

The Influence of Customer Experience and Brand Image on Repurchase Intention Through Product Quality as a Moderator on the Zalora E-commerce Platform : A Conceptual Framework

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ABSTRACT

The growth of the fashion e-commerce industry in Indonesia continues to increase rapidly. This is triggered by the increasing use of the internet and smartphones. Zalora, as a leading fashion e-commerce platform, has successfully become a prominent market in Indonesia by providing a wide range of fashion products from local and international brands. In this digital era, there has been a significant transition in consumer behavior and people are moving to do their shopping through online platforms, especially for fashion products. This study aims to examine the impact of customer experience and brand image on repurchase intentions through product quality as a regulator on the Zalora e-commerce platform. This study was conducted using a quantitative approach. Data was collected through questionnaires and analyzed using the regression method. The purpose of this research is to contribute to further understanding of the influence of customer experience and brand image on customer repurchase intentions on the Zalora e-commerce platform. In addition, this study also aims to determine how product quality affects the relationship between customer experience and brand image with the intention to repurchase.

INTRODUCTION

The growth of the fashion e-commerce industry in Indonesia has been growing in the past few years, encouraged by the increasing use of the internet and smartphones. Digital technology have transformed consumer shopping behavior. Online shopping is gaining popularity, and e-commerce platforms such as Zalora have grown rapidly in Indonesia. Zalora, which is a fashion e-commerce pioneer in Southeast Asia, has successfully become a prominent player in the Indonesian market by presenting a wide range of fashion products from local and international brands. In this digital era, a significant transition in consumer behavior has occurred. People are increasingly choosing to do their shopping through online channels, especially for fashion products. This provides a massive opportunity for fashion e-commerce platforms like Zalora, which provides a wide range of fashion and lifestyle products with a convenient access and an engaging shopping experience.

In the fierce competition in the world of fashion e-commerce, consumer experience and brand image have a very important role in influencing consumer purchase intentions. Consumers tend to choose products with high quality and in accordance with their needs and expectations. In addition, a positive brand image can also help build consumer trust and loyalty, so they will be more likely to repurchase products from the brand.

Customer experience (CX) is a crucial element in influencing consumer repurchase intentions. A positive customer experience can increase satisfaction and loyalty, and encourage them to recommend products or services to others. As a prominent fashion e-commerce platform, Zalora is committed to delivering high-quality products from top brands. In addition, Zalora also actively builds a positive brand image through various marketing and branding strategies. In the effort to improve customer experience, Zalora continues to create innovative features and services, such as easy website navigation, secure and fast checkout process, and responsive customer service.

In e-commerce, repurchase intention is very important. A high level of repurchase intention indicates customer satisfaction with the products and services provided, so they plan to return to shop at the same store. The impact will increase company profits and strengthen customer loyalty. There are several factors that can influence customer repurchase intentions, including: Positive experiences when shopping online, such as an easy website navigation, fast payment process, and good customer service, will increase repurchase intentions. A positive brand image, such as a trusted, high-quality, and up-to-date brand, will attract customers to come back to the store. A good product quality that suits customer expectations will encourage them to buy the product again in the future. Product quality has an important role in regulating the relationship between customer experience and brand image with intention to repurchase. As a result, product quality can strengthen or weaken the influence of customer experience and brand image on repurchase intentions.

LITERATURE REVIEW

Product Quality

According to Kotler & Keller (2020), quality is a measurement of the extent to which a product complies with specified standards. Products consist

of a series of physical attributes that form an identifiable entity. Product quality parameters include the product's ability to satisfy customers and the extent to which manufacturers can maintain a positive assessment of the product from customers. According to research conducted by Firdaus Ahsan and Lukamndono (2021), product quality reflects the level of ability of a product or brand to fulfill its expected function as well as material to meet basic human needs. Companies need to implement measurement strategies to meet consumer needs, such as grouping products into certain categories. For example, clothing can be categorized based on the quality of materials, quantity of goods, and the variety offered. According to Moh. Ririn Rosyidi & Nailul Izzah (2021), product quality involves various characteristics and properties that have an impact on the product's ability to satisfy consumers or customers. In order to improve product quality, innovation is an important factor that can attract consumer interest. Product quality greatly influences consumer purchasing decisions. Product quality can be explained as the extent to which the product meets consumer needs and expectations. There are several dimensions that can be used to measure quality. There are several dimensions that can be used to measure product quality, including performance, reliability, durability, features, and suitability.

Brand Image

Kotler and Keller (2021) explain that brand image is the perceptions and beliefs of consumers that are reflected or instilled in their own minds and memories. According to Bancin (2021), brand image is a person's overall perception and impression of the brand even though they do not see the brand directly. A brand image that is viewed positively by consumers can provide motivation for consumers to purchase products. Brand image is a picture that forms in the minds of consumers. Brand image can be interpreted as consumer perceptions of certain brands. Brand image can be built in various ways, such as: Attractive and consistent advertising can help build a positive brand image. Promotions that are attractive and provide benefits to consumers can help build a positive brand image. A good public relations can help build a positive brand image. And a positive customer experience can help build a positive brand image.

Repurchase Intention

According to research conducted by Putri, Darwini, and Dakwah (2019), there are several indicators used to measure repurchase intentions, namely (1) Transactional interest, which refers to the customer's desire to continue buying products that they have used before. (2) Referential interest, which reflects consumers' desire to recommend products to others based on the positive experiences they have. (3) Preferential interest, which represents consumers' habits in choosing certain products as their first choice. This preference will be changed if something significant happens with the product. (4) Explorative interest, which reflects the behavior of consumers in seeking information about the products they want and seeking support for the positive characteristics of these products.

Repurchase intention is when consumers repurchase goods or services that they have felt the quality and benefits of previously (Filieri, & Lin, 2017; Ilyas et al., 2020). Companies must meet customer expectations so that they want to buy products again. Customer satisfaction is an important factor, because satisfied consumers tend to make repeat purchases (Ilyas et al., 2020). According to previous research, repurchase intentions are influenced by the reduction of costs and the growth of market share. The discussion on the importance of satisfaction shows that repurchase intentions and customer satisfaction can be increased by quality service and added value in products.

Customer Experience

Consumer experience can be explained as a cognitive, sensory, and emotional response that drives consumer engagement with a company's products or services and influences purchasing decisions (Wibowo et al., 2021). According to Godovykh and Taski (2020), consumer experience is a combination of cognitive and effective aspects that reflect positive things that have a good impact on future experiences. The interaction between consumers and brands, known as customer experience, has a significant role in the business world. Customer experience is the consumer's perception of the buying process, starting from the stage of searching for product information to the stage of using the product. Consumer experience can be assessed based on several aspects, such as ease of use, speed, information availability, service quality, and problem solving.

Research Framework

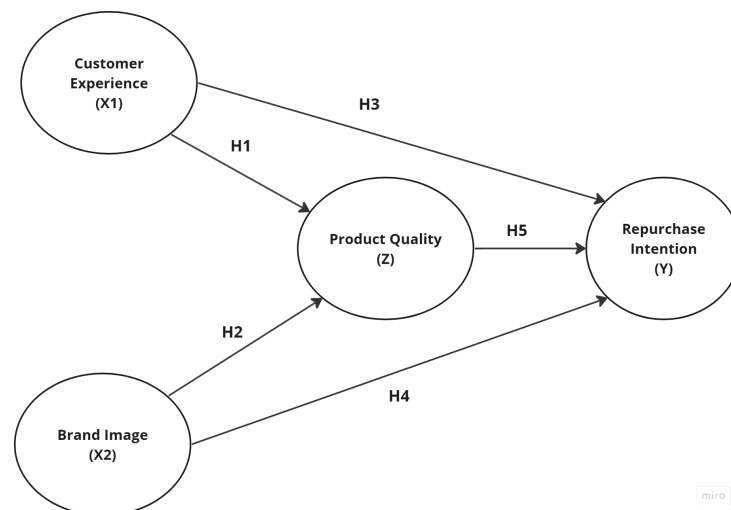


Figure 1. Research Framework

Source: Adopted from Delya Pratiwi et., al (2022)

Based on the research framework, this research proposes several hypotheses related to the influence of product quality, brand image, and repurchase intention through customer experience on the Zalora application.

- The first hypothesis (H1) assumes that there is an influence between customer experience on repurchase intention.

- The second hypothesis (H2) assumes that there is an influence between brand image on repurchase intention.
- The third hypothesis (H3) assumes that there is an influence between product quality on repurchase intention
- The fourth hypothesis (H4) assumes that product quality can mediate customer experience on repurchase intention
- The fifth hypothesis (H5) assumes that product quality can mediate brand image on repurchase intention.

In this study, these hypotheses will be tested to examine the influence of these variables on the Zalora application.

METHODOLOGY

This research was conducted using a quantitative approach with data collection techniques through questionnaires. This research identified quantitative research as the most suitable type of research. In this research, an explanatory approach is used by using previous research as a new basis to find elements of novelty. There are 2 types of independent variables involved in this study, namely Brand Image and Customer Experience, 1 dependent variable, namely Customer Repurchase Intention, and 1 moderating variable, namely Product Quality. (Sugiyono, 2019). Data collection was carried out through distributing questionnaires to Zalora application users in Indonesia. Data analysis was carried out using descriptive and inferential statistical techniques. The data collected will be analyzed using regression analysis.

DISCUSSION

In the literature review, there is empirical data that shows a positive relationship between customer experience and intention to repurchase. A positive customer experience can increase the level of customer satisfaction and loyalty, which in turn will encourage customers to make repeat purchases. The relationship between brand image and repurchase intentions: A positive brand image has the potential to increase brand trust and attractiveness, which in turn can influence repurchase decisions. Previous research has revealed a positive relationship between brand image and repurchase intentions. Moderating effect of product quality: High product quality has the effect of strengthening the relationship between customer experience and repurchase intention. When customers have a positive experience with a high-quality product, they are more likely to repurchase the product. Likewise, high product quality has the effect of strengthening the relationship between brand image and repurchase intention. Customers are more likely to repurchase products from brands that have a positive image and offer high-quality products.

CONCLUSIONS AND RECOMMENDATIONS

From the results of this study, it can be concluded that customer experience and brand image have a significant influence on repurchase intentions through product quality as a moderator on the Zalora e-commerce platform. A positive customer experience increases customer satisfaction and loyalty, and influences repurchase intentions. A positive brand image also

influences repurchase intentions by increasing brand trust and attractiveness. A good product quality that satisfies customer expectations strengthens the influence of customer experience and brand image on repurchase intentions. This study also concluded that an effective strategy to increase repurchase intentions at Zalora is to consider a positive customer experience through an easy website navigation, a safe and fast checkout process, and responsive customer service. In addition, it is also important to develop a positive brand image through attractive and consistent advertising, promotions that provide benefits, and good public relations.

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