

The Role of Brand Love and Wom in Mediating the Influence of Brand Experience on Repurchase Intention

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ABSTRACT

The research adopts the Stimulus-Organism-Response (SOR) theory as the grand framework to explain the relationships between the studied variables. This study was conducted among Larissa skincare customers in Denpasar using a quantitative approach with a survey method, involving 145 respondents who were active customers and had made at least two repeat purchases in the past six months. The sample size was determined using the Slovin formula, and the sampling technique applied was simple random sampling. Data analysis was carried out using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. The results reveal that brand experience does not have a significant direct impact on repurchase intention; however, it has a significant positive effect on both brand love and word of mouth. In turn, both brand love and word of mouth significantly and positively influence repurchase intention. These findings suggest that the influence of brand experience on repurchase intention is indirect, fully mediated by brand love and word of mouth. This study is expected to make a theoretical contribution to the development of the Stimulus-Organism-Response (SOR) framework, particularly in explaining the formation of repurchase intention through consumers' psychological responses. In practical terms, the findings also offer valuable insights for companies to formulate more targeted marketing strategies. By strategically managing brand experience, strengthening emotional attachment through brand love, and encouraging positive consumer communication via word of mouth, companies can enhance customer loyalty and promote sustainable repurchase behavior.

Keywords: Repurchase Intention, Brand Love, Word Of Mouth, Brand Experience.

INTRODUCTION

For many people, skin care is not just a daily routine, but also a form of long-term investment in maintaining skin health and appearance (Wahyu, 2024). Awareness of the importance of preventing premature aging, protection against UV exposure, and treatment for certain skin problems such as acne, dark spots, or dry skin, has further increased the demand for quality skincare products (Bima, 2025). This encourages skincare industry players to continue to innovate and present various products that are not only effective, but also contain ingredients that are safe and in accordance with the needs of individual skin (MGT Logistics, 2024).

The skincare industry has grown rapidly in recent decades and is one of the most dynamic sectors in the global consumer goods market. According to a report from Grand View Research, the global skincare market is expected to reach a value of USD 183.03 billion by 2025, with an average annual growth of around 4.6%. This reflects how important this sector is in consumers' daily lives and the increasingly strong role of beauty and skincare in modern culture (Grand View Research, 2022). Skincare products are now not only seen as a necessity, but have become a symbol of status, self-care, and even identity.

International brands such as L'Oréal, Estée Lauder, Unilever, and Procter & Gamble have long dominated the global market with products that offer a wide range of skincare solutions ranging from anti-aging to skincare based on natural ingredients. These brands are backed by

enormous research and innovation, as well as an extensive distribution network, making them the top choice in almost every market. In recent years, the emergence of local and independent brands in various markets has changed the dynamics of this industry. In emerging markets such as Indonesia, India, and Brazil, many local brands have managed to capture the hearts of consumers by offering products that are more affordable and in line with local needs. Natural and organic skincare products are increasingly in demand because awareness of the dangers of chemicals in conventional products is increasing (Armein, 2024).

Launching from Katadata (2022), revenue in the beauty and personal care sector reached 7.23 billion US dollars or equivalent to IDR 111.83 trillion (exchange rate of IDR 15,467.05) in 2022. Therefore, this sector is expected to experience an annual increase of 5.81% CAGR during the period 2022 to 2027.

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In addition to the growing quantity, the "Love Indonesian Products" movement also reflects an improvement in quality, enabling local products to compete with international brands. Indonesia's national skincare industry has entered the export market, reaching a value of USD 770.8 million between January and November 2023. The market potential has seen a significant rise, with an increase of up to 467,919 products—more than tenfold—over the past five years. Meanwhile, skincare sales data in Indonesia to the global market has the potential to increase to USD 473.21 billion in 2028, with an average value of 5.5% per year.

Larissa Aesthetic Center is a leading beauty clinic that embraces the concept of "Natural Ingredients with Advanced Technology," offering facial, hair, and body treatments that combine natural ingredients with modern technology at affordable prices. The clinic provides skincare products made from safe, natural ingredients that are certified by CPKB (Good Cosmetic Manufacturing Practices) from BPOM. These skincare products are marketed under the registered trademark "L".

Larissa Aesthetic Center Denpasar skincare product sales. The sales target that the company has set to achieve in product sales during 2024 is Rp.2,368,024,685. Furthermore, the actual sales achieved in 2024 is Rp.1,976,007,500. Larissa Aesthetic Center Denpasar managed to reach 83.44% of its sales target for 2024. Thus, the growth of Larissa product sales in 2024 compared to 2023 is 0.47%. This shows that although there was a slight increase in sales compared to the previous year, the growth was quite small and did not reflect a large spike.

Larissa Aesthetic Center Denpasar skincare product purchase visits in 2024 were recorded at 13,402, while in 2023 there were 15,897 visits. The number of product purchase visits decreased by 2,495 visits in 2024 compared to the previous year. The result is a negative growth of -15.69%, which means there is a significant decrease in the number of purchase visits between 2023 and 2024.

Pre-survey interviews conducted with 25 skincare consumers of Larissa Aesthetic Center Denpasar. A total of 18 consumers stated that the quality of Larissa's products is quite adequate, with the claim that Larissa's organic and natural products are an attractive added value for respondents and safe to use in the long term. Consumers also stated good service because there was education related to the right way to use the product by doctors so that customers felt cared for and provided with information that helped them maximize product results. Some consumers

say that they decided to try Larissa's products because of positive Repurchase Intention recommendations from friends or family. There are 7 consumers who are dissatisfied because the results are not immediately visible and there are mild side effects on the skin, causing them to hesitate to make a repurchase and only use facial treatments at Larissa not accompanied by the use of Larissa skincare.

Strengthened by the results of the pre-survey, this identifies that there is a problem that affects consumer purchase decisions on Larissa Aesthetic Center Denpasar products. Larissa Aesthetic Center Denpasar is a local skincare brand that has been established for a long time since 2010 but the level of customer desire to recommend Larissa products is still minimal. When the brand experience that customers get when using Larissa skincare gets better, the repurchase intention will be higher. On the other hand, if the brand experience received by customers is bad, this will have an impact on decreasing repurchase intent for Larissa products. Thus, the high value of brand experience has an impact on increasing repurchase intent (Hidayat, 2023).

Customer repurchase intent for products is one of the key elements in maintaining the company's survival. Companies will try to compete competitively to create a good customer experience when using products or services that will cause a tendency for customers' purchasing attitudes within a certain period of time to make repeat purchases (Putri, 2021). At this stage, customers will look for information from other sources if at the time of the previous purchase they succeeded in creating a sense of trust in the product.

In making purchasing decisions, consumers tend to evaluate various factors that drive their interest in the product. Multiple factors can affect their intention to repurchase. Martínez & Rodríguez (2021) found that pleasant brand experiences significantly increase consumer loyalty to brands in the cosmetics and skincare sectors. According to Kotler and Keller (2016), brand experience is the overall interaction of consumers with brands that includes feelings, thoughts, and emotional reactions that arise during those interactions. Brand experience is not only limited to the use of products or services, but also includes all consumer interactions with brands, such as through advertising, promotions, customer service, and other elements that create brand perception. Companies must create positive experiences for consumers in order to build long-term relationships and encourage repurchase intent (Kotler and Keller, 2016).

Repurchase intent arises as a result of the positive experiences consumers experience, which increases their desire to return to buy products or services from the same brand (Iglesias et al., 2020). Saidani et al. (2019) define repurchase as the level of consumer motivation to repeat purchasing behavior towards a product. Repurchase interest arises due to several factors that can influence, such as brand experience (Iglesias et al., 2020), brand love (Bergström et al., 2022) and word of mouth (Zhang & Liu, 2022). From this statement, it can be concluded that the intention to repurchase arises when consumers have a positive experience with a product or brand. Some factors that affect repurchase intent include a good brand experience, emotional attachment to the brand (brand love), and the influence of recommendations from others (word of mouth). The intention of repurchase in consumers using skincare products cannot be separated from the strong emotional attachment factor between consumers and the brand. Swaminathan et al. (2021) also stated that the importance of brand love in the context of repurchase intent customers who feel emotionally connected to the brand are more likely to recommend the product to others, which can strengthen repurchase intent among skincare users.

Wardhana and Terah (2020) in their research stated that brand love in the Samsung brand is able to influence repurchase intentions and positive WOM. Consumers who love a particular brand also form an attitudinal commitment to them and show greater brand loyalty (Cho and Hwang, 2020). Brand Love creates a feeling of security and satisfaction that encourages

customers to keep making repeat purchases despite other options (Zhou et al., 2024). Furthermore, the results of previous research found that brand love positively and significantly affected customer repurchase intentions (Ismail, 2022). Winanda & Giantari (2022) stated that brand love can mediate the influence of brand experience on brand loyalty.

Repurchase intention is also influenced by word of mouth (WOM), which is a recommendation or opinion conveyed by others, either through direct communication or online platforms. WOM can play an important role in influencing repurchase intentions, especially in skincare products, where consumers often seek recommendations or reviews from friends, family, or fellow users of the product to ensure the quality and effectiveness of the product. According to Ismail (2022), WOM is positively and significantly able to mediate the effect of psychological contract fulfillment on customer repurchase intentions. According to Rachmawati & Prapanca (2024); Song et al. (2019); there is a positive and significant relationship between WOM and repurchase intention. The increase in WOM variables will encourage a positive and significant increase in repurchase intention. These results are in line with research by Torabi et al. (2021); Yuliantoro et al. (2019) that there is a significant relationship between WOM and repurchase intention.

Repurchase intention is also caused by the brand experience felt by customers. Research by Suci et al. (2024) found that emotional factors in brand experience, such as feelings of pride and satisfaction after using the product, have a significant positive influence on the intention to repurchase in Ms glow care products in the city of Medan. This statement is supported by previous research conducted by Yasri et al. (2020) stating that brand experience has a significant effect on repurchase intentions. Furthermore, the results of previous research by (Rahmawati, 2024) found that brand experience had a significant effect on repurchase intention in users of Hanasui cosmetic products. Temaja et al. (2023) stated that experience has a positive and significant influence on the interest of Shopee users' repurchases. Research conducted by Soedionon et al. (2020) states that brand experience does not have a positive influence on Repurchase Intention. Chandra et al. (2020) in their research conducted at Shell Surabaya petrol stations stated that customer experiences do not have a significant influence on repurchase intention. This shows that the customer experience felt by consumers when using products and being at Shell petrol stations does not make these consumers definitely return to using products and services at Shell petrol stations again. Munawaroh and Riptiono (2021) found that there was no significant influence of consumer experience on repurchase intention. Although the brand experience is felt good, it does not have a significant impact on Repurchase Intention.

This study adopts the grand theory of SOR (Stimulus-Organism-Response) to explore the influence of brand experience on the intention to repurchase Larissa Aesthetic Center Denpasar products, with brand love and WOM as variables that mediate the relationship. SOR theory, developed by Mehrabian and Russell (1974), views that the stimulus that consumers receive affects the organism (internal factors that affect perception and evaluation), which then results in a response (consumer behavior). Brand experience is an external factor that functions as a stimulus in the SOR model.

Based on the background description and the existence of research gaps in previous studies, research on the topic of the role of brand love and WOM mediating the influence of brand experience on repurchase intention is important to be done.

RESEARCH METHOD

This research design is included in the category of associative and causal research with a quantitative approach. Associative research aims to determine the relationship or influence between two or more variables (Sugiyono, 2015:57), while causal research is used to measure Repurchase Intention the strength of relationships and causal direction between free and bound

variables (Kuncoro, 2009:15). In this context, the independent variable is brand experience (X), which is mediated by brand love and word of mouth (M), with the bound variable being repurchase intention (Y). Although this research is based on a quantitative approach, the type of research used is not full experimental, but non-experimental research because it is not carried out in fully controlled conditions such as a laboratory. This research was conducted on consumers of Larissa Aesthetic Center products in Denpasar.

The data collection technique is carried out through purposive sampling, which is a technique of determining samples based on certain characteristics that are considered relevant to the purpose of the research. The main instrument of data collection was a questionnaire compiled in the form of a Likert scale of 1–5, with distribution carried out online through Google Forms and distributed to Larissa's customers via WhatsApp. The data collected consisted of quantitative data, in the form of respondents' responses in the form of numerical scores to statements about research variables, as well as qualitative data, which reflected narratives or opinions that could not be measured numerically. Primary data was obtained directly from respondents through questionnaires, while secondary data came from Larissa Aesthetic Center Denpasar's internal documentation such as sales data and customer visits.

In the data collection process, the five-level Likert scale is used because it is able to provide room for a variety of respondents' responses, including neutral or hesitant choices. This scale makes it easier for researchers to capture respondents' perceptual tendencies, with coding ranging from "strongly disagree (STS)" to "strongly agree (SS)" and given a numerical score of 1–5. After the data is collected, it is tabulated in Excel format and then analyzed using SmartPLS software. This analysis begins with testing the measurement model (outer model) to see the validity and reliability of the instrument, through convergent validity, discriminant validity, and composite reliability tests. This stage is important to ensure that the indicators in the questionnaire are truly able to reflect the construct being measured.

Furthermore, an analysis of the structural model (inner model) was conducted to examine the relationships between variables, including both the direct and indirect effects of the independent variables on the dependent variable through mediating variables. The R-square (R^2) value was used to evaluate the model's goodness of fit, where an R^2 value greater than zero indicates that the model possesses predictive relevance. Additionally, the analysis included the calculation of indirect effects to determine the mediating roles of brand love and word of mouth in influencing repurchase intention. With this approach, this study not only examines the statistical relationship, but also provides a comprehensive picture of the dynamics of consumer behavior towards the Larissa brand experience, leading to repurchase loyalty.

RESULT AND DISCUSSION

Hypothesis Testing Results

Hypothesis testing was conducted by comparing the t-statistic values with the t-table values, as well as the p-values against a significance level of 0.05. If the t-statistic exceeds the t-table value, the hypothesis is considered supported or accepted. The calculation results are directly observable through the path coefficient and total effect. This research utilized the SmartPLS 3.0 software.

Direct Impact Test Results

The test coefficient on the analysis path is an inner measure of the model provided that the significance value is less than 0.05 or 95% bootstrap percentile (Yahaya et al., 2019). Hypothesis testing between constructs was carried out using the bootstrap resampling method. The calculation of the hypothesis test using SmartPLS 3.0 can be seen from the Path Coefficient value, which is the t-statistical value of the relationship between variables in the study. The conditions in the hypothesis test are if the p-values are 0.05. \leq .

The bootstrapping model aims to find out whether the relationships between constructs in a structural model are significant or not. This test produces a t-statistical value for each relationship (path) and indicator in the model. The following results of the direct influence test on the analysis of structural equations are presented in Figure 1 and table 1.

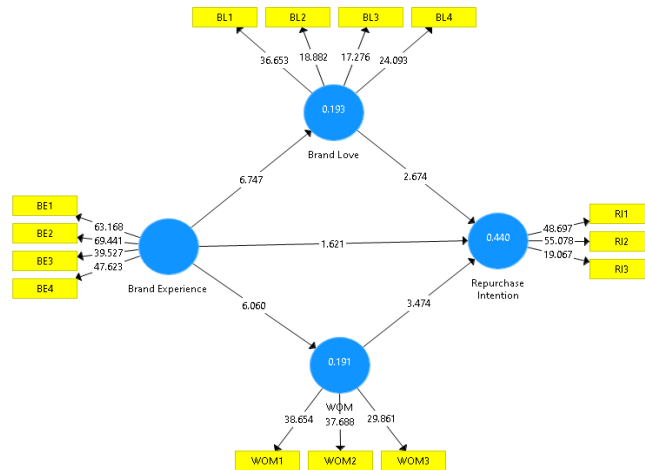


Figure 1. Bootstrapping Results

Table 1 below will detail the results of Figure 1 of the structural model above. Based on the results of the SEM test, a recapitulation of the direct influence test was obtained as follows.

Table 1. Direct Impact Testing Results With Bootstrapping

Variable	Coefficient	T statistics	P value	Information
Brand experience (X) → Repurchase intention (Y)	0.132	1.621	0.106	H1 (insignificant)
Brand experience (X) → Brand love (M1)	0.440	6.747	0.000	H2 (significant)
Brand experience (X) → Word of mouth (M2)	0.437	6.060	0.000	H3 (significant)
Brand love (M1) → Repurchase intention (Y)	0.259	2.674	0.008	H4 (significant)
Word of mouth Repurchase intention (M2) → (Y)	0.387	3.474	0.001	H5 (significant)

Source : Primary Data Processing, 2025

Based on Table 1, the results of the direct effect test with bootstrapping can be explained as follows:

1. The hypothesis test on the impact of brand experience on repurchase intention yielded a p-value of 0.106, which is greater than 0.05 ($0.106 > 0.05$). This indicates that brand experience does not have a significant effect on repurchase intention. Therefore, hypothesis 1 (H1), which suggests that brand experience has a positive and significant effect on repurchase intention, is rejected.
2. Hypothesis testing regarding the effect of brand experience on brand love yielded a coefficient value of 0.440, indicating that brand experience has a positive influence on brand love. The p-value obtained was 0.000, which is less than the significance threshold of 0.05 ($0.000 < 0.05$), demonstrating that the effect is statistically significant. Therefore, Hypothesis 2 (H2), which proposes that brand experience has a positive and significant effect on brand love, is accepted.

3. The hypothesis test on the effect of brand experience on word of mouth resulted in a coefficient value of 0.437, indicating that brand experience positively influences word of mouth. A p-value of 0.000, which is less than 0.05 ($0.000 < 0.05$), shows that the brand experience variable has a significant impact on word of mouth. Therefore, hypothesis 3 (H3), which asserts that brand experience has a positive and significant effect on word of mouth, is accepted.
4. The hypothesis test on the effect of brand love on repurchase intention resulted in a coefficient value of 0.259, indicating that brand love positively influences repurchase intention. A p-value of 0.008, which is less than 0.05 ($0.008 < 0.05$), shows that the brand love variable significantly affects repurchase intention. Therefore, hypothesis 4 (H4), which states that brand love has a positive and significant effect on repurchase intention, is accepted.
5. Hypothesis testing on the effect of word of mouth on repurchase intention resulted in a coefficient value of 0.259, indicating a positive relationship between the two variables. The p-value obtained was 0.001, which is less than the significance level of 0.05 ($0.001 < 0.05$), suggesting that the effect is statistically significant. Therefore, Hypothesis 5 (H5), which states that word of mouth has a positive and significant effect on repurchase intention, is accepted.

Indirect Effects Test Results

In this study, there are two indirect influence tests, namely the influence of brand experience on Repurchase intention through brand love and the second is the influence of brand experience on Repurchase intention through word of mouth. There is a significant indirect effect if the significance value is less than 0.05.

Table 2. Indirect Effects Test Results

Variable	Coefficient	T statistics	P value	Information
<i>Brand experience (X) → Brand love (M1) → Repurchase intention (Y)</i>	0.114	2.452	0.015	H6 (significant)
<i>Brand experience (X) → word of mouth (M2) → Repurchase intention (Y)</i>	0.169	3.185	0.002	H7 (significant)

Source : Primary Data Processing, 2025.

By Table 2 Indirect Influence Test Results It can be explained as follows:

- a. Brand experience significantly influences repurchase intention through brand love as a mediator, with a coefficient of 0.114. This is supported by a p-value of 0.015, which is less than 0.05, indicating statistical significance. The positive coefficient value suggests a positive mediation effect.
- b. Brand experience significantly affects repurchase intention through word of mouth as a mediator, with a coefficient of 0.169. This is supported by a p-value of 0.002, which is less than 0.05, indicating statistical significance. The positive coefficient value suggests a positive mediation effect.

Classification of Mediation Types

In this test, there are 3 groupings in mediation, namely, the first is full mediation, meaning that significantly independent variables are not able to affect dependent variables without going through mediation variables. Second, partial mediation, meaning that by involving mediation variables, independent variables directly or indirectly affect dependent variables. Furthermore, the third is no mediation, meaning that without involving mediation

variables, independent variables are directly able to affect dependent variables (Hair et al., 2017).

Table 3. Classification of Mediation Types

Variable	Information	Conclusion
<i>Brand experience (X) → Repurchase intention (Y)</i>	Insignificant	
<i>Brand experience (X) → Brand love (M1) → Repurchase intention (Y)</i>	Significant	<i>Full mediation</i>
<i>Brand experience (X) word of mouth (M2) → Repurchase intention (Y)</i>	Significant	<i>Full mediation</i>

Source : Primary Data Processing, 2025

The results presented in Table 2 and Table 3 indicate that brand experience does not have a significant direct effect on repurchase intention ($p = 0.106$). However, brand experience has a significant effect on brand love ($p = 0.000$), and brand love, in turn, significantly affects repurchase intention ($p = 0.008$). According to Hair et al. (2017), this pattern reflects full mediation or indirect-only mediation. In other words, the influence of brand experience on repurchase intention occurs entirely through brand love, highlighting the pivotal role of brand love in transmitting the effects of brand experience to consumers' intention to repurchase.

In the second mediation pathway, brand experience likewise does not exhibit a significant direct effect on repurchase intention ($p = 0.106$). Nevertheless, the influence of brand experience on word of mouth is significant ($p = 0.000$), and word of mouth also has a significant effect on repurchase intention ($p = 0.001$). Based on the criteria established by Hair et al. (2017), this also demonstrates a case of full (indirect-only) mediation. This implies that word of mouth fully mediates the relationship between brand experience and repurchase intention—meaning that repurchase intention among consumers is likely to emerge only when their brand experience first motivates them to engage in product recommendations (word of mouth).

The Influence of Brand Experience on Repurchase Intention

According to the hypothesis testing results, brand experience was found to have no significant impact on repurchase intention. Consequently, Hypothesis 1 (H1), which proposed that brand experience positively and significantly influences repurchase intention, is rejected. This suggests that even though consumers may have a positive experience with Larissa products, that experience alone is not sufficient to directly influence their decision to make a repeat purchase. This can be strengthened by the analysis of each of the following brand experience questionnaire items. "Using Larissa's products provides a pleasant experience". Although pleasant experiences create positive emotions, feelings of pleasure alone are not necessarily enough to form loyalty behaviors. The opportunity to feel pleasure while using a product is fleeting and does not always translate into a rational decision to buy again, especially if it is not followed by consistent tangible results. "Larissa products are comfortable when applied to the skin". Comfort in use is the sensory aspect of the brand experience. While comfort is important, consumers tend to judge skincare products based on their effectiveness and long-term results, not just on the sensation of use. Therefore, this convenience is not enough to be the main reason to repurchase intention. "The product information provided by Larissa helped me understand the benefits of the product" Although consumers feel helped by the information, consumers still need real proof of the product before deciding to buy again. "After using Larissa products, I look for information about Larissa on social media or Larissa's website" Information-seeking activities indicate interest, but do not necessarily reflect an intention to buy again. This can be interpreted as curiosity, follow-up evaluation, or even comparison with other products.

These findings are in line with the results of interviews conducted with several customers of Larissa products. One of the respondents said that although they were comfortable with Larissa's services and products in general, customers did not immediately commit to buying again. As the following respondents expressed: "I love the cozy place and the staff is friendly too. But after a few months, I tried another skincare because I wanted to know faster results. So, even though it's okay, I don't necessarily use it anymore. So I use Larissa's treatment now" (R. Gamatri, 27 years old). This statement indicates that a pleasant experience does not necessarily encourage loyalty if it is not balanced with the expected results. This is because Larissa's products are made from natural ingredients, where the results of using the product are not immediately visible, but require time and a consistent process. However, the perception of consumers who want quick results can be an obstacle in forming repurchase intention, even though the experience of using products and services is generally positive.

Based on the results of the interview, there are also consumers who experience incompatibility with one of Larissa's products, namely morning cream, which causes skin irritation: "The toner and facial wash fit perfectly on my skin. But when I tried the morning cream, my face became red and sore, like a mild irritation. Finally, I stopped using the morning cream, but I still use Larissa's other products until now." (D. Septiyani, 26 years old). The statement suggests that while most aspects of the experience are perceived to be positive, the presence of a negative experience with one product can affect overall repurchase intent, or make consumers more selective about the products they will reuse.

Furthermore, the characteristics of the respondents in this study were dominated by the age group of 26-30 years. Psychographically, individuals in this age range tend to be in a more mature phase of life, economically independent, and more rational in making consumption decisions. Consumers not only rely on the emotional or sensory experience of a product, but also consider the functional aspects, the effectiveness of the product, and the long-term value before deciding to make a repurchase. Therefore, although consumers have a pleasant experience with Larissa products, they are not enough to be a major factor in influencing repurchase intention, as consumer preferences are more influenced by the results felt after using the product. Furthermore, the majority of female respondents, especially in the context of skincare products, have a tendency to be more selective and critical in evaluating product quality. They are also more active in seeking additional information and comparing different brands before making a repurchase decision. In this case, a subjective brand experience such as comfort or pleasure during use, although important, is not the only determining factor. Women as the main consumers of Larissa products are likely to place effectiveness, safety, and suitability for skin conditions as the main considerations that go beyond just the experience of use.

The results of this study also support the SOR theory, where brand experience does not have a significant effect directly on repurchase intention, which means that the stimulus (brand experience) has not been able to encourage response (repurchase) without a strong mediation process at the organism level.

The results of this study are in line with the research conducted by Soedionon et al. (2020) stating that brand experience does not have a positive influence on Repurchase intention. Munawaroh and Riptiono (2021) found that there is no significant influence of consumer experience on repurchase intentions because companies have not been able to create satisfaction for their consumers and there are still many products that are made only to meet lifestyles, not for needs. This research is also in line with Chandra et al. (2023) who stated that customer experience cannot affect consumer repurchase intention. This is because the experience felt by consumers when using products does not guarantee that the consumer will

definitely return to using products and services again. Customer experience can be positive, but it doesn't immediately trigger the desire to buy again.

The Influence of Brand Experience on Brand Love

The hypothesis testing results demonstrate that brand experience has a positive and significant effect on brand love. Accordingly, Hypothesis 2 (H2), which states that brand experience positively and significantly influences brand love, is accepted. This suggests that a higher level of brand experience is associated with stronger emotional attachment and affection toward the brand. Positive brand experiences contribute to the development of brand love, as further supported by the analysis of individual items in the brand love questionnaire.

"I really like Larissa's products". This statement item shows the dimension of affection towards the brand. When consumers get a pleasant and comfortable experience while using Larissa products, consumers tend to develop a genuine feeling of liking the brand. A positive brand experience strengthens the perception that the Larissa brand deserves to be liked because it succeeds in providing personal and emotional satisfaction. "I am proud to use Larissa products because of their quality and benefits". Brand experiences that demonstrate service quality, product effectiveness, and informative value will build positive perception and consumer confidence in the brand, encouraging them to feel proud to use it and strengthening emotional bonding. "I am very attached to Larissa's products". Emotional attachment is at the heart of brand love. When brand experience can create a sense of comfort, tangible results, and enjoyable interactions, consumers not only love, but also feel personally connected to Larissa's brand products. "I have a special feeling for Larissa's products". A special feeling reflects a deep affective relationship between the consumer and the brand.

Furthermore, based on the characteristics of respondents in this study, who are dominated by women, generally have a stronger tendency to build an emotional connection to products, especially in the skincare and beauty categories. Women are more responsive to brand experiences such as comfort of use, friendly service, and aesthetics and brand identity. A positive and consistent brand experience tends to evoke a sense of like, pride, and emotional attachment to the product that is felt in accordance with consumer needs and expectations.

There is a significant impact of brand experience on brand love, as Larissa consumers tend to have enjoyable experiences when using the products, which leads them to develop a liking for the brand. A positive experience with Larissa products creates a sense of satisfaction and pride among consumers. Ongoing interactions with the brand enhance consumers' overall experience, which gradually becomes stronger and more emotionally engaging. Consumers are often highly influenced by their brand experiences when searching for, purchasing, or using a product or service. Ultimately, feelings of passion and affection toward a brand are shaped by these positive brand experiences.

Brand love is influenced along with the dimension of brand experience (Dewi & Kuswati, 2023). Putri & Sukaatmadja (2021) stated that brand experience has a significant effect on brand love. A consumer's positive experience of a brand can create or increase consumer love for the brand (Wardani and Wiyadi, 2023). Research by Yadav et al. (2021) confirms that the sensory and affective experiences of international visitors towards a country's brand significantly increase the love for a country's brand. Winanda & Giantari (2022) stated that brand experience has a positive and significant influence on the love for the brand of Ovo application users in Denpasar, Indonesia.

The Influence of Brand Experience on Word of Mouth

Based on the hypothesis testing results, brand experience has a positive and significant effect on word of mouth. These findings support Hypothesis 3 (H3), which states that brand

experience positively and significantly influences word of mouth. This suggests that the stronger the brand experience, the greater the likelihood of positive word of mouth, while a weaker brand experience corresponds with lower levels of word of mouth. This interpretation is further supported by the analysis of individual items from the word of mouth questionnaire.

"I say positive things about Larissa's products to others". A pleasant experience using Larissa products creates a positive impression that encourages consumers to share good stories with their social environment. "I invite others to try Larissa's products because I am satisfied with the results". Consumers who feel satisfied as a result of a pleasant brand experience have an internal drive to recommend products to others. "I recommend Larissa's products to others if they are looking for similar skincare products". Recommendations to others, show that the consumer experience has formed an initial trust and loyalty to the brand.

Furthermore, based on the characteristics of respondents in this study, who are dominated by women, tend to be more expressive in conveying their experiences, especially in the skincare product category that is closely related to the aspect of self-care. Female consumers who feel a positive brand experience will be more motivated to invite, recommend, and share the experience with the people around them.

The results of this study also support the SOR theory. A strong and enjoyable brand experience provides an emotional stimulus that triggers internal consumer processes such as positive evaluations and encouragement to share. In other words, positive experiences are triggers that activate WOM as a form of interpersonal expression of the results of processing these experiences.

Huang & Chen (2021) in their research on brand experience stated that positive experiences with brands increase consumer confidence and encourage them to speak positively about the brand to others. Gómez & Veloso (2020) found that brand experiences that create emotional attachment and customer satisfaction are directly related to increased word of mouth. Zhou et al. (2023) state that brand experiences involving sensory and emotional dimensions can amplify consumers' word of mouth. Experiences such as product scents or pleasant designs often trigger consumers to share their experiences through social media or directly with their friends. The results of the study support that the sensory and emotional dimensions in brand experience have a positive effect on word of mouth. Gómez et al. (2020) stated that brand experience in the hospitality sector has an effect on word of mouth.

The Influence of Brand Love on Repurchase Intention

Based on the results of the hypothesis testing, brand love has a positive and significant effect on repurchase intention. These findings support Hypothesis 4 (H4), which states that brand love positively and significantly influences repurchase intention. This indicates that the higher the level of brand love, the greater the likelihood of repurchase intention. In other words, consumers who feel a stronger emotional connection to the brand are more likely to repurchase its products.

Brand love has a significant effect on Repurchase intention because consumers' feelings of liking or not liking Larissa's products will encourage consumers to reuse the product. The results of this study show that consumers have a preference for Larissa products so that there is a sense of trust, pride, and satisfaction if they reuse Larissa products. Brand love affects repurchase intention because it creates a strong emotional bond between consumers and brands. This love encourages consumers to continue buying products or services from brands they love, even in the midst of fierce competition.

Furthermore, based on the characteristics of respondents in this study, who are dominated by women, tend to be more expressive in showing affection for brands, and more loyal to brands that are able to provide positive emotional experiences. A love for the brand reflects

satisfaction with results, trust in quality, and personal attachment, which drives them to keep making repeat purchases without considering the competitor's brands much.

The results of this study also support the SOR theory. Brand love as an organism in the S-O-R model in this study shows that consumers have processed their experience of the Larissa brand emotionally. Love for brands includes affective commitment, a sense of belonging, and emotional attachment, which is formed from positive and consistent interactions with products and brands. After brand love is formed, then in response (R), consumers repurchase intention. Brand love is described as a beneficial marketing strategy to make customers loyal to the brand (Putri et al., 2021). Bae & Kim (2023) in their research explained that brand love has a significant impact on brand loyalty. Brand love creates a feeling of security and satisfaction that encourages customers to continue making repeat purchases despite other options (Zhou et al., 2024). Furthermore, the results of previous research by Ismail (2022) found that brand love positively and significantly affected customer repurchase intentions.

The Influence of Word of Mouth on Repurchase Intention

Based on the hypothesis testing results, word of mouth has a positive and significant effect on repurchase intention. These findings support Hypothesis 5 (H5), which states that word of mouth positively and significantly influences repurchase intention. This suggests that the higher the level of word of mouth, the stronger the repurchase intention, while lower levels of word of mouth correspond with reduced repurchase intention.

Considering the respondent characteristics in this study, predominantly female, it is notable that women tend to be more active in sharing personal experiences, especially regarding products like skincare, which are highly personal and tied to visible results. Therefore, when customers engage in positive word of mouth due to satisfaction with Larissa's products, they are more likely to continue using them. This behavior reflects both social validation and personal trust. The stronger and more positive the word of mouth expressed by consumers, the greater the likelihood of repurchasing Larissa's products.

The results of this study also support the SOR theory. WOM as an organism in the SOR model in this study shows that WOM is considered as a process of internalization and consumer evaluation of the experience, which is expressed in the form of verbal or recommendations. WOM as an organism plays an important role in shaping the final response in the form of repurchase intention

Ismail (2022) states that sometimes the communication sent by businesses through advertising is not always trustworthy. Most customers will rely on messages from relatives and friends they trust more than messages from business organizations. It is the exchange of marketing information in which customers play a crucial role in influencing certain actions by changing their views or attitudes towards a service or product (Amani, 2022). The wider the positive spread of word of mouth, the more social commerce platforms can share experiences, opinions, and information with potential customers (Meilatinova, 2021).

Word of mouth as information provided by satisfied customers about a business, product, service or event and the information provided can also be negative (Rachmawati & Prapanca, 2024; Torabi et al. 2021; Yuliantoro et al. 2019). Bernarto et al. (2024) stated that word of mouth has a direct influence on repurchase interest. According to Chen et al. (2019); Choi et al. (2019) if consumers are satisfied, they will make a repurchase and make positive word of mouth against the company.

The Role of Brand Love in Mediating the Influence of Brand Experience on Repurchase Intention

Based on hypothesis tests, it is shown that brand love is able to positively and significantly mediate the influence of brand experience on repurchase intention. Based on these results, it can be interpreted that repurchase intention can increase if consumers experience a positive brand experience and this is able to grow brand love for Larissa products. When consumers get an enjoyable, meaningful, and consistent experience when interacting with a brand, they will grow in love for the brand. This love is what then encourages consumers to make a repeat purchase.

Brand love is a description of positive feelings that indicate a person's emotional attachment to a brand (Ferreira et al., 2022). Reddy et al. (2020) explain that brand love acts as a bridge that connects the positive experience of customers with the desire to buy products in the future. If customers feel more emotionally connected to the brand after having a positive experience, they are more likely to return to purchase the product. Winanda & Giantari (2022) stated that brand love can mediate the influence of brand experience on brand loyalty. Ismail (2022) stated that brand love is positively and significantly able to mediate the effect of psychological contract fulfillment on customer repurchase intentions. A study by Alkali et al. (2023) also found that brand love has an important role in increasing customer retention by strengthening emotional relationships formed from pleasant experiences.

The results of this study also support the SOR theory. The behavioral response does not occur immediately after the stimulus, but is rather influenced by the individual's internal processes. This internal process can be perception, an emotion that determines how an individual will react to the stimuli they receive. In the stimulus theory of response organisms (S-O-R) (Chan et al., 2022 in Nancitazen et al., 2025), it is stated that purchases occur not only because of external stimuli, but also because of stimuli from within. Stimulus from within involves a person's cognitive and affective in buying a product. This theory is that there is an impulsive buying reaction that arises when given stimuli from outside and within. The relationship of this research with the S-O-R theory is that a person's cognitive influence, in this case, brand love is a description of positive feelings that indicate a person's emotional attachment to a brand. Understanding a product can influence consumer behavior helps in designing an effective marketing strategy.

The Role of Word of Mouth in Mediating the Influence of Brand Experience on

Based on the hypothesis test, it is shown that word of mouth is able to mediate positively and significantly the indirect influence of brand experience on repurchase intention. Based on these results, it can be interpreted that repurchase intention can increase if consumers have a positive experience with Larissa products which then encourage them to do word of mouth (WOM) voluntarily and positively in the form of recommendations to friends, or personal experience stories shared with others. This reflects the high level of consumer satisfaction and engagement, and indirectly strengthens their intention to repurchase Larissa's skincare products.

The results of this study also support the SOR theory. Brand experience (customer experience of Larissa products) acts as an initial stimulus that triggers internal consumer reactions. This is in line with SOR theory, where stimuli come from the interaction of the external environment (in this case, brands). WOM is positioned as an internal psychological or affective process in consumers. After experiencing the brand experience, Larissa's customers tend to assess, process, and then convey or receive information from others, which reflects the process of internalizing the stimulus. This is in line with the role of "Organism" in SOR theory. Consumers' decision to repurchase Larissa's products emerged as a final response, triggered by the previous internal process (WOM). This is a manifestation of behavior that is the ultimate goal within the SOR framework.

Word of mouth can increase consumer credibility and confidence to make a repeat purchase. Research by Kim & Lee (2022) shows that word of mouth plays an important role in strengthening the relationship between brand experience and repurchase intent, as consumers tend to trust recommendations from others. Cheung & Thadani (2019) found that a positive brand experience can increase the intensity of positive word of mouth, which in turn can increase repurchase intention. Consumers who are satisfied with their experience with a product or brand will be more likely to recommend the brand to others. Ahn et al. (2020) show that word of mouth acts as a mediator between brand experience and Repurchase intention, where a positive brand experience leads to an increase in positive word of mouth, and affects repeat purchase intentions from consumers. Consumers who are exposed to positive word of mouth are more likely to have the intention to make a repurchase because they feel more confident and confident in the product. Manzoor et al. (2022) stated that brand experience has a significant effect on Repurchase intention and word of mouth recommendations for retail banking customers. Ismail (2022) stated that word of mouth was positively and significantly able to mediate the effect of psychological contract fulfillment on customer repurchase intention.

Conclusion

Based on research conducted at Larissa Aesthetic Center Denpasar, it can be concluded that brand experience does not have a significant influence on repurchase intention directly, but has a positive effect on brand love and word of mouth. A positive experience that customers feel can increase a love for the brand, which in turn drives repurchase intent. In addition, positive experiences also strengthen word of mouth, which plays an important role in influencing repurchase intention. Brand love and word of mouth have proven to be significant mediators between brand experience and repurchase intention. These findings show that in addition to a satisfying brand experience, emotional connections and recommendations from others play an important role in motivating customers to make repeat purchases. This research emphasizes the importance of strengthening emotional experiences and interpersonal communication in marketing strategies to increase customer loyalty.

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