

Factors that Influence Customers to Repurchase *Buttonscarves* Products

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Abstract. *Factors that influence including Brand Image, Lifestyle, price and quality product, design products and satisfaction customer . The purpose of this study is test influence brand image and lifestyle towards Repurchase Intention through Customer Satisfaction Buttonsscarves . Population study is consumer Buttonsscarves and samples as many as 217. Data collection techniques used questionnaire and interview. Data analysis using Structural Equation Modeling (SEM). The results of the study showed that Brand Image and lifestyle had an effect significant towards Customer Satisfaction. Positive brand image and style life in harmony own strong influence to satisfaction customers. Brand image and lifestyle have an influence significant on Repurchase Intention: Brand image and style life according to the product give significant influence to customer For do purchase repeat. Customer Satisfaction, brand image and lifestyle mediate significant influence towards Repurchase Intention. Satisfaction customer, image brand and style life in a way significant increase intention they For buy return .*

Keywords: *Brand Image, Customer Satisfaction, Lifestyle, Repurchase Intention*

1. INTRODUCTION

Superiority products Buttonsscarves compared to competitor other is unique and unique design market , premium materials , as well For hijab products using easy material shaped , comfortable used , no easy tangled , no transparent , as well as the Buttonsscarves logo embedded in each its products (Irianto, 2019). The quality and exclusivity of each Buttonsscarves product make it popular among women from various backgrounds, especially the middle to upper class, from career women to housewives. Buttonsscarves is one of the local brands that is very popular with its fans. Although the price of its products is quite high, Buttonsscarves is able to attract consumer interest through the guarantee of the quality of its products. Buttonsscarves also has a unique characteristic, namely the distinctive aroma found in each of its stores in various cities, which makes customers feel comfortable and want to linger in the store. In addition, the packaging of Buttonsscarves products is also very much considered, with products wrapped in white paper, then put into a box wrapped with black ribbon. This good packaging is designed to captivate the hearts of customers. The various unique features and characteristics offered by Buttonsscarves have succeeded in captivating the hearts of customers, so that this brand is able to compete with various other Muslim fashion brands.

Currently Buttonsscarves has expansion in business Accommodation in the form of a design villa unique in some areas in Indonesia. The brilliant development of the Buttonsscarves brand is in addition to factors management , shopping advertising , quality products , and intentions as well as earnest effort naturally not let go from community support lovers Buttonsscarves That myself . *Repurchase intention* in context Buttonsscarves connected closely

related to satisfaction customer , style life , and a strong brand *image* that has built by this brand . When consumers feel satisfied with the product and service from Buttonsscarves , they tend For do purchase repeat . Satisfaction Customers at Buttonsscarves No only related to quality high quality products and unique designs , but also with experience comprehensive that they get .

The lifestyle promoted by Buttonsscarves also plays a role important in interesting consumer For return shopping . Customer satisfaction according to Kotler and Keller (2016) is a feeling happy or disappointed someone who appears after compare performance (result) of the product in mind to performance that expected . Satisfaction customer is important assets for sustainability company Because can used as indicator on quality and benefits company in the future upcoming . Research results Eugene W. Anderson, Claes Fornell and Donald R. Lehmann on *Costume Satisfaction, Market Share, and Profitability* : Findings from Sweden (1994:3) shows If customer satisfied to the quality of the product provided so will arise satisfaction customer so that push interest purchase repeat Customer . Satisfaction customers who can interpreted as results perception customer to accepted value in transaction or. This is component important from business strategy , reflecting evaluation general a brand in fulfil needs and expectations customers (Mahmood, 2015).

Intention buy return reflect probability subjective that customer will Keep going buy from the same supplier (Polat & Seyrek , 2022). This indicates evaluation individual about buy return designated service from the same company , taking into account situation current and state . Satisfaction customer play role important in increase retention , growth term length , and intention buy . The company needs to prioritize This aspect , encourages Repurchase of products or services (Handoyo & Mani, 2021). Increase satisfaction often causes improvement intention buy returns and expected future earnings from customer at this time . Next satisfied customer more tend For buy return from the same company , so reduce cost .

Purchase interest repeat is determination planned someone to carry out purchase repeat to products and services certain , by estimating conditions or experiences that occur after shopping (Heller, 2003). For influence the process of interest buy repeat customers , the company must produce product according to your wishes need customers , companies must also be able to connect the product to candidate customers , because however good or not A product If customer No know it so customer No will appreciate or be interested in For buy product (Suwarto , 2013). *Brand* becomes something important For display mark product towards the market (Khasanah , 2014). The number of sale product Buttonsscarves in 2023 each month 428 pcs arrived with 648 pcs. Sales from January to May experienced steady

increase . However , there was decline from June to December . Decline sale can caused by factors external like change fashion trends and conditions economy that is not stable .

Although happen decline sales , but Still there is indication strong that Buttonsscarves still has a strong fan base in Pekanbaru , such as improvement member BS Lady community and high enthusiasm at the time launch product . Although There is challenge in sales , this brand is still own potential For attract and retain part large customer base . *Brand image* according to Keller (2016) is method public to perceive or think company or its products . *Brand image* is perception and belief customers who can direct customers to talk and recommend product the to other people. A good brand *image* on a product can impact for customer For discuss and recommend product the to other customers (Rageh Ismail & Spinelli, 2012).

Image against A *brand* has role main in influence customer For do purchase . Customers who have good *image* for A *brand* or something product from the *brand* tend will choose the *brand* For chosen (Tjiptono , 2017). *Brand image* is related positive with a person's *repurchase intention* customers (Arifin, 2016).

Brand Image is one of factor affecting decision purchase . (Sahara, 2018) (Maulana et al, 2021). When purchasing a goods , customers usually will consider *Brand Image* in determine choice they from various choice available items , because wisdom buyer that If they use goods with a good brand *image* , things That can build feeling comfortable and confident they alone . Feelings emotional customer influenced by a positive *Brand Image* , so cause feeling positive and confident self when interact with brands product certain , so that create a sense of satisfaction . (Dewi & Ekawati , 2019). *Brand image* own *emotional value* in the purchasing process by Indonesian customers (Fonda & Antonio, 2021). This means *Brand Image* influential towards emotional value. Buying decision influenced by *brand image* and *emotional value* , meaning the more famous *brand image* , then the more increase *emotional value* that has an impact to decision purchase . Here is the pre-purchase data. survey from customer Buttonsscarves (Shabbir et al., 2017).

Lifestyle is pattern life that depicts activities , interests and opinions individuals interacting with the environment surroundings and ways measure it in a way use *psychographics* . (Kotler 2016). *Psychographics* is a instrument For measure style life , which uses measurement quantitative and commonly used For analyzing huge data , *Psychological* usually used For see market segment . *Lifestyle* (lifestyle) life) is very important concept in analyze behavior in demand style target market life . Lifestyle starts with identifying behavior behavior about interests , desires and opinions of the target market . Kasali (2015:225) states

that Lifestyle will influence desire somebody For behave and finally determine choices consumption somebody .

Grand theory in This research is taking decision purchases made by consumers describe how much Far marketer in business market a product to consumers . The relationship between *planned behavior theory* and this study is that people tend to behave better rationally and systematically using available information when deciding to act, considering the implications before deciding on action or not to act. If you make the wrong decision to buy goods or services, it can reduce repurchase intention, customer dissatisfaction, therefore brand image and Life Style are needed to be able to increase repurchase intention (Jeffrey, 2016).

Brand image own influence significant positive to satisfaction customers and *repurchase intention* (Novita and Handayani, 2019; Winarto , 2021; Gita and Nurlinda , 2023; Assegaf, 2023). Other studies conclude that Brand Image has influence positive to satisfaction customer . (Bashir, et all, 2016; Santi Rimadias , et all, 2023). Temporary that , research (Handayani , 2019; Almirah, 2022; Astinib , 2021; Guritno, 2021; and Mardhati , 2021) concluded that style life own influence in a way significant positive to satisfaction customers and *repurchase intention*.

According to Fernandes, Solimu (2016), said style life influential significant to satisfaction customers . Other studies have concluded style life influential significant to *repurchase intention* with satisfaction customer as mediation (Berry, 2012). In contrast to research conducted by Fahmi (2023) and Fernando (2018) where style life and price No influential to *repurchase intention* due to evaluation satisfaction customer Still Not yet satisfied. This research aims test Influence *Brand Image* and *Lifestyle* Towards *Repurchase Intention* through *Customer Satisfaction* Buttonsscarves in Pekanbaru City .

2. RESEARCH METHODS

Place This research was conducted at the Buttonsscarves Living World Store Pekanbaru, Jl. Soekarno - Hatta Pekanbaru . The research time was in 2024. Population study consumer Buttonsscarves . Using technique *non-probability* Because amount population No known . Amount representative sample depends on (the amount) indicator + amount variable) x amount hypothesis . Number sample used in This study was 217 samples (Ferdinand, 2016). Data collection techniques use questionnaire and interview . Data analysis using *Structural Equation Modeling* (SEM).

3. RESULTS AND DISCUSSION

Analysis Results *Partial Least Squares (PLS)*

There are three criteria in use technique data analysis using *SmartPLS* For assessing the measurement model (*outer model*) that is *Convergent Validity*, *Discriminant Validity* and *Composite Reliability* , in Figure 1.

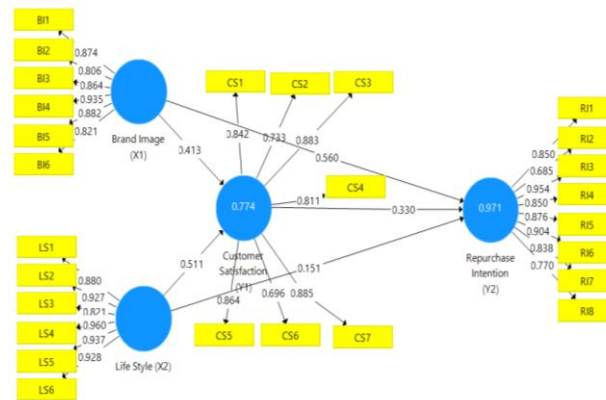


Figure 1. Analysis *Outer Model*

Outer model value or correlation between constructs and variables at the beginning show that convergent validity has been fulfilled , because indicators the own loading factor value is higher from 0.60. Convergent validity criteria of the measurement model with indicators reflective can be explained as following :

Convergent Validity

In this study , the minimum limit of factor loading used is 0.60 which is considered fulfil convergent validity standards . This shows that indicators used in the measurement model in a way consistent correlated with the construct being measured , ensuring that tool measuring is valid in measure desired dimensions .

Testing Influence Path Coefficient Live and Testing Hypothesis

Testing hypothesis 1 (H1) , that *brand image* influential significant to *customer satisfaction* . Coefficient value path (*original sample estimate*) of 0.413 ($p < \alpha = 0.05$). Hypothesis first can ***accepted*** . Testing hypothesis 2 (H2) , that *lifestyle* influential significant to *customer satisfaction* . Coefficient value path (*original sample estimate*) of 0.511 ($p < \alpha = 0.05$). The second hypothesis can be ***accepted*** . Testing hypothesis 3 (H3) , that *brand image* influential significant to *repurchase intention* . Coefficient value path (*original sample estimate*) of 0.560 ($p < \alpha = 0.05$). hypothesis third can ***accepted*** . Testing hypothesis 4 (H4) , that *lifestyle* influential significant to *repurchase intention* . Coefficient value path (*original sample estimate*) of 0.151 ($p < \alpha = 0.05$). hypothesis fourth can ***accepted*** . Testing hypothesis 5 (H5) , that *customer satisfaction* has an effect significant to *repurchase intention* . Coefficient value path (*original sample estimate*) of 0.330 ($p < \alpha = 0.05$). Hypothesis fifth can ***accepted*** .

Testing hypothesis 6 (H6), that *customer satisfaction* mediates influence *brand image* to *repurchase intention*. Coefficient value path (*original sample estimate*) of 0.863 ($p < \alpha = 0.05$). Hypothesis sixth can **accepted**. Testing hypothesis 7 (H7), that *customer satisfaction* mediates influence *lifestyle* to *repurchase intention*. Coefficient value path (*original sample estimate*) of 0.646 ($p < \alpha = 0.05$). Hypothesis seventh can **accepted**.

Discussion

In general overall, Buttonscarves brand image succeed create connection strong emotional relationship with customers, where there is a sense of trust self, exclusivity, and pride become element main influencing factors satisfaction customers. Although There is a number of challenge related quality physique product, image strong brand still become factor the key that keeps satisfaction customers and encourage they For Keep going do future purchases. Buttonscarves No only provide products that are in line with trends, but also successful fulfil need style life customers in a personal way. A lifestyle driven by activities, interests, and opinions consumer proven become factor important in forming repurchase intention. In the context of Buttonscarves, designed products For fulfil need style modern, dynamic and elegant life has succeed create loyalty Customer. Conformity products with style life No only give satisfaction, but also building connection term long between customers and brands. Customers who feel that Buttonscarves is part of identity and style life they will more tend For Keep going buy product from this brand in the future. Customer satisfaction obtained from experience positive customer to product Buttonscarves proven own influence significant towards repurchase intention. When customers feel satisfied with the products they buy, good from aspect quality and also service, they will more tend For return do purchase. This satisfaction creates strong foundation for loyalty customers and motivate they For Keep going choose Buttonscarves in the future, which is the end support growth and sustainability brands in a competitive market.

The results of this study are in line with various findings from study previously which shows that satisfaction customer play a role as booster main repurchase intention. In the case of Buttonscarves, satisfaction to products and services become runway strong pushing customer For Keep going do purchase repeat, has been explained by various studies previously. This study confirms that satisfaction customer is a key mediator that strengthens connection between brand image and repurchase intention. Satisfaction high customer No only strengthen image brand positive but also improve possibility that customer will do purchase repeat.

Customer Satisfaction, Brand Image and Life Style Customer

Customer satisfaction, brand image and customer lifestyle are shown in tables 1, 2 and 3.

Table 1. Customer Satisfaction

No	Statement	Criteria Answer					Amount	Mark	Cati	
		5	4	3	2	1				
1	I am satisfied with the quality of the Buttons scarves products I purchased.	Freq	38	46	118	15	0	217	3.49	Sati
		Score	190	184	354	30	0	758		
2	I felt the service I received from Buttons scarves was satisfactory.	Freq	42	29	122	24	0	217	3.41	Sati
		Score	210	116	366	48	0	740		
3	I was satisfied with my experience interacting with Buttons scarves.	Freq	27	19	127	44	0	217	3.13	Q Sati
		Score	135	76	381	88	0	680		
4	I feel involved in the communication and feedback process with Buttons scarves.	Freq	17	77	94	29	0	217	3.38	Sati
		Score	85	308	282	58	0	733		
5	Buttons scarves responded well to the suggestions I made.	Freq	33	40	121	23	0	217	3.36	Q sati
		Score	165	160	363	46	0	734		
6	Buttons scarves always makes it easy to buy products	Freq	19	34	129	35	0	217	3.17	Q sati
		Score	95	136	387	70	0	688		
7	Buttons scarves products meet my expectations in terms of value and benefits.	Freq	21	56	122	18	0	217	3.37	Sati
		Score	105	224	366	36	0	731		
Amount								3.33	Q sati	
Score										

Source: Processed Data 2024

Table 1, shows that satisfaction customer satisfaction customer is in the fairly satisfied category, with an average score of of 3.33. This shows that in a way general, level satisfaction customer Buttons scarves in Pekanbaru City is at in quite satisfied category, although Still There is room For repair. Of the seven statement related customer satisfaction customers, some statement get response significant positive, such as: "I am satisfied with the quality of the service." product Buttons scarves that I buy." and "I feel the service that i accept from Buttons scarves" This statement shows that that customer value quality product in a way general and feel satisfied with the service provided by Buttons scarves. Excellence main Buttons scarves lies in its ability For offer various products that match your style life modern muslimah. Although product the main thing designed For woman wearing hijab, diversity Buttons scarves lifestyle products also make it so suitable For women who don't wearing hijab. This expands the market and increases satisfaction customers by providing more choices diverse.

Statements that get response low : “I feel satisfied with the experience I interact with Buttonsscarves and Buttonsscarves always give convenience in buy product .” This statement shows difficulty to obtain products , especially Because collection limited . This indicates customer not enough satisfied to accessibility products that require service entrust For get it brand image of Buttonsscarves products is shown in table 2.

Table 2. Customer Brand Image

No	Statement	Criteria Answer					Amount	Mark	cat	
		5	4	3	2	1				
1	Popularity product Buttonsscarves make I interested For buy it .	Freq	28	31	145	13	0	217	3.34	P _g
		Score	140	124	435	26	0	725		
2	I buy product Buttonsscarves Because its credible reputation .	Freq	40	28	133	16	0	217	3.42	G
		Score	200	112	399	32	0	743		
3	I feel more believe self moment use Buttonsscarves Because many people use it .	Freq	36	40	119	22	0	217	3.41	G
		Score	180	160	357	44	0	741		
4	I feel use product Buttonsscarves improve social status I .	Freq	17	47	122	31	0	217	3.23	P _g
		Score	85	188	366	62	0	701		
5	I feel product Buttonsscarves more durable compared to other products other brands .	Freq	19	30	129	39	0	217	3.13	P _g
		Score	95	120	387	78	0	680		
6	I feel product Buttonsscarves are very useful reliable in use daily .	Freq	16	21	140	40	0	217	3.06	P _g
		Score	80	84	420	80	0	664		
Amount								3.27	En	
Score										

Source: Processed Data 2024

Table 2, shows that brand image customer is in the fairly good category (average score) of 3.27). This shows that brand image customer about image brand Buttonsscarves Already adequate or good enough category , but Still There is opportunity For improvement .

Of the six statement related brand image , some statement get response significant positive , such as : “ I bought product Buttonsscarves Because its credible reputation . ” and “I feel more believe self moment use Buttonsscarves Because many people use it .” These statements indicate that customer value reputation Buttonsscarves as credible and exclusive brand , increasing trust self , provide various supporting accessories style life customers , offering more Lots option For express yourself and add Spirit in shopping .

Statements that get response low : “I feel product Buttonsscarves more durable compared to other products other brands .” and “I feel product Buttonsscarves are very useful reliable in use everyday life .” This statement indicates that a number of customer feel product Buttonsscarves , in particular bag with material certain , no always durable and quality Not yet

fully worth the price paid . Some bag experience problem like peeling , especially on materials certain , which can influence perception customer to Power durability and reliability product .

Customer Lifestyle Buttonscarves shown in table 3

Table 3. Customer Life Style

No	Statement		Criteria Answer					Amount	Mark	cat
			5	4	3	2	1			
1	I buy product Buttonscarves because it fits the required appearance in work I .	Freq	42	34	124	17	0	217	3.47	A
		Score	210	136	372	34	0	752		
2	Product Buttonscarves according to hobbies and activities I daily .	Freq	39	31	132	15	0	217	3.43	A
		Score	195	124	396	30	0	745		
3	I choose product Buttonscarves Because Lots member community I also use it .	Freq	18	25	132	42	0	217	3.09	Er
		Score	90	100	396	84	0	670		
4	Unique and attractive design from product Buttonscarves make I buy it .	Freq	38	23	136	20	0	217	3.36	Er
		Score	190	92	408	40	0	730		
5	I feel more believe self moment use product Buttonscarves .	Freq	29	33	137	18	0	217	3.34	Er
		Score	145	132	411	36	0	724		
6	Product price Buttonscarves in line with style life I .	Freq	32	30	143	12	0	217	3.38	Er
		Score	160	120	429	24	0	733		
Amount								3.34	Er	
Score										

Source: Processed Data 2024

Table 4.9, shows that Lifestyle customer is in the sufficient category (average score of 3.34). This shows that perception customer Buttonscarves own conformity products with style life they in pretty good category , although Still There is room For repair .

Of the six statement related to lifestyle, some statement get response significant positive , such as : “ I bought product Buttonscarves because it fits the required appearance in work I .” and “ Products Buttonscarves according to hobbies and activities I everyday life .” These statements show that product Buttonscarves are perfect for your needs style life customer , good in context appearance professional and also activity everyday . This reflects that products Buttonscarves succeed fulfil various aspect need customers , who can contribute to decisions they For do purchase repeat .

However , there are also statements that get response low : “I choose product Buttonscarves Because Lots member community I also use it .” This statement indicates that factor social or influence community No too influence decision customer For buy product Buttonscarves . This means that customer more focus on conformity products with style life they Alone than on the trend community

4. CONCLUSION AND SUGGESTIONS

The conclusion of the research is as follows, Brand Image and lifestyle have an influence significant towards Customer Satisfaction. Positive brand image and style life in harmony own strong influence to satisfaction Customer . Satisfaction customer to product Buttonsscarves classified as in quite satisfied category . Brand image and style life customer buttonsscarves classified as in good enough category that supports style the life you want Customer Satisfaction, brand image and lifestyle mediate significant influence towards Repurchase Intention. Satisfaction customer , image brand and style life in a way significant increase intention they For buy return .

To Buttonsscarves recommended need maintain relevance the product with style the lives of their target market . Thus , they can guard loyalty customers and continue encourage high repurchase intention , ensuring that customer No only satisfied with purchase beginning them , but also feel pushed For Keep going choose Buttonsscarves as brand main in need fashion they .

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