The Effect of Experiential Marketing and Brand Trust on Repurchase Interest: Study on Sociolla Consumers in Medan

Desy Margaretta Batubara[1], Ainun Mardhiyah[2], Onan Marakali Siregar[3]*

[1-3]*Department of Business Administration, Faculty of Social and Political Sciences, Universitas Sumatera Utara, Indonesia*

*E-mail: desymgrt@gmail.com, [2) ainun.mardhiyah@usu.ac.id, [3) onan@usu.ac.id

ARTICLE INFO

ABSTRACT

This study examines the rapidly growing Indonesian beauty industry where experiential marketing and brand trust have become key factors in maintaining customer loyalty. Sociolla, one of Indonesia's largest beauty retail platforms, strives to enhance consumer repurchase intention by offering attractive shopping experiences and building product trust. The study's objective is to investigate how experiential marketing and brand trust impact the repurchase intention of Sociolla consumers in Medan City. Both variables' effects are examined individually and collectively on repurchase intention. A quantitative survey method was employed, collecting data through questionnaires distributed to 100 respondents who had shopped at Sociolla's physical stores in Medan. The questionnaire measured experiential marketing, brand trust, and repurchase intention. Multiple linear regression analysis was employed to assess the impact of each individual variable on the outcome variable. The findings suggest that experiential marketing plays a major role in influencing repeat purchase intention. The t-value of 4.166 surpasses the critical value from the t-table, indicating statistical significance at a level lower than 0.05. This indicates that positive shopping experiences, including attractive store atmosphere, good service, and pleasant product interactions, encourage repeat purchases. Brand trust also demonstrates significant positive influence on repurchase intention, with a t-value of 13.784 exceeding 1.985 and significance of 0.000. Simultaneous testing (F-test) reveals that experiential marketing and brand trust together significantly influence repurchase intention, with F-calculated far exceeding F-table. The Adjusted R Square value of 0.723 indicates that 72.3% of repurchase intention variance is explained by these variables, while 27.7% is influenced by other factors not examined in this study.

Keywords: Experiential Marketing, Brand Trust, Repurchase Intention, Sociolla.

1. INTRODUCTION

The beauty sector has seen a significant expansion in the past few years due to a growing acknowledgment of the value of taking care of oneself and looking good. According to a report from Research and Markets (2023), the beauty market generated revenues of approximately USD 430 billion and continues to experience growth across all categories. Despite facing global economic turmoil and uncertainty, this sector has shown remarkable strength. Following a strong rebound from the worst of the COVID-19 pandemic, experts predict that this industry will grow to a value of $580 billion by 2027, with an annual growth rate of approximately 6%. This growth rate is similar to or even surpasses that of other consumer sectors like apparel, shoes, glasses, pet products, and food and drink.

In Indonesia itself, the beauty industry shows significant development alongside increasing public awareness of self-care. This growth is strengthened by various factors, including technological advances in beauty product development, changes in modern society's lifestyle, and the widespread use of social media as a means of promotion and marketing. The diversity of consumer needs across various segments has also become a major driver of this industry's growth. According to Statista.com, the beauty product market value in Indonesia reaches more than USD 5 billion, making it one of the largest markets in the Southeast Asian

region. Product innovation and increasing interest in both local and international skincare and cosmetics have also become factors driving the growth of this industry.

This potential is also reflected at the regional level, one of which is in Medan City. As one of Indonesia's largest cities and an economic center in the Sumatra region, Medan has a diverse population that is open to global beauty trends. According to Kompasiana.com, the beauty market in Medan shows great potential due to its position as a trade gateway in Sumatra, making it a strategic location for beauty brand expansion. Additionally, increasing consumer interest in beauty products, particularly those marketed through digital platforms, makes Medan an important location for companies that combine online and offline shopping strategies, such as Sociolla.

Sociolla is one of the successful brands in the Indonesian beauty industry with an omnichannel approach, combining e-commerce platforms and physical stores. Through this strategy, Sociolla not only provides various beauty products online, but also through physical outlets spread across various major cities, including Medan. To create a unique and attractive shopping experience, Sociolla regularly organizes interactive activities such as beauty consultations, product trial areas, and special promotions in stores. Based on data from Okezone.com, Sociolla experienced a 50% revenue increase in 2024 compared to the previous year. With more than 100 stores in more than 40 cities, Sociolla has expanded its market reach and strengthened direct relationships between brands and consumers. However, behind this success, challenges remain in maintaining consumer loyalty and repurchase intention.

One strategy used by Sociolla to increase customer engagement and loyalty is experiential marketing. This strategy emphasizes creating memorable experiences for consumers, not only through product features, but also through deep emotional and sensory interactions (Bubun et al., 2023). In the context of the beauty industry, this strategy is realized through activities such as beauty events, direct product consultations, and beauty classes that allow consumers to directly experience the benefits of the products offered. Consumers are more likely to buy the same product again if they have a positive experience when using it for the first time.

On the other hand, brand trust also becomes an important element in building customer loyalty. According to Chaudhuri & Holbrook (2001), brand trust is formed through consistent positive experiences, reliable product quality, and honest and transparent brand communication. In the beauty industry, this aspect becomes crucial because the products used come into direct contact with the skin, so consumers are very selective in choosing safe and trusted products. Based on a study by Agustina (2022), 81% of customers believe that trust in a brand is crucial when making purchasing choices, underscoring the significance of establishing trust to retain customer allegiance.

Several past research studies have recognized the favorable impact of experiential marketing and brand trust on the intention to repurchase. For example, research by Pebrila et al. (2019) shows that positive consumer experiences in stores can increase repurchase intention, especially when they can try products directly. Similarly, Ihsan & Sutedjo (2022) confirm that brand trust significantly influences repurchase intention, as consumers tend to repurchase products from brands they already trust. However, research conducted so far has not delved deeply into the connection between experiential marketing, brand trust, and repeated purchases at Sociolla in Medan City, instead focusing on broader concepts. Yet, with increasing competition and increasingly diverse beauty product choices, it is important to understand how these two variables specifically influence consumer behavior toward brands like Sociolla. Therefore, the purpose of this study is to examine how experiential marketing and brand trust impact the repurchase intentions of Sociolla customers in Medan.

Based on the previously shared details, the study aims to investigate the impact of experiential marketing on the frequency of repeat purchases made by Sociolla customers in Medan. Furthermore, the study seeks to examine the correlation between brand trust and the likelihood of repeat purchases among Sociolla customers in Medan. Additionally, the study will explore how a combination of experiential marketing and brand trust can influence the probability of repeat purchases among Sociolla customers in Medan. This study seeks to explore the effects of experiential marketing on the chances of repeat purchases by Sociolla customers in Medan, to assess the impact of brand trust on the intention to repurchase among Sociolla consumers in Medan, and to investigate the joint influence of experiential marketing and brand trust on repurchase intention among Sociolla consumers in Medan.

Anticipated advantages are predicted to result from this study. For the researcher, it is anticipated to enhance and broaden the knowledge acquired during the course of study, realized in the form of a scientific work. For the company, this study is expected to offer strategic recommendations for Sociolla in Medan to develop effective marketing strategies that enhance customer experience and optimally encourage repurchase intention. For the future researchers, this study is expected to serve as a reference and source of information, as well as a basis for future studies.

2. LITERATURE REVIEW

2.1. Marketing

According to Kotler and Keller (Ritonga et al., 2019), marketing identifies and fulfills human and social needs. Stanton (Wijoyo et al., 2020) defines it as engaging in a wide range of business operations to effectively plan, price, advertise, and deliver products or services in order to meet the demands of customers. Abdullah and Tantri (Ariyanto et al., 2021) describe marketing as systematic activities beginning with investigating consumer desires, developing products, determining prices, promoting and distributing to consumers. Marketing is a comprehensive process where companies understand consumer needs, create appropriate products/services, set proper prices, promote effectively, and distribute efficiently while building mutually beneficial long-term relationships.

2.2. Experiential Marketing

Schmitt (Pangestu, 2024) defines experiential marketing as creating customer experiences through five senses (sense), affective experiences (feel), creative thinking (think), behavioral and lifestyle experiences (act), and social interaction experiences (relate). Chandra (Ningrum et al., 2022) describes it as marketing strategies providing deep impressions that influence purchase intensity through emotions and increase product/brand value. Andreani (Hilman & Marlena, 2020) views experiential marketing as consumer experiences with products/services, providing information beyond basic details through uniqueness and distinctive characteristics. According to Oeyono and Dharmayanti (Angelia & Rezeki, 2020), main indicators include Sense, Feel, Think, and Act experiences. Experiential marketing creates comprehensive customer experiences combining sensory, emotional, creative, behavioral, and contextual aspects to build stronger consumer-brand relationships through unique and memorable experiences.

2.3. Brand Trust

Warusman and Untarini (Syafitri et al., 2021) define brand trust as brand value causing consumer satisfaction through trust relationships based on consumer experience. Delgado (Laksono & Suryadi, 2020) describes it as consumers' willingness to rely on brand abilities according to demonstrated functions. Ang & Keni (Qomariyah & Haryadi, 2022) characterize it as comfortable feelings in brand interactions, assuming the brand is reliable and responsible for consumer interests. Brand trust encompasses consumer willingness to rely on brand capabilities, stemming from beliefs that products fulfill promised values with good intentions, creating comfortable customer experiences and forming positive consumer-brand relationships.

2.4. Consumer Behavior

Schiffman and Kanuk (Sari, 2023) define consumer behavior as processes of searching, buying, using, evaluating and post-consumption actions for products, services or ideas fulfilling needs. Modern consumers actively seek product information, read reviews, and compare prices using phones for research before purchases (Siregar & Nasution, 2023a). Daniel (Siregar & Nasution, 2023b) describes consumer behavior as customer decision-making processes in buying, using, and consuming goods/services, including factors influencing purchase decisions and product usage.

2.5. Repurchase Intention

Tiptono (Budi & Yasa, 2023) defines repurchase intention as customers' desire for future purchases. Purchase intention emerges after receiving stimulation from products accompanied by pleasant feelings, generating buying desire and convincing feelings about product benefits. Corin et al (Azmi, 2022) describe it as positive customer responses to company offerings with interest in revisiting or re-consuming products. Santi & Supriyanto (2020) defines purchase intention as buyers' possibility of product interest. Repurchase

intention represents consumers' desire and action to repurchase products due to satisfaction, with embedded brands causing continued purchasing driven by stimulation, pleasant feelings, and belief in product benefits.

2.6. Previous Research

The findings of Puspita (2023), demonstrate that stronger experiential marketing and brand trust lead to higher repurchase intention. Complementing this, Sari (2023) explored the interplay between experiential marketing, service quality, and repurchase intention at Alooha Tropical Cafe, identifying customer satisfaction as a key mediator. The study concluded that experiential marketing not only directly boosts repurchase intention but also indirectly does so through its positive effect on customer satisfaction.

Fitriani (2022) investigated the effect of experiential marketing and social media marketing on repurchase intention at Sippin Branch Dr. Mansyur Medan through a quantitative study with 91 respondents using accidental sampling, revealing that both experiential marketing and social media marketing significantly influence repurchase intention. Enjelina (2023) explored the effect of brand awareness and brand trust on purchase intention of xenia cars at astra daihatsu lampung and found that both brand awareness and brand trust positively affect purchase intention. Agustina (2022) studied the effect of experiential marketing on repurchase intention among woven bag consumers at Cahaya Hafidza & Brother's Ponorogo using 100 respondents through accidental sampling and multiple linear regression analysis, demonstrating that all experiential marketing dimensions including sense, feel, think, act, and relate positively and significantly affect repurchase intention.

2.7. Conceptual Framework

This study uses repurchase intention as the main framework, with experiential marketing (X1) and brand trust (X2) as the theoretical foundation influencing the main variable. The research aims to identify how X1 and X2 affect Y. Accordingly, the research framework is outlined as follows:
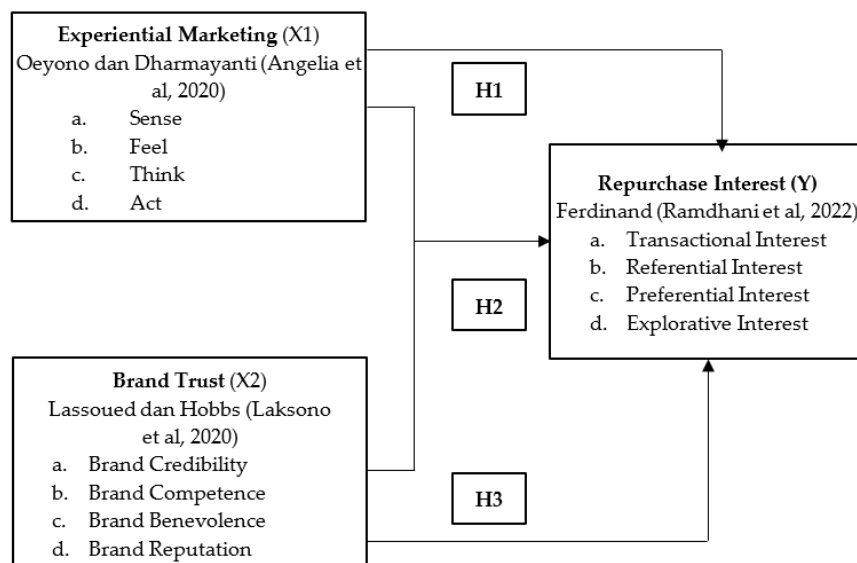

Figure 1. Conceptual Framework

3. RESEARCH METHODS

3.1. Research Design

This research utilizes a quantitative methodology focusing on associations. According to Ahyar et al. (2020), quantitative research focuses on quantifying and analyzing the cause-and-effect relationships among different variables instead of the procedure, and it is considered within a neutral framework without any bias. Sugiyono (2019) defines the associative approach as testing hypotheses regarding the influence or relationship between two or more variables. In this research, the independent variables are Experiential Marketing (X1) and Brand Trust (X2), while the dependent variable is Repurchase Intention (Y). The study was conducted among consumers who had made in-store purchases at Sociolla outlets in Sun Plaza, Centrepoint, and Brastagi Supermarket Cemara, residing in Medan City. The research was carried out from January to February 2025.

3.2. Population and Sample

The population consists of consumers residing in Medan who have purchased products at Sociolla stores. Since the total population has not been measured, its size is unknown. The sample represents part of the population, selected using non-probability sampling with a purposive sampling method. The selection criteria are: (1) Sociolla consumers residing in Medan, (2) aged at least 17 years, and (3) having made an in-store purchase within the past six months. Using Cochran's formula at a 95% confidence level and 10% margin of error, the calculated sample size is 96, rounded to 100 respondents for ease of analysis.

3.3. Research Hypotheses

H1: Experiential marketing has a positive and significant effect on repurchase intention among Sociolla consumers in Medan.

H2: Brand trust has a positive and significant effect on repurchase intention among Sociolla consumers in Medan.

H3: Experiential marketing and brand trust together have a positive and significant effect on repurchase intention among Sociolla consumers in Medan.

3.4. Data Collection Technique

This study utilizes primary data sources and employs a questionnaire as the main data collection instrument. According to Sahir (2022), a questionnaire survey consists of a set of instruments designed to measure research variables. Data collection through questionnaires is highly effective because respondents simply choose from options provided by the researcher. In this study, the measurement tool adopted is the Likert scale. The Likert scale utilized in this study assigns scores as follows: Strongly Agree (SA) = 5, Agree (A) = 4, Somewhat Disagree (SD) = 3, Disagree (D) = 2, and Strongly Disagree (SD) = 1 (Sugiyono, 2019).

4. RESULTS AND DISCUSSION

4.1. Results

4.1.1. Respondent Characteristics

Table 1. Respondent Characteristicsn

No	Category	Classification	Frequency	Percentage (%)
1	Gender	Male	25	25
		Female	75	75
2	Age	17 – 20	21	21
		21 – 24	49	49
		25 – 28	23	23
		> 29	7	7
3	Occupation	Student	15	15
		Private Employee	42	42
		Civil Servant	20	20
		Housewife	10	10
		Entrepreneur	13	13
4	Income (IDR)	< 500.000	7	7
		500.001 – 1.000.000	17	17
		1.000.001 – 2.000.000	21	21
		> 2.000.000	55	55
5	Purchase Frequency	1 – 3 times	39	39
		4 – 6 times	47	47
		7 – 9 times	4	4
		> 9 times	10	10

The majority of respondents are female (75%), aged 21–24 years (49%), and work as private employees (42%). Most have income above Rp 2,000,000 (55%) and made purchases 4–6 times in the last 6 months (47%). This data shows that Sociolla consumers in Medan are dominated by productive young age groups, middle to upper income, and have quite high purchase intensity for beauty products.

4.1.2. Instrument Testing

1) Validity Test

Testing the validity of a research instrument involves utilizing various methods, one of which is validity testing. By comparing the r-calculated and r-table values at a significance level of 0.05 with degrees of freedom df = n – 2 = 100 – 2 = 98 in a two-tailed test, the validity of each statement can be established.

Table 2. Research Variable Validity Test Results

Variable	Statement	R-calculated	R-table	Description
Experiential Marketing (X1)	X1.1	0,636	0,196	Valid
	X1.2	0,634	0,196	Valid
	X1.3	0,717	0,196	Valid
	X1.4	0,678	0,196	Valid
	X1.5	0,681	0,196	Valid
	X1.6	0,781	0,196	Valid
	X1.7	0,736	0,196	Valid
	X1.8	0,652	0,196	Valid
Brand Trust (X2)	X2.1	0,623	0,196	Valid
	X2.2	0,436	0,196	Valid
	X2.3	0,664	0,196	Valid
	X2.4	0,650	0,196	Valid
	X2.5	0,489	0,196	Valid
	X2.6	0,504	0,196	Valid
	X2.7	0,686	0,196	Valid
	X2.8	0,701	0,196	Valid
Repurchase Intention (Y)	Y.1	0,616	0,196	Valid
	Y.2	0,724	0,196	Valid
	Y.3	0,726	0,196	Valid
	Y.4	0,727	0,196	Valid
	Y.5	0,743	0,196	Valid
	Y.6	0,789	0,196	Valid
	Y.7	0,778	0,196	Valid
	Y.8	0,683	0,196	Valid

Source: Data Processing Results (2025)

The validity test results show that the statements concerning the three research variables have R-calculated values exceeding the R-table limit of 0.196, suggesting the questions are suitable for research purposes. Therefore, this tool can effectively assess the variables of Experiential Marketing (X1), Brand Trust (X2), and Repurchase Intention (Y).

2) Reliability Test

The reliability test assesses the internal consistency of research instruments and respondent answers. A Cronbach's Alpha coefficient above 0.6 signifies that the variable under study is measured consistently, thus ensuring the credibility of the results.

Table 3. Research Variable Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Description
Experiential Marketing (X1)	0,837	8	Reliable
Brand Trust (X2)	0,740	8	Reliable
Repurchase Intention (Y)	0,859	8	Reliable

Source: Data Processing Results (2025)

The reliability assessment indicates Cronbach's Alpha coefficients of 0.837 for Experiential Marketing, 0.740 for Brand Trust, and 0.859 for Repurchase Intention. Since all exceed the critical value of 0.6, the measurement instruments are considered both reliable and valid for assessing the variables in this study.

4.1.3. Classical Assumption Test

1) Normality Test

Table 4. Kolmogorov-Smirnov Test Results

| One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,67519250
Most Extreme Differences	Absolute	,070
	Positive	,070
	Negative	-,048
Test Statistic		,070
Asymp. Sig. (2-tailed)		,200[c,d]
a. Test distribution is Normal.		
b. Calculated from data		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance		

Source: Data Processing Results (2025)

The researcher found a significance value of 0.200 > 0.05 in table 4 using the Kolmogorov-Smirnov test. This suggests that the data meets the criteria for normal distribution. Therefore, it can be inferred that the data gathered is normally distributed.
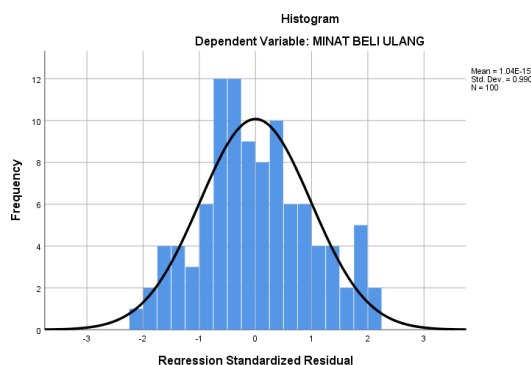
Figure 1. Histogram Graph
Source: Data Processing Results (2025)

In Figure 1, the distribution of data is depicted as having a bell-like symmetrical shape. This suggests that the researcher has gathered data that follows a normal distribution pattern.
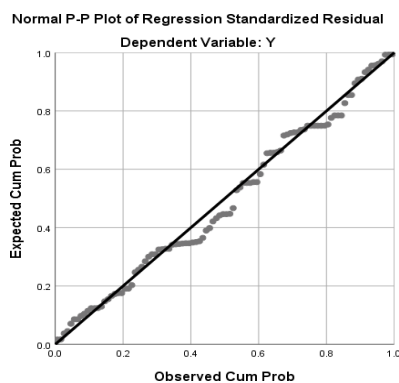
Figure 2. P-P Plot Graph
Source: Data Processing Results (2025)

If the data in a sample closely follows the diagonal line, it is typically regarded as being normally distributed. In Figure 2, it is apparent that the data follows the diagonal line closely, suggesting that it is normally distributed, even when minor deviations from the line occur.

2) Multicollinearity Test

The multicollinearity test evaluates the degree of correlation among independent variables in a regression model. A valid and stable model is characterized by negligible intercorrelation, signifying the absence of multicollinearity. Detection methods typically involve analyzing Tolerance and Variance Inflation Factor (VIF) values.

Table 5. Multicollinearity Test Results

| Coefficients^a							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	5,109	1,667		3,065	,003		
Experiental Marketing	,143	,034	,230	4,166	,000	,922	1,085
Brand Trust	,674	,049	,760	13,784	,000	,922	1,085
a. Dependent Variable: Repurchase Intention							

Source: Data Processing Results (2025)

According to the statistical output in Table 5, experiential marketing (X1) and brand trust (X2) each exhibit a tolerance value of 0.922, surpassing the minimum threshold of 0.10, and a VIF of 1.085, remaining significantly lower than the upper limit of 10.00. These metrics collectively suggest that the regression model is not affected by multicollinearity.

c) Heteroscedasticity Test

The purpose of the heteroscedasticity test is to determine if there is inconsistency in the residual differences between individual observations within the regression model. When the residual differences remain consistent across observations, it is referred to as homoscedasticity. On the other hand, if there are varying residual differences between observations, it is known as heteroscedasticity. A regression model is deemed effective when heteroscedasticity is absent, as its presence can cast doubt on the accuracy of the regression analysis results.
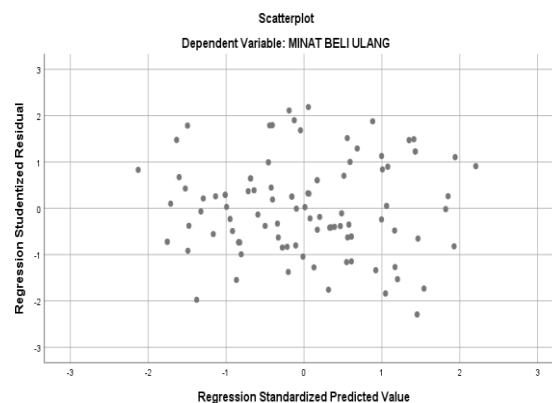
Figure 3. Heteroscedasticity Test Results
Source: Data Processing Results (2025)

According to the diagram provided in Figure 3, the data points are spread out haphazardly above and below zero without following a specific arrangement, indicating a random distribution. Therefore, we can conclude that the characteristics are met, so in the regression model of the influence of experiential marketing (X1) and brand trust (X2) on repurchase intention (Y), there is no heteroscedasticity problem.

4.1.4. Multiple Linear Regression Analysis

Table 6. Multiple Linear Regression Analysis Results

Coefficients[a]							
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**	**Collinearity Statistics**	
	B	**Std. Error**	**Beta**			**Tolerance**	**VIF**
(Constant)	5,109	1,667		3,065	,003		
Experiental Marketing	,143	,034	,230	4,166	,000	,922	1,085
Brand Trust	,674	,049	,760	13,784	,000	,922	1,085
a. Dependent Variable: Repurchase Intention							

Source: Data Processing Results (2025)

According to the data presented in the table 6, the following linear equation is derived in this research.

$$Y = 5{,}109 + 0{,}143X_1 + 0{,}674X_2$$

The multiple linear regression output in the table above yields the following equation, which can be interpreted as:

a) The constant value of 5.109 shows the value of repurchase intention (Y) if there is no influence from variable X in this study. The intention to shop again at Sociolla still exists even without the influence of experiential marketing or brand trust, although not as much as when one of these factors is present in the consumer's shopping experience.

b) The coefficient for experiential marketing (X_1) is 0.143, indicating that a one-unit change in X_1 results in a 0.143 unit change in variable Y. A greater experiential marketing value corresponds to greater repurchase intention at Sociolla, and conversely.

c) The value of brand trust coefficient (X_2) at 0.674 indicates that every unit increase or decrease in X_2 results in a 0.674 unit change in variable Y. A greater brand trust value corresponds to a greater intent to repurchase at Sociolla, and conversely.

4.1.5. Hypothesis Testing

1) Partial Test Results (T-Test)

The T-test is conducted to determine the influence between one independent variable on one dependent variable. Experiential marketing variables (X_1) and brand trust (X_2) are tested partially against the repurchase intention variable (Y). Partial testing uses a significance level of 0.05 (2-tailed test) with the t-table value searched in the statistical table by finding the degrees of freedom, namely (df) = n-k with an accuracy level (α) = 5%. The degrees of freedom (df) value obtained is n-k = 100-3 = 97, so the T-table value obtained is 1.985.

Table 7. Partial Test Results (T-Test)

Coefficients[a]					
Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
	B	**Std. Error**	**Beta**		
(Constant)	5,109	1,667		3,065	,003
Experiental Marketing	,143	,034	,230	4,166	,000
Brand Trust	,674	,049	,760	13,784	,000
a. Dependent Variable: Repurchase Intention					

Source: Data Processing Results (2025)

Based on the Partial Significance Analysis (T-Test) results in the table 7, the following conclusions can be drawn:

a) From the partial test analysis, experiential marketing (X_1) was found to significantly affect repurchase intention (Y), as evidenced by a t-calculated value of 4.166 exceeding the t-table value of 1.985, with a significance level of 0.00 (< 0.05). The positive regression coefficient of 0.143 further indicates that improved experiential marketing is associated with increased repurchase intention. Thus, Ha1 is accepted, and H01 is rejected.

b) A partial test was conducted on the relationship between brand trust (X2) and repurchase intention (Y), resulting in a calculated t-value of 13.784, which is greater than 1.985. The significance level of 0.000 is less than 0.05, indicating that there is a significant positive regression coefficient of 0.674. This suggests that the brand trust variable (X2) has an impact on the repurchase intention variable (Y). As a result, H1 is confirmed and H0 is refuted.

2) Simultaneous Test Results (F-Test)

The simultaneous significance of experiential marketing (X1) and brand trust (X2) on repurchase intention (Y) is evaluated through the F-test. The relevant F-table value is established by setting numerator degrees of freedom = k − 1 = 2 and denominator degrees of freedom = n − k = 97, where k = 3 represents the total variables, and n = 100 denotes the sample size.

Where:

k = Number of variables

n = Number of respondents

Table 8. Simultaneous Test Results (F-Test)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	744,493	2	372,247	129,968	,000[b]
	Residual	277,821	97	2,864		
	Total	1022,314	99			
a. Dependent Variable: Repurchase Intention						
b. Predictors: (Constant), Experiental Marketing, Brand Trust						

Source: Data Processing Results (2025)

Based on the data processing results in the table above, the F-calculated value obtained is 129.968, which means the F-calculated value is greater than the F-table value, namely 129.968 > 3.09, and the significance value is smaller than 0.05, indicating that experiential marketing (X1) and brand trust (X2) jointly influence the dependent variable, namely repurchase intention (Y). Based on this, Ha3 is accepted.

3) Coefficient of Determination Test Results (R²)

Table 9. Coefficient of Determination Test Results

Model		R	R Square	Adjusted R Square	F	Sig.
1	Regression	,853[a]	,728	,723	1,69237	,000[b]
a. Predictors: (Constant), Experiental Marketing, Brand Trust						
b. Dependent Variable: Repurchase Intention						

Source: Data Processing Results (2025)

Based on the data processing results displayed in table 9, it is known that:

a) Based on the data processing results in the table above, it is known that the R value is 0.853, which means the relationship between experiential marketing (X1) and brand trust (X2) on repurchase intention (Y) is quite close because if R approaches one, the better the model is used.

b) The Adjusted R Square value or coefficient of determination obtained is 0.723, which shows that experiential marketing variables (X1) and brand trust (X2) can explain repurchase intention (Y) by 72.3%, while the remaining 27.7% is influenced by other factors outside this study.

4.2. Discussion

4.2.1. The Influence of Experiential Marketing (X1) on Repurchase Intention (Y)

From the prior testing, it is evident that all measurement items for experiential marketing (X1), brand trust (X2), and repurchase intention (Y) meet validity and reliability standards. This confirms that the dataset is appropriate for an in-depth examination of the interrelationships among these variables. Based on this research results, respondent answer data shows that the most influential indicator is think experience with the statement about Sociolla displaying products creatively so that it makes consumers interested in learning more

about the product, with 28% of respondents answering strongly agree and 54% answering agree. This indicator relates to how Sociolla displays products creatively so that it makes consumers interested in learning more about the product. Based on respondent answers, 28% stated strongly agree and 54% agree with this statement, which shows that creative and informative marketing strategies greatly influence consumer interest in making repeat purchases.

Think experience focuses on aspects of consumer thinking triggered by how products are displayed and presented. When Sociolla can communicate product value creatively and attract consumer attention, this not only increases their interest in the product but also increases the likelihood for consumers to make repeat purchases. The curiosity generated from this experience indicates that consumers feel more connected to the product, encouraging them to make it their main choice when shopping. In addition, there is an indicator with the lowest influence, namely the act experience indicator with the statement about them being more actively participating in events or promotions held by Sociolla after shopping there. Likert analysis results show that only 50% answered the agree category, and the other 50% answered the disagree category. This shows that although consumers make purchases, their level of participation in promotions or events organized by Sociolla is not as active as expected.

The lack of participation in promotions or events after shopping can be caused by several factors. One is consumer disinterest in the type of events or promotions held by Sociolla. There may also be a lack of understanding about the benefits or advantages that can be obtained from participating in these events, so consumers tend not to be very active. This shows that although consumers have interest in products, they do not yet feel fully involved in event-based or promotion-based marketing experiences.

Based on the SPSS analysis, experiential marketing (X1) exerts a significant positive influence on repurchase intention (Y), as evidenced by a t-calculated value of 4.166 exceeding the t-table value of 1.985, a significance level of 0.00, and a regression coefficient of 0.143. The positive coefficient confirms that enhanced experiential marketing leads to higher consumer repurchase propensity. The results indicate that experiential marketing is not merely a supplementary tactic but a decisive factor in influencing repurchase intention. By engaging customers through creativity, appealing presentation, and cognitive stimulation (think experience), brands can establish stronger loyalty. This is corroborated by Puspita (2022) research, which similarly identifies experiential marketing as a significant predictor of repeat purchases.

4.2.2. The Influence of Brand Trust (X2) on Repurchase Intention (Y)

Validity and reliability tests conducted on the experiential marketing (X1), brand trust (X2), and repurchase intention (Y) variables confirm that all measurement items meet the required standards. This ensures that the dataset is robust and can be confidently utilized to investigate the interconnections among these constructs in depth. Based on this research results, respondent answer data shows that the most influential indicator is brand credibility with the statement about "I believe that Sociolla always presents new and innovative products that match beauty trends." This shows that consumers have strong confidence in Sociolla's ability to always present new and innovative products that match beauty trends. In this study, 62% of respondents strongly agree and 33% agree with this statement. Consumer trust in this brand credibility is very important because it shows that they believe the products offered by Sociolla always follow trend developments, which in turn influences their decision to make repeat purchases.

Brand credibility reflects a brand's ability to meet consumer expectations. Consumers who feel that products offered by a brand are reliable tend to have higher loyalty levels. Sociolla, which consistently presents new and innovative products, has successfully built a positive image in consumers' eyes. This becomes an important factor that motivates consumers to return to buy products, as they feel that this brand can provide added value that matches their expectations. In addition, there is an indicator with the lowest influence, namely the brand benevolence indicator with the statement about "Sociolla provides appropriate rewards to loyal customers through special programs or offers." Likert analysis results show that only 58% answered the agree category, and the other 42% answered the disagree category. This indicates that reward programs or special offers organized by Sociolla have not been effective enough in encouraging consumers to make repeat purchases.

The limited influence of the brand benevolence indicator in influencing repurchase intention can be caused by several factors. One is consumer disinterest in the type of rewards or offers provided by Sociolla.

Reward programs may not match what consumers want or need, so they do not feel motivated to participate. Additionally, there may be a lack of clear promotion about the benefits that can be obtained from the program, which makes consumers not feel encouraged to be more active in reward programs. Based on the SPSS analysis, the influence of brand trust (X2) on repurchase intention (Y) is statistically significant (t = 13.784 > 1.985; p = 0.000 < 0.05; β = 0.674). The positive coefficient indicates a direct relationship, whereby an increase in brand trust is associated with a higher probability of repeat purchases. Accordingly, Ha2 is accepted, corroborating the conclusions of Enjelina (2023).

4.2.3. The Influence of Experiential Marketing (X1) and Brand Trust (X2) on Repurchase Intention (Y)

Validity and reliability assessments confirm that all measurement statements for X1, X2, and Y meet the required criteria. Consequently, the data is suitable for this research and can support a thorough investigation into the relationships between the studied variables. The highest indicator in this research is the preferential interest indicator in the answer about "Sociolla is their favorite choice for shopping for beauty products," with 27% of respondents answering strongly agree and 58% of respondents agree, showing that the majority of consumers tend to choose Sociolla as their main place to buy beauty products. This indicates high consumer loyalty to the Sociolla brand, driven by positive experiences and consistency in meeting their beauty needs.

This preferential interest illustrates that the experience consumers get when shopping at Sociolla forms positive perceptions that lead to preferences to choose this brand again in the future. By becoming consumers' main choice, Sociolla has successfully created long-term relationships that increase the likelihood of consumers making repeat purchases. Success in creating satisfying shopping experiences and presenting products that match consumer expectations contributes to the high repurchase intention reflected in this indicator. In addition, there is an indicator with the smallest influence, namely the exploratory interest indicator with the statement about "I often seek information about updates and changes occurring at Sociolla to ensure they don't miss new products." Likert analysis results show that only 51% answered the agree category, and the other 49% answered the disagree category. This shows that although there are some consumers interested in knowing product updates, this exploratory interest level is relatively lower compared to preferential interest.

The low influence of the exploratory interest indicator could be caused by several factors, one of which is consumer disinterest in always seeking information related to new products offered by Sociolla. This could also indicate that most consumers feel satisfied enough with the products they buy and do not feel the need to continuously follow updates or changes that occur. Consumers with high repurchase intention tend to focus more on product quality and their shopping experience, not on product updates available in the market. Overall, this research results indicate that the three variables experiential marketing and brand trust provide significant influence on repurchase intention among Sociolla consumers. This means that both experiential marketing and the level of consumer trust in the brand (brand trust) play important roles in encouraging consumers to return to buy products. When both factors work well, they can create strong relationships between consumers and brands, which will result in higher repeat purchases.

The simultaneous (F-test) analysis yielded a significance value of 0.000, well below the 0.05 threshold, along with an F-calculated value of 129.968, surpassing the F-table benchmark of 3.09. This provides strong statistical evidence that experiential marketing and brand trust jointly contribute to variations in repurchase intention. Consequently, Ha3 is accepted and H03 is rejected, reinforcing the conclusion that these two factors have a significant combined impact on consumer behavior. The coefficient of determination analysis produced an R value of 0.853, representing an 85.3% correlation between experiential marketing (X1) and brand trust (X2) on repurchase intention (Y). The Adjusted R^2 value of 0.723 indicates that 72.3% of the variance in repurchase intention is explained by the model, with 27.7% attributable to external variables, such as price, promotion, and product quality. These findings substantiate the acceptance of Ha3.

5. CONCLUSIONS

Based on the research findings and discussion, several key conclusions emerge from this study. Experiential marketing demonstrates a positive and significant influence on repurchase intention at Sociolla, with the "think experience" indicator showing the strongest impact. This suggests that Sociolla's creative and attention-grabbing product presentation serves as the primary driver for consumer interest, encouraging

deeper engagement and repeat purchases while strengthening the emotional bond between consumers and products. Brand trust also exhibits a positive effect on repurchase intention, with consumer confidence in Sociolla's ability to consistently deliver innovative products aligned with current beauty trends being the main factor driving loyalty and repeat purchases. Consumers view the brand as reliable and capable of meeting their expectations, which translates into sustained purchasing behavior.

The simultaneous analysis reveals that experiential marketing and brand trust exert a positive and significant influence on repurchase intention at Sociolla. The F-test results (F-calculated = 129.968 > F-table = 3.09; p < 0.05) substantiate the synergistic effect of engaging shopping experiences and brand trust in fostering consumer loyalty. These findings indicate that both the quality of consumer experiences and the perceived credibility of the brand are directly associated with the likelihood of repeat purchases, highlighting the strategic importance of integrating experiential and trust-enhancing initiatives in retail management.

6. REFERENCES

Agustina, Z. D. (2022). *Pengaruh Experiential Marketing terhadap Minat Beli Ulang (Survei pada Konsumen Produk Tas Anyaman Jali Jali di Cahaya Hafidza & Brother's Ponorogo)*. Universitas Muhammadiyah Ponorogo.

Ahyar, H., Maret, U. S., Andriani, H., Sukmana, D. J., Mada, U. G., Hardani, S.Pd., M. S., Nur Hikmatul Auliya, G. C. B., Helmina Andriani, M. S., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*.

Angelia, V., & Rezeki, S. (2020). Pengaruh Experiential Marketing dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Rumah Makan Abeng 38. *Jurnal Manajemen Bisnis Eka Prasetya : Penelitian Ilmu Manajemen*, *6*(1), 63–73. https://doi.org/10.47663/jmbep.v6i1.34

Ariyanto, A., Wongso, F., Wijoyo, H., Indrawan, I., & Musnaini, A. (2021). *Strategi Pemasaran UMKM di Masa Pandemi*. Insan Cendikia Mandiri.

Azmi, M. (2022). Pengaruh Iklan, Sales Promotion, Dan Citra Merek Terhadap Minat Beli Ulang (Studi Pada Pengguna Shopee). *Journal of Entrepreneurship, Management and Industry (JEMI)*, *4*(4). https://doi.org/10.36782/jemi.v4i4.2181

Bubun, U. U., Limpo, L., & Sampe, F. (2023). Pengaruh experiential marketing terhadap kepuasan pelanggan Starbucks di Makassar. *Management Journal and Economic Review*, *2*(1). https://doi.org/10.59834/manajer.v2i1.14

Budi, P. V. D. S., & Yasa, N. N. K. (2023). *Kualitas Produk, Kepuasan Pelanggan, Dan Niat Beli Ulang: Konsep dan Aplikasi Pada Studi Kasus*. Media Pustaka Indo.

Chaudhuri, A., & Holbrook, M. B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, *65*(2), 81–93. https://doi.org/10.1509/jmkg.65.2.81.18255

Enjelina, S. (2023). *Pengaruh Kesadaran Merek Dan Kepercayaan Merek Terhadap Minat Beli Mobil Xenia Di Astra Daihatsu Lampung*. Repository UNILA.

Fitriani, D. (2022). *Pengaruh Experiential Marketing dan Social Media Marketing Terhadap Repurchase Intention pada Pelanggan Sippin Cabang Dr. Mansyur Medan*. Universitas Medan Area.

Hilman, S. P. F., & Marlena, N. (2020). Pengaruh Experiential Marketing dan Persepsi Kualitas Layanan terhadap Kepuasan Konsumen pada RM Khas Sunda Mang Engking Juanda di Jawa Timur. *Managment Insight: Jurnal Ilmiah Manajemen*, *15*(2), 173–189. https://doi.org/10.33369/insight.15.2.173-189

Ihsan, M. N., & Sutedjo, B. (2022). Pengaruh brand image dan brand trust terhadap kepuasan konsumen dan dampaknya terhadap minat beli ulang. *Forum Ekonomi*, *24*(1), 170–176. https://doi.org/10.30872/jfor.v24i1.10586

Laksono, A. W., & Suryadi, N. (2020). Pengaruh Citra Merek, Kepercayaan Merek, Dan Kualitas Merek Terhadap Loyalitas Merek Pada Pelanggan Geprek Bensu Di Kota Malang. *Holistic Journal of Management Research*, *3*(1), 8–16. https://doi.org/10.33019/hjmr.v3i1.1804

Ningrum, S. S., Mardhiyah, A., & Simanjorang, F. (2022). Pengaruh Penerapan Experiential Marketing Strategy dan Kepuasan Pelanggan terhadap Loyalitas Pelanggan (Studi pada Pelanggan Junction Cafe Medan). *Journal Business Administration: Entrepreneurship and Creative Industry*, *1*(2), 13–26. https://doi.org/10.32734/jba.v1i2.9557

Pangestu, G. (2024). Pengaruh Store Atmosphere, Experiental Marketing, dan Price Discount terhadap Purchase Decision di Era New Normal Pasca Pandemi Covid-19 (Studi pada konsumen J. Co Donuts & Coffee Artos Mall Magelang di Purworejo). *Volatilitas Jurnal Manajemen Dan Bisnis*, *6*(2).

Pebrila, L., Ramdan, A. M., & Samsudin, A. (2019). Kekuatan Pengalaman Konsumen dan Kepercayaan terhadap Minat Beli Ulang pada Toko Handmade Addictive. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 341. https://doi.org/10.24843/EEB.2019.v08.i04.p01

Puspita, S. I. (2023). *Pengaruh Experiential Marketing dan Kepercayaan Merek terhadap Minat Beli Ulang Produk MS Glow (Studi pada Konsumen MS Glow di Jombang)*. STIE PGRI Dewantara Jombang.

Qomariyah, L., & Haryadi, D. (2022). Meningkatkan Loyalitas Merek Dengan Pengalaman Merek Melalui Cinta Merek dan Kepercayaan Merek. *Jurnal Ilmiah Manajemen Dan Bisnis*, *23*(1). https://doi.org/10.30596/jimb.v23i1.9421

Ritonga, H., Siregar, N., El Fikri, M., & Agustin, R. (2019). *Manajemen Pemasaran (Konsep dan Strategi)*. Mahaji.

Sahir, S. H. (2022). *Metodologi Penelitian*. KBM Indonesia.

Santi, E. R., & Supriyanto, A. (2020). Pengaruh kualitas produk, kepuasan pelanggan, dan promosi online terhadap minat beli ulang (studi kasus pada Sate Taichan Banjar D'licious). *Jurnal Sains Manajemen Dan Kewirausahaan*, *4*(1), 47–56.

Sari, M. D. (2023). *Perilaku Konsumen*. Uwais Inspirasi Indonesia.

Siregar, O. M., & Nasution, M. D. T. P. (2023a). *Perilaku Konsumen Offline & Online*. Dewangga Publishing.

Siregar, O. M., & Nasution, M. D. T. P. (2023b). *Revolutionizing Marketing: Strategi Inovatif Bisnis Modern*. CV. Mitra Cendekia Media.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.

Syafitri, A., Sari, E. R., & Sanjaya, V. F. (2021). Pengaruh Citra Merek, Promosi Dan Kepercayaan Merek Terhadap Keputusan Pembelian Pada Produk Scarlett Whitening (Studi Kasus Mahasiswi UIN Raden Intan Lampung). *Manajemen Bisnis Syariah*, *1*(1), 25–38.

Wijoyo, H., Sunarsi, D., Indrawan, I., & Cahyono, Y. (2020). *Manajemen pemasaran di era globalisasi*. Pena Persada.