer experience on repurchase intention, the impact of trust on repurchase intention, and the role of trust in mediating the effect of customer experience on repurchase intention. The sampling technique chosen is purposive sampling, which is a sampling technique with certain considerations. This study uses a causal research method using a questionnaire as a means of collecting data from respondents. This research was conducted in Denpasar City. This is based on Denpasar City having an average per capita consumption that is superior to other regions in Bali Province (BPS Prov. Bali, 2021). This also makes residents in Denpasar City who tend to follow trends / times and make transaction mobility in Denpasar City higher than other areas.The independent variable (X) in the study is customer experience. The mediating variable (M) in the study is trust. The dependent variable (Y) in the study is repurchase intention. This study used 120 samples, the method used to collect research data is to conduct a survey. The research instrument was to distribute questionnaires online through Google Form with a statement format.

IV.   RESULTS AND DISCUSSION

Instrument testing was calculated through the Statistical Package for Social Science (SPSS) programme with two tests, namely the validity test and the reliability test.

Table 1. Validity Test Result

No	Variabel	Item Pernyataan	Pearson Correlation	Signifikansi	Keterangan
1	Customer Experience (X)	X.1	0,665	0,000	Valid
		X.2	0,753	0,000	Valid
		X.3	0,779	0,000	Valid
		X.4	0,885	0,000	Valid
		X.5	0,557	0,001	Valid
2	Trust (M)	M.1	0,860	0,000	Valid
		M.2	0,814	0,000	Valid
		M.3	0,753	0,000	Valid
4	Repurchase Intention (Y)	Y1	0,877	0,000	Valid
		Y2	0,813	0,000	Valid
		Y3	0,708	0,000	Valid
		Y4	0,858	0,000	Valid

Source: Primary data processed, 2023

Table 1displays the findings of the validity test of the research instrument using 30 samples showing all the results of each indicator have a pearson correlation value> 0.3, with a significance value <0.50 so that all indicators of each variable are declared valid.

Table 2. Reliability Test Result

Variabel	Cronbach's Alpha	Keterangan
Customer Experience (X)	0,775	Reliabel
Trust (M)	0,738	Reliabel
Repurchase Intention (Y)	0,830	Reliabel

Source: Primary data processed, 2023

The outcome of the research's tool reliability testusing 30 samples show that all the results of each variable have a Cronbach's alpha value> 0.60, so that all indicators of each variable are declared reliable.

Table 3. Normality Test Results Regression Equation 1

		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1,00168381
Most Extreme Differences	Absolute	.057
	Positive	.038
	Negative	-.057
Test Statistic		.057
Asymp. Sig. (2-tailed)		.200[c,d]

Source: Primary data processed, 2023

Considering the outcomes of the normality test on regression equation one, it is found that the value of Asymp. Sig (2-tailed) is 0.200> 0.05, this indicates that the regression equation model one is normally distributed and has passed the normality test.

Table 4. Normality Test Results Regression Equation 2

		Unstandardized Residual
N		120
Normal Parameters[a,b]	Mean	.0000000

	Std. Deviation	1.02338284
Most Extreme Differences	*Absolute*	*.057*
	Positive	*.057*
	Negative	*-.046*
Test Statistic		*.057*
Asymp. Sig. (2-tailed)		*.200[c,d]*

Source: Primary data processed, 2023

Based on the results of the normality test on the regression equation two, it is found that the value of Asymp. Sig (2-tailed) is 0.200> 0.05 which indicates that the model two regression equation is normally distributed and has passed the normality test.

Table 5. Multicollinearity Test Results Regression Equation 1

Variabel	*Tolerance*	*VIF*
Customer Experience (X)	*1,000*	*1,000*

Source: Primary data processed, 2023

Table 5 shows the multicollinearity test results from regression equation, namely the customer experience variable. Based on the test results above, the variable has a tolerance value of 1.000> 0.10 and a VIF value of 1.000 < 10.00 which indicates that the regression model of this study is free from multicollinearity symptoms.

Table 6. Multicollinearity Test Results Regression Equation 2

Variabel	*Tolerance*	*VIF*
Customer Experience (X)	*0,527*	*1,898*
Trust (M)	*0,527*	*1,898*

Source: Primary data processed, 2023

Table 6 shows the multicollinearity test results of the two regression equations, namely the customer experience and trust variables. Based on the test results above, the two variables each have a tolerance value>0.10 and a VIF value < 10.00 which indicates that the regression model of this study is free from multicollinearity symptoms.

Table 7. Heteroscedasticity Test Results Regression Equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.518	.671		.771	.442
Customer Experience (X)	.008	.033	.023	.252	.801

Source: Primary data processed, 2023

Based on the results of the heteroscedasticity test on the model 1 regression equation, the Sig value is 0.801> 0.05 so that there is no influence between the independent variables and the absolute residual, it can be concluded that the model one regression equation is free from heteroscedasticity symptoms.

Table 8. Heteroscedasticity Test Results Regression Equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.586	.725		-.807	.421
Customer Experience (X)	.026	.047	.069	.553	.582
Trust	.060	.070	.108	.862	.391

Source: Primary data processed, 2023

Table 8 shows the results of the heteroscedasticity test of the customer experience and trust variables. Based on the results of heteroscedasticity testing on the model 2 regression equation, the Sig value on the

customer experience variable is 0.582> 0.05 and the trust variable is 0.391> 0.05 so that there is no influence between the independent variables and the absolute residual, it can be concluded that the model two regression equation is free from heteroscedasticity symptoms.

       The calculation of the path analysis results was carried out by regression analysis through SPSS 26 for Windows software, the results are shown in the following table:

Table 9. Path AnalysisTest Results Regression 1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.717	.925		2.937	.004
	Customer Experience (X)	.463	.045	.688	10.292	.000
$R1^2$ = .473 F Statistik = 105.933 Sig F = 0,000						

Source: Primary data processed, 2023

       Accordingto the results of the model one substructure path analysis as presented in Table 9, the following equation is obtained:

$M = \beta_1 X + e_1$

$M = 0,688 + e_1$

Table 10. Path AnalysisTest Results Regression 2

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.695	.983		6.809	.000
	Customer Experience (X)	.268	.064	.383	4.219	.000
	Trust (M)	.398	.094	.382	4.211	.000
$R2^2$ = .493 F Statistik = 56,907 Sig F = 0,000						

Source: Primary data processed, 2023

       Accordingto the results of the model one substructure path analysis as presented in Table 10, the following equation is obtained:

$Y = \beta_2 X + \beta_3 M + e_2$

$Y = 0,383 X + 0,382 M + e_2$

Table 11. Calculation Results of Direct Effect, Indirect Effect, and Total Effect

Pengaruh Variabel	Pengaruh Langsung	Pengaruh tidak langsung melalui M	Pengaruh Total
$X \rightarrow M$	0,688	-	0,688
$X \rightarrow Y$	0,383	0,263	0,646
$M \rightarrow Y$	0,382	-	0,382

Source: Primary data processed, 2023

Table 12. Sobel Test Result

Nilai Z	Sig
3,93	0,000

Source: Primary data processed, 2023

       Based on the calculation of the sobel test, the results show that the z value of 3.93 is greater than 1.96, with a significance level of 0.000 less than 0.05. This shows that the trust variable is a mediating variable for the influence of customer experience on repurchase intention, which means that H0 is rejected and H4 is accepted.

       The VAF test or mediation effect test is conducted to show the relationship between the independent and dependent variables through a connecting or mediating variable. If VAF> 80%, the mediating variable acts

as a full mediator. If the VAF is between 20% - 80%, the mediating variable acts as a partial mediator. If VAF < 20%, the mediation effect is almost absent. The following is a calculation using the formula in VAF testing.

$$\text{VAF} = \frac{\text{Indirect effect}}{\text{direct effect} + \text{indirect effect}}$$
$$= \frac{0,263}{0,383 + 0,263}$$
$$= 0,4071 \ (40,71\%)$$

Based on the VAF test, the calculated value of 40.71%, which is between 20% - 80%, can be categorised as partial mediation (Sholihin & Ratmono, 2013: 824), it can be concluded that trust partially mediates customer experience on repurchase intention for Sociolla customers in Denpasar City.

Discussion of Research Results
1.   The Effect of Customer Experience on Trust.

The results of hypothesis testing in this study state that customer experience has a positive and significant effect on trust. These outcomes state that the better the customer experience experienced while shopping at Sociolla, the bigger the level of customer trust in Sociolla.Trust is a critical aspect in the relationship between customers and brands or companies. The more positive experiences that customers feel such as customer obstacles that are resolved completely by Sociolla, consistency in good customer experiences every time they interact with the Sociolla company will increase the level of trust in Sociolla.A good customer experience can strengthen customer trust, which in turn can influence customer preference, loyalty, and recommendations to others.The findings in this research are also in line with research carried by Liu et al. (2020), Rahmanda & Farida (2020), to research from Nasution et al (2014) which states that customer experience has a positive and significant effect on trust because customers who have a satisfying experience with customer service or products provided by a company tend to be more likely to trust the company.

2.   The Effect of Customer Experience on Repurchase Intention.

The results of hypothesis testing in this study state that customer experience has a positive and significant effect on repurchase intention. These results state that the better the customer experience, the better the impact on customer repurchase intention on Sociolla. One of the characteristics that influence repurchase intention is how Sociolla is able to provide commensurate and competitive prices and values. It is not uncommon for Sociolla to provide various types of offers such as flash sales or beautiful date discounts so that customers are increasingly interested in visiting Sociolla. Thus customers feel that they get value comparable to the price they pay, this will affect their experience in shopping so that they will be more inclined to make repurchase intention. The results of this study are in accordance with several previous studies such as research from Foster (2017), Shantika & Setiawan, (2019), Annisa, et al. (2019) to Diyanti, et al. (2021) which shows that customer experience affects repurchase intention because when customers have a positive experience with a brand / company, they tend to be more likely to buy products or services from that brand again.

3.   The Effect of Trust on Repurchase Intention.

The results of hypothesis testing in this study state that trust has a positive and significant effect on repurchase intention. The findings of this study indicate that if the level of customer trust in the company increases, it is likely that customers will tend to make repeat purchases from the same place. In the shopping process, customer trust in the company is the main factor considered. Trust in Sociolla is related to the shopping experience designed by the company. The better the service provided by Sociolla in the purchasing process, the customer will have higher trust and confidence in the reliability of the company. As a result, customer intention to make repeat purchases at Sociolla will increase. The results of this study are supported by research conducted by Azhari (2022), Christoper, et al, (2015), and also Tirtana & Sari (2014) which shows that trust affects repurchase intention.

4.   TheRole of Trust in Mediating the Effect of Customer Experience on Repurchase Intention.

The results of hypothesis testing in this study state that trust is able to positively and significantly mediate the effect of customer experience on repurchase intention. These results explain that the better the customer experience that Sociolla customers feel when doing shopping activities will increase the level of trust in Sociolla itself. When customers have a good experience with the quality of the product or service provided, they tend to have a higher level of trust in the brand or company. Good quality can build customer trust, this indicates customer satisfaction which in turn will increase repurchase intention in the future, because satisfied customers tend to be more loyal and loyal than dissatisfied customers. One indication of this loyalty is through repurchase intention. The results of this study are also supported by several previous studies from Astarina et al. (2017), Putra and Pramudana (2021) which state that trust is capable to positively and significantly mediate the effect of customer experience on repurchase intention.

V.   CONCLUSION

Customer Experience has a positive and significant effect on Sociolla customer trust in Denpasar City. This signifies that the better the customer experience when shopping at Sociolla, the higher the level of customer trust in Sociolla. Customer Experience has a positive and significant effect on Repurchase Intention of Sociolla customers in Denpasar City. This means that the better the customer experience, the better the impact on customer repurchase intention on Sociolla. Trust has a positive and significant effect on Repurchase Intention of Sociolla customers in Denpasar City. This shows that with an increase in customer trust in the company, customers have a high probability of making repeat purchases from the same place. Trust is a partial mediating variable for the effect of customer experience on the repurchase intention of Sociolla customers in Denpasar City. This illustrates that the better the customer experience felt by Sociolla customers when doing shopping activities will increase the level of trust in Sociolla itself. When customers have a good experience with the quality of the product or service provided, they tend to have a higher level of trust in the brand or company.Good quality can build customer trust, this indicates customer satisfaction which in turn will increase repurchase intention in the future.It is recommended that Sociolla can increase the availability and completeness of its skincare / cosmetic products and Sociolla can improve in stating product specification descriptions to match the products displayed to increase trust and customer experience which will also increase repurchase intention at Sociolla.

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