

ABSTRACT

Personal Care and Skincare are currently becoming one of the trends that exist in society, of course, more and more people understand the importance of Personal Care and skincare not only to be beautiful, Personal Care and skincare are also important for local skin health Personal Care and Skincare The original face of Indonesia is quite dominating the market, one of which is MS Glow. As one way to increase consumer repurchase interest, MS Glow continues to pay attention to and build on its customer experience so that it does not experience a decline or get a negative reaction. This study was conducted to determine the effect of customer experience on repurchase intention on MS Glow 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 MS Glow products. This questionnaire was distributed online to the MS Glow community, and MS Glow customers, who have purchased two or more MS Glow products.

The method used in this study is the multiple linear regression analysis method 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 25 for Windows software to assist in data processing.

The results of the descriptive analysis in this study are customer experience has a score of 66.9% against MS Glow products in the good category and repurchase intention has a score of 67.4% against MS Glow 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 84.0%, while the rest is influenced by other factors outside this study by 16%.

From the results of the study, it can be concluded that sense experience has an influence on repurchase intention of 0.203, feel experience has an influence on repurchase intention of 0.183, think experience has an influence on repurchase intention of 0.203, act experience has an influence on repurchase intention of 0.162 and relate experience has an influence on repurchase intention 0.285. In other words, customer experience has an influence on repurchase intention on MS Glow products.

Keywords : *Customer Experience, Repurchase Intention, Skincare, Personal Care*