

ABSTRACT

The use of cosmetics and skin care is currently growing rapidly, making the number of sales in the cosmetics and skin care fields quite increase, one of which is Wardah's facial beauty products. With this, all facial beauty products in Indonesia and internationally are competing to be the best so as to create repurchase intention. As a way to increase consumer repurchase interest, Wardah always pays attention to and builds the customer experience so that it does not experience a decline or get a negative reaction. This research was conducted to determine the effect of customer experience on repurchase intention on Wardah products in Indonesia.

The data obtained in this study were collected by distributing questionnaires via google form, this questionnaire was addressed to those who use Wardah products. This questionnaire was distributed online to the Wardah community, employees who work at PT Paragon Technology and Innovation, and Wardah consumers who have purchased Wardah products twice or even more times.

The method used in this study is multiple linear regression analysis with the variables used are Sense Experience (X1), Feel Experience (X2), Think Experience (X3), Act Experience (X4), and Relate Experience (X5) and Repurchase Intention (Y). This type of research is quantitative and uses a sample of 100 respondents. Researchers used IBM SPSS 22 software to assist in data processing.

The results of the descriptive analysis in this study are customer experience has a score of 78.71% against Wardah products in the fairly good category and repurchase intention has a score of 82.43% against Wardah products in the good category. The coefficient of determination test results show that sense experience, .feel experience, .think experience, .act experience, and .relate experience have an effect on .repurchase.intention with a score of 40.4%, while the rest is influenced by other factors. outside of this study amounted to 59.6%.

From the results of the study, it can be concluded that sense experience has no effect on the repurchase intention variable of 0.167, feel experience has no effect on the repurchase intention variable of 0.203, think experience has no effect on the repurchase intention variable of 0.121, act experience has no significant effect to the repurchase intention variable of 0.228, and relate experience does not have an effect on the repurchase intention variable of 0.111. In other words, customer experience does not affect repurchase intention on Wardah products in Indonesia.

Keywords: *Customer Experience, Repurchase Intention, Cosmetics*