

# THE INFLUENCE OF CUSTOMER REVIEW, BRAND EXPERIENCE AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION IN CARE PRODUCTS MS GLOW IN MEDAN CITY

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## Abstract

MS Glow is one of skincare product brands. Glow in Medan City. Currently there has been a decline in sales of MS Glow care products, this is thought to be due to a lack of interest from the people of Medan City to repurchase MS Glow care products. Low repurchase intention must be addressed immediately considering the increasingly competitive beauty industry in Indonesia. This research aims to determine and analyze the influence of Customer Reviews, Brand Experience and Customer Satisfaction on Repurchase Intention in Care Products MS. Glow in Medan City. The population in this study is the people of Medan City who use MS treatment products. Glow. The sampling technique in this research was non-probability sampling using accidental sampling of 180 respondents. The data analysis method uses Multiple Linear Regression Analysis. The research results show that Customer Reviews have a positive and significant effect on Repurchase Intention. Brand Experience has a positive and significant effect on Repurchase Intention. Customer Satisfaction has a positive and significant effect on Repurchase Intention. Customer Reviews, Brand Experience and Customer Satisfaction have a positive and significant effect on Repurchase Intention.

**Keywords :** *Customer Review, Brand Experience, Customer Satisfaction, Repurchase Intention*

## 1. INTRODUCTION

The rapid development of information technology has influenced people's lives, including consumers' views on appearance. In the modern era, teenagers have started to care about cosmetics and beauty treatments, such as skincare and make up (Anggriani, 2022). Women in particular are very concerned about their physical appearance and the need for body and facial skin care has become important. Skincare products like MS Glow are currently in great demand by the public, especially in the city of Medan. MS Glow, which was founded by Shandy Purnamasari and Maharani Kemala in 2013, is a skin care product that has been certified halal and clinically tested. With halal and BPOM certification, products from the MS Glow brand are considered safe and in accordance with halal standards for cosmetic and skincare products according to the Fatwa of the Indonesian Ulema Council (Nabila, 2023). Customers realize the importance of customer reviews in product purchasing decisions (Rini, 2024), although most disagree that they would still buy MS Glow products without reviews. They also responded positively to the product, although some negative reviews prompted them to look for other products (Fausta, 2023). Quality reviews are necessary to encourage repeat purchases, as many customers will not purchase an MS Glow product again after finding it unsuitable (Putri, 2022). The importance of a good brand experience can increase consumer loyalty and opportunities for repeat purchases in the future (Tsalatsa, 2021). The experience of using a brand influences consumer feelings and behavioral responses, which can influence brand image (Kristiyani, 2022). Consumer satisfaction is important so that consumers continue to use products/services in the long term. Evaluation is carried out at the time of purchase to see the extent to which expectations are met. Satisfaction occurs if expectations are met, if not, consumers will be disappointed (Pamungkas, 2021).

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**2. IMPLEMENTATION METHOD**

This research uses quantitative research. This research was conducted on customers MS Glow Oryza Medan who have purchased the product at least 2 times with MS Glow customers. This research was conducted from October to December 2023.

**3. RESULTS AND DISCUSSION**

1) Tabel R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.861 <sup>a</sup>	.742	.738	1.065

2) Uji Multikolinearitas

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	2.731	.821		3.328	.001		
x1	.215	.052	.244	3.137	.000	.288	3.441
x2	.211	.055	.277	3.878	.000	.288	3.471
x3	.603	.070	.613	8.600	.000	.288	3.468

3) Analisis Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.731	.821		3.328	.001		
x1	.215	.052	.244	3.137	.001	.288	3.441
x2	.211	.055	.277	3.878	.000	.288	3.471
x3	.603	.070	.613	8.600	.000	.288	3.468

**4. CONCLUSION**

Based on the results of the explanation above, it can be concluded that:

1. Customer Reviews have a positive and significant effect on Repurchase Intention for MS Treatment Products. Glow in Medan City.
2. Brand Experience has a positive and significant effect on Repurchase Intention for MS Treatment Products. Glow in Medan City.
3. Customer Satisfaction has a positive and significant effect on Repurchase Intention for MS Care Products. Glow in Medan City.
4. Customer Reviews, Brand Experience and Customer Satisfaction have a positive and significant effect on Repurchase Intention for MS Care Products. Glow in Medan City.

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