ABSTRACT

The beauty industry in Indonesia has shown significant growth, as reflected in the increasing number of companies and rising consumer demand for local products. Wardah, a leading local halal beauty brand, faces challenges in maintaining consumer loyalty amidst intense competition in modern retail, particularly in Guardian stores. This study aims to examine the influence of customer experience on repurchase intention, with brand trust and sales promotion as mediating variables, and income as a moderating variable.

This research employed a quantitative approach through survey methods involving 386 female respondents aged 18–25 who had purchased Wardah products at Guardian. The data were analyzed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The study investigated the direct and indirect effects of customer experience, as well as the mediating roles of brand trust and sales promotion. Additionally, it assessed whether income moderates the relationship between these variables and repurchase intention.

The findings indicate that customer experience does not directly influence repurchase intention. However, it significantly affects brand trust and sales promotion, both of which mediate the relationship between customer experience and repurchase intention. Furthermore, income does not moderate the effects of customer experience, brand trust, or sales promotion on repurchase intention. These results suggest that increasing repurchase intention is more influenced by trust in the brand and effective promotional strategies than by consumers' income levels. The study offers practical implications for marketers in formulating strategies to enhance customer loyalty through improved experiences and promotional programs.

Keywords: *Customer Experience, Brand Trust, Sales Promotion, Income, Repurchase Intention.*