The Effect of Green Marketing, Customer Experience and Product Quality on Repurchase Intention (Study on Avoskin Skincare Product Consumers in Magelang)

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ARTICLE INFO	Abstract
	The purpose of this study is to determine how green marketing variables, customer experience, and product quality influence the variable of repurchase intention for Avoskin skin care products in Magelang. This study employs a quantitative method with purposive sampling technique. A total of 100 respondents were asked to complete a questionnaire, with the condition that they had purchased Avoskin products through the official Shopee store at least twice. Data was collected via the questionnaire and analyzed using multiple linear regression. The results indicate that only the green marketing variable has a positive and significant influence on repurchase intention. Meanwhile, the variables of customer experience and product quality did not influence repurchase intention. The results of this study indicate that the people of Magelang are aware of environmental values reflected in Avoskin's green marketing strategy. However, unsatisfactory customer experience and inconsistent product quality in Avoskin products act as barriers for consumers to make repeat purchases. According to this study, companies should prioritize customer satisfaction and product quality consistency to maintain customer loyalty in the long term, even though green marketing strategies can attract environmentally conscious consumers.
	Abstraks
	Tujuan penelitian ini adalah untuk menentukan bagaimana variabel pemasaran hijau, pengalaman pelanggan, dan kualitas produk mempengaruhi variabel niat pembelian ulang terhadap produk perawatan kulit Avoskin di Magelang. Penelitian ini menggunakan metode kuantitatif dengan teknik sampling purposif. Sebanyak 100 responden diminta mengisi kuesioner dengan syarat telah membeli produk Avoskin melalui toko resmi Shopee setidaknya dua kali. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa hanya variabel pemasaran hijau yang memiliki pengaruh positif dan signifikan terhadap niat pembelian ulang. Sementara itu, variabel pengalaman pelanggan dan kualitas produk tidak memiliki pengaruh terhadap niat pembelian ulang. Hasil penelitian ini menunjukkan bahwa kesadaran masyarakat Magelang terhadap nilai-nilai lingkungan yang tercermin dalam strategi pemasaran hijau Avoskin. Namun, variabel pengalaman pelanggan yang tidak memuaskan dan kualitas produk yang tidak konsisten pada produk Avoskin menjadi hambatan bagi konsumen

	untuk melakukan pembelian ulang. Menurut studi ini, perusahaan harus memprioritaskan kepuasan pelanggan dan konsistensi kualitas produk untuk mempertahankan loyalitas pelanggan dalam jangka panjang, meskipun strategi pemasaran hijau dapat menarik konsumen yang peduli terhadap lingkungan.	
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INTRODUCTION

Indonesia's cosmetics industry is growing rapidly as a result of increased public awareness of the importance of environmentally safe personal care products. The Ministry of Industry of the Republic of Indonesia calls on business owners to implement and adopt green industrial policies to reduce the negative impact of industrial activities on the environment (Ministry of Industry, 2021).

In this context, green marketing is one of the strategic approaches that has begun to be implemented by various brands, including Avoskin. Green marketing is defined as product marketing activities that pay attention to environmental aspects from production to consumption. Avoskin is one of the local brands that applies the green & clean beauty philosophy by using natural ingredients, environmentally friendly packaging, and involvement in nature conservation programs. However, high popularity does not always guarantee continued consumer loyalty. Google Trends shows fluctuations in public interest in certain Avoskin products, such as serum and toner. This indicates that green marketing factors alone may not be enough to maintain consumer repurchase interest

Apart from green marketing, two other factors that are important to consider are customer experience and product quality. Brakus et al. (2009) explain that customer experience is an internal and subjective response arising from direct or indirect contact with a brand. This experience includes sensory, affective, behavioral, and intellectual aspects that can influence perceptions and purchasing decisions.

On the other hand, product quality plays a role in shaping satisfaction and loyalty. According to Girsang et al., (2020) product quality that is consistent and in line with consumer expectations can increase the likelihood of repeat purchases.

However, the results of this study show that only green marketing has a significant effect on repurchase intention, while customer experience and product quality do not show a significant effect. This finding indicates that the sustainability dimension is a major concern for Avoskin consumers, although the usage experience and product quality still need improvement.

Based on this background, this study aims to examine the effect of green marketing, customer experience, and product quality on repurchase intention in users of Avoskin skincare products in Magelang.

LITERATURE REVIEW
Brand experience

Brakus et.al, (2009) describe, Brand Experience as a consumer's experience with a brand related to a stimulus that is the result of brand design, its identity, marketing communication strategies, individuals, and the marketed environment. Brand experience through the consumer's point of view is to evaluate each unique consumer experience and how this experience results in attitudes, as well as other aspects of consumer behavior. Brand experience depends on consumer trust and satisfaction with meeting their needs (Brakus, Schmitt, and Zarantonello, 2009).

Brand Experience refers to exposure (Brakus, Schmitt, and Zarantonello, 2009) has four dimensions, namely sensory. Dimensions produced by the five senses, such as touch, taste, sound, sight, and smell, are called sensory dimensions. The second dimension is affection, affection is a heartfelt approach that affects mood with feelings or emotions. The third dimension is behavior, behavior can build experiences

physically, behaviorally, and life style. The intellectual dimension, is a dimension that creates experiences and encourages customers to think deeply about the existence of a brand,

product images, and brands that describe the personality of its users, as well as the value of a brand that transforms from instrumental into symbolic that can actualize the wearer.

Picture 1. Conceptual Framework Brand Experience
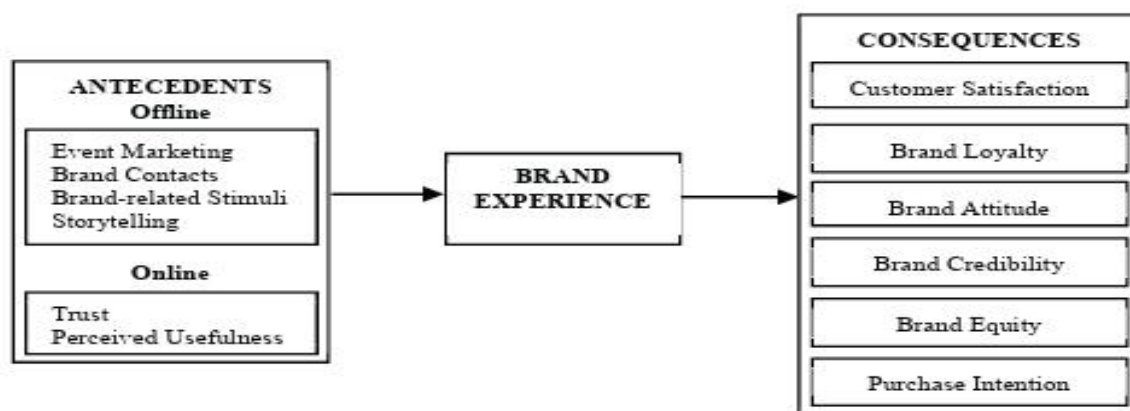
Source: Khan and Rahman (2015)

The conceptual framework above explains how brand experience is formed and what impact it has on consumers. In this framework, there are two groups of factors that influence brand experience, namely offline and online factors. Offline factors include activities such as event-based marketing, various touchpoints between consumers and brands (brand contacts), physical or visual elements of the brand such as logos, packaging, or store displays (brand-related stimuli), and the use of stories or narratives to build emotional closeness with consumers (storytelling). Meanwhile, in the online context, brand experience is influenced by the level of consumer trust in the brand and the

extent to which consumers find the digital platforms used by the brand (such as websites or apps) useful (perceived usefulness).

These three variables, namely green marketing, customer experience, and product quality together form the consumer experience of the brand. If this experience is positive, it is likely to have an impact on repurchase intention. Consumers tend to return to buy products from brands that provide pleasant, trusted, and meaningful experiences for them (Iglesias et.al, 2011). In other words, brand experience is an important bridge that connects brand values with future consumer behavior.

Green Marketing

Green marketing is a marketing strategy that utilizes the four elements of the marketing mix, ranging from product, price, promotion, to place to sell products or services by highlighting the advantages associated with environmental maintenance. These advantages are created through less waste, more energy efficiency and fewer toxic emissions (Khoiruman, 2020). The American Marketing Association (AMA) explains that "green marketing is the marketing of products that are presumed to be environmentally safe". Implementing Green marketing means fulfilling what consumers need and want regarding environmental protection efforts (Widodo, 2020). Green marketing is used to promote products by claiming environmentally friendly features or the

systems, rules, and procedures of companies that produce or sell these goods. Based on this explanation, it can be concluded that green marketing aims to meet consumer needs without causing a negative impact on the environment. The green marketing strategy is realized through the green marketing mix which includes green product, green promotion, green place and green price.

Customer Experience

Meyer and Schwager (2007) in Ayu et.al, (2022) argue that customer experience is a consumer response that arises as a result of interactions with products or services internally and subjectively. This response usually occurs

during the buying and selling process between sellers and buyers. Meanwhile, activities such as product or service promotions, and the display of products offered are indirect forms of interaction that connect consumers with these products or services.

Customer Experience is a comprehensive or whole experience felt by customers through five main components, namely; products, services, brands, channels and promotions that are interconnected and influence each other (Semuel and Dharmayanti, 2013). The indicators of measuring Customer Experience according to Schmitt (1999) include: sensory experience, social experience and emotional experience.

Product Quality

Product Quality is a crucial factor in a business competition. In an effort to win business competition, companies must be able to create, maintain, and improve the quality of their products to meet what consumers expect. Consumers tend to consider product quality when buying or consuming a product or service. Product quality is defined as the capability of a product to fulfill its intended function, such as durability, resilience, reliability, accuracy, ease of operation, maintenance, and other product qualities (Kotler and Keller, 2014). According to Tjiptono (2008), there are a number of indicators used to assess product quality including: performance, durability, features, reliability, aesthetics, and preceived quality

Product quality has the benefit of increasing customer loyalty, expanding market share, and increasing selling prices, as well as increasing productivity. Product quality is key in determining and attracting consumers to make purchases or repeat purchases. There are many aspects that must be provided by a product in order to achieve user satisfaction and expectations. How well the product meets the expectations of its users is the main determinant that can create a sense of loyalty from customers to a product (Lestari and Hermani, 2017).

METHOD

The purpose of this study was to determine the relationship and influence of three variables: green advertising, customer experience, and product

Repurchase Intention

Repurchase intention is a situation where consumers are willing or willing to repurchase a product with the same amount or a larger amount (Wuisan et.al, 2020). Customer satisfaction is thought to be a driving factor that causes consumers to be willing to buy products again because customer satisfaction is usually followed by the emergence of positive emotions towards a product so that consumers become more confident, trusting, and want to buy the product more than once. Customers who have made a purchase tend to evaluate the product. Consumers will make several choices before making a repurchase decision on a product that has been able to meet their standard expectations or exceed their expectations for the product that the consumer has purchased. According to Ariffin et.al, (2016) in Hanifah (2022) repurchase intention is the customer's opinion about why they want to repurchase goods or services from the same company. This opinion is based on the customer's previous experience.

Apart from evaluating consumer shopping experiences, consumers are also likely to make repeat purchases by weighing the information circulating from the product that consumers want to buy again, one of the information that consumers can access through digital media such as product comments on e-commerce, reviews or reviews from other users, or a special web from the product that consumers will buy because a product is likely to experience changes in a good or bad direction (Rifki, 2021). According to Kurniawan and Remiasa (2021) repurchase intention has 3 indicators, which include:

1. Consumers have the intention or interest to repurchase the product in the future.
2. There is a possibility for consumers to make the product concerned a top priority when making online purchases in the future.
3. Consumers are likely to try other variations on the same product

quality on repurchase intention. A quantitative approach was chosen because it is suitable for testing hypotheses and providing an explanation of the relationship between variables using numerical data analyzed statistically. This research data was

obtained directly from respondents through distributing questionnaires online and offline using Google Form.

The population in this study were all users of Avoskin skincare products in Magelang City and Regency. The sample used amounted to 100 respondents selected by purposive sampling technique, with the following criteria: aged 17-45 years, domiciled in Magelang, had purchased Avoskin products at least twice, used at least two different product variants, and purchases were made through Avoskin's official store at Shopee. The data collection technique was carried out through a closed questionnaire using a Likert scale of 1 to 5, which reflects the respondent's level of agreement with the statements on each variable indicator.

Variable measurements in this study include: green marketing which consists of dimensions of green products, green packaging, green price and green promotions; customer experience which includes sensory experience, emotional experience and social experience; and product quality which consists of performance, durability, features, reliability, aesthetics and quality impressions. The dependent variable in this study is repurchase intention which is measured through the transactional-al, referential and exploratory dimensions.

Data analysis was carried out using the help of SPSS software version 26. Validity and reliability tests were used to test the feasibility of the questionnaire instrument. Before conducting multiple linear regression analysis, classical assumption tests were first carried out including normality, multicollinearity, and heteroscedasticity tests to ensure the data met the regression requirements. After that, partial (t test) and simultaneous (F test) hypothesis testing was carried out, as well as the coefficient of determination (R^2) analysis to determine how much influence the independent variable has on the dependent variable.

Variables	N	Mean	Std. Deviasi
Customer Experience (X2)	100	13,00	1,497
Product Quality (X3)	100	26,28	2,322
Repurchase Intention (Y)	100	12,82	1,343

Source: Processed data SPSS 26 (2025)

RESULT
Descriptive statistics

Based on the results of descriptive analysis, it is known that the green marketing variable has an average value of 17.12 with a standard deviation of 1.776, which indicates that respondents' perceptions of environmentally friendly marketing practices are in a good category and tend to be uniform. The customer experience variable has an average of 13.00 and a standard deviation of 1.497, indicating that the experience felt by customers towards the product is quite positive with relatively homogeneous perceptions. Meanwhile, the product quality variable obtained the highest

average value of 26.28 with a standard deviation of 1.497.

Average of 26.28 with a standard deviation of 2.322, which indicates that respondents rated the product quality as very good even though there was little variation in perception. The repurchase intention variable has an average of 12.82 and a standard deviation of 1.343, which indicates that respondents have a high tendency to make repeat purchases with the most consistent level of assessment among all variables.

Instrument test
Validity Test

A study with valid questions can be said that the question is worth using to measure what should be measured (Sugiyono, 2023). Testing each question item with a total score. The validity test was analyzed by comparing r count with r table using the correlation coefficient formula, the criteria are as follows:

If r count > r table then each question item is declared valid

If r count < r table then each question item is declared invalid

The value of r table can be obtained by looking at r with a significance of 0.05 or 5%, the reason for using a significance level of 5% or 0.05 is because it

is representative and the level of significance commonly used by researchers. Determination of the use of the number of samples in seeing the r table can be calculated by looking at the number of respondents minus 2 (df = N - 2), in this study it is as follows: 100 - 2 = 98 so that we get r table worth

0.1966. Testing the validity in this study using the SPSS application statistical tool by looking at the calculated r value or person correlation value in the correlation table. The results of the validity test of the four variables used in this study are as follows:

Table 2. Validity Test

Variables	Item	R Table	R Count	Sig.	Desc.
Green Marketing (X1)	X1.1	0,1966	0,761	0,000 < 0,05	Valid
	X1.2	0,1966	0,635	0,000 < 0,05	Valid
	X1.3	0,1966	0,648	0,000 < 0,05	Valid
	X1.4	0,1966	0,619	0,000 < 0,05	Valid
Customer Experience (X2)	X2.1	0,1966	0,754	0,000 < 0,05	Valid
	X2.2	0,1966	0,754	0,000 < 0,05	Valid
	X2.3	0,1966	0,694	0,000 < 0,05	Valid
Product Quality (X3)	X3.1	0,1966	0,457	0,000 < 0,05	Valid
	X3.2	0,1966	0,672	0,000 < 0,05	Valid
	X3.3	0,1966	0,726	0,000 < 0,05	Valid
	X3.4	0,1966	0,643	0,000 < 0,05	Valid
	X3.5	0,1966	0,531	0,000 < 0,05	Valid
	X3.6	0,1966	0,661	0,000 < 0,05	Valid
Repurchase Intention (Y)	Y.1	0,1966	0,621	0,000 < 0,05	Valid
	Y.2	0,1966	0,717	0,000 < 0,05	Valid
	Y.3	0,1966	0,585	0,000 < 0,05	Valid

Source: Processed data SPSS 26 (2025)

Based on the validity test results presented in Table 2. above, it can be seen that all questionnaire instrument items are valid. This is because all the instrument items in the questionnaire have r count> from r table, which is equal to (0.1966) and the significance value is less than 0.05 (<0.05).

Reliability Test

Reliability test is a test that aims to assess the reliability of the data used in the study. A questionnaire can be said to be reliable or reliable if the respondent's answer to the question or statement is consistent or stable over time. Ghozali (2018) explains that the reliability test is carried out with the Cronbach Alpha (α) statistical test. The basis for making reliability test decisions is if the Cronbach's Alpha value is> 0.70, it is said that the questionnaire used is reliable.

Table 3. Reliability Test

Variables	Cronbach's Alpha	Descriptive
Green Marketing (X1)	0,676	Reliabel
Customer Experience (X2)	0,672	Reliabel
Product Quality (X3)	0,677	Reliabel
Repurchase Intention (Y)	0,674	Reliabel

Source: Processed data SPSS 26 (2025)

According to Table 3. it can be seen that all instrument items have a Cronchbach's Alpha value of more than 0.600. It can be concluded that the variable indicators or instrument items in this research questionnaire are reliable because they have an overall Cronchbach's Alpha value of more than 0.600.

Classical assumption test
Normality Test

The normality test in this study was carried out with non-parametric statistics with the One-sample Kolomogrov-smirnov (K-S) test. The analysis of this study can be seen in the Asymp.Sig value, if the Asymp.Sig value> 0.05 then the data is said to be normally distributed, but if the Asymp.

Sig <0.05 then the data is said to be not normally distributed. The results of the normality test in this study are as follows:

Table 4. Normality Test

N	Test Statistic	Asymp. Sig(2-tailed)	Std.Devitiation
100	0,066	0,200	1,01210975

Source: Processed data SPSS 26 (2025)

According to Table 4. the results of the normality test on the residuals of the aggression model using the columnogrov-smirnov test show that the significance (2-tailed) is 0.200. With these results it can be concluded that the results of the normality test of this study are more than 0.005 so that the data of this study are normally distributed.

Multikolenierity Test

The multicollinearity test is a test to provide information on whether there is a correlation between the independent variables in the regression model. The multicollinearity test uses the Vatiance Inflation Factor (VIF), if the VIF value> 10 and the tolerance value <0.1 then multicollinearity occurs (Ghozali, 2018). The results of the multicollinearity test in this study are as follows:

Table 5. Multikolenierity Test

Variables	Tolerance	VIF	Desc.
Green Marketing	0,608	1,644	no multicollinearity
Customer Experience	0,506	1,975	no multicollinearity
Product Quality	0,418	2,395	no multicollinearity

Source: Processed data SPSS 26 (2025)

According to Table 5. the multicollinearity test of this study resulted in a tolerance value on the green marketing variable of 0.608, the customer experience variable of 0.506 and the product quality variable of 0.418, indicating that this study did not indicate multicollinearity because the tolerance value of all variables was more than 0.1. And when viewed in terms of the VIF value, all variables show results less than 10.00 which indicates that the research is not indicated by multicollinearity.

Heteroskedasticity Test

The heteroscedasticity test is a test used to determine whether in the study there is a regular pattern in the regression model, if the regression is regular, it can be concluded that this study has a heteroscedasticity problem. In this study using the Glejser test, where in decision making it is seen when the Sig value> 0.05, then there are no symptoms of heteroscedasticity (Ghozali, 2018). The results of the heteroscedasticity research test are presented as follows:

Table 6. Heteroskedasticity Test

Variables	Sig.	Descriptive
Green Marketing	0,534	No heterokedasticity
Customer Experience	0,496	No heterokedasticity
Product Quality	0,851	No heterokedasticity

Source: Processed data SPSS 26 (2025

Based on Table 6. the heteroscedasticity test of this study shows the significance value of the green marketing variable of 0.534, the customer experience variable of 0.496 and the product quality variable of 0.851. From these results it can be concluded that all the significance values on each variable are more than 0.05 so that there are no symptoms of heterodkedasticity.

Multiple Linear Regression Analysis

Multiple linear regression analysis is a data analysis method used in this study to measure how the influence between the dependent variable and the independent variable (Ghozali, 2018). The multiple linear regression analysis model used in testing the hypothesis of this study uses the

following formula:

$$Y = a+\beta 1X1+\beta 2X2+\beta 3X3+e$$
$$Y = 2,639+0,290+0,131+0,132+e$$

Table 7. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	2,639	1,228		2,193	0,031
	Green Marketing	0,290	0,075	0,383	3,879	0,00
	Customer Experience	0,131	0,097	0,146	1,352	0,179
	Product Quality	0,132	0,069	0,228	1,909	0,059

Source: Processed data SPSS 26 (2025)

T-Test

The analysis results of the t test are seen if the sig value <0.05 or t count> t table, then there is an influence of variable X on variable Y, and if the sig value> 0.05 or t count < t table, then there is no influence of variable X on variable Y. The basis for the t test decision is to see t count and t table with a significance of 0.05, the t table value is 1.98498.

Table 8. t Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std.Error	Beta		
1	(Constant)	2,639	1,228		2,193	0,031
	Green Marketing	0,290	0,075	0,383	3,879	0,00
	Customer Experience	0,131	0,097	0,146	1,352	0,179
	Product Quality	0,132	0,069	0,228	1,909	0,059

Source: Processed data SPSS 26 (2025)

1. The t test value of the green marketing variable is 3.879> from the t table which is 1.98498 and the significance value of this variable is 0.000 <0.05. From these results it is stated that H1 is accepted because the green marketing variable (X1) has a positive effect on the repurchase intention variable (Y).
2. The t test value of the customer experience variable is 1.352 < from the t table, which is 1.98498 and the significance value of this variable is 0.179> 0.05. From these results it is stated that H2 is rejected because the customer experience variable (X2) does not affect the repurchase intention variable (Y).
3. The t test value of the product quality variable is 1.909 < from the t table, which is 1.98498 and the significance value of this variable is 0.059> 0.05. From these results it is stated that H3 is rejected because the product quality variable (X3) does not affect the repurchase intention variable (Y).

F Test

The basis for the calculation of this F test is if F count> F table with a significance level of <0.05, it can be said that the independent variables have a joint or simultaneous effect on the dependent variable. The analysis results of the F test are as follows:

Table 9. F Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76,947	3	25,649	24,184	0,000[b]
	Residual	101,813	96	1,061		
	Total	178,760	99			

Source: Processed data SPSS 26 (2025)

Based on the data presented in Table 9, the simultaneous test results obtained by F count with a significance of 5% and the F table in this study is 2.70. The significance value of 0.000 <0.05 and F count of 24.184> F table of 2.70, it can be concluded that green marketing variables, customer experience and product quality together have a positive effect on repurchase intention.

Test The Coefficient Of Determination

The coefficient of determination test has the aim of being a source of information on the percentage of the influence of the independent variable on the dependent variable.

Tabel 10. Test The Coefficient Of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,656^a	0,430	0,413	1,02983

Source: Processed data SPSS 26 (2025)

Based on Table 10. it can be said that the result of the coefficient of determination test is 0.413, it means that the variables of green marketing, customer experience and product quality contribute a joint or simultaneous influence of 41.3% on the repurchase intention variable and the remaining 58.7% is influenced by other variables besides the variables in this study, for example the variable price, promotion, social media marketing, switch product and brand ambassador.

DISCUSSION

Based on the results of processed data on SPSS 26, the results can be explained as follows:

The Effect of Green Marketing on Repurchase Intention

The results of the analysis in this study show that the green marketing variable has a positive effect on the repurchase intention variable. This is evidenced by the significance value in the t test, which is 0.000 less than (<) the significance of 0.05 and t count, which is 3.879 greater than (>) t table, which is 1.98498, which means that there is a positive influence of green marketing variables on repurchase intention.

Green marketing can create a strong brand experience through various dimensions. From the sensory dimension, environmentally friendly product and packaging designs provide attractive visual stimuli and create unique experiences for consumers. From the affective dimension, consumers feel positive emotions for choosing products that contribute to environmental sustainability, thus building emotional closeness between the brand and its consumers. Meanwhile, from the intellectual dimension, green marketing encourages consumers to think more critically about environmental sustainability.

With the green marketing approach, Avoskin is not limited to offering quality products. However, it also builds a more meaningful brand experience for its consumers. This experience then contributes to increasing repurchase intention because consumers feel that by buying Avoskin products, consumers participate in the environmental care movement. The findings support the results of studies from Sehgal et.al, (2023), Hanifah (2022) and Mladen (2023) which show that green marketing has a significant effect on repurchase intention.

The Effect of Customer Experience on Repurchase Intention

The results of the analysis in this study indicate that the customer experience variable has no influence on repurchase intention. This is evidenced by the significance value in the t test of 1.352 < from the t table, which is 1.98498 and the significance value of this variable is 0.179> 0.05. From these results it is stated that the customer experience variable does not affect the repurchase intention variable.

According to Meyer in Ayu et.al, (2022) customer experience is a consumer response that arises as a result of interactions with products or services internally and subjectively. This response usually occurs during the buying and selling process between sellers and buyers. However, in reality, the customer experience aspect is not the reason for customers to make repeat purchases. Based on interviews with Avoskin product users, consumers do not really care about the purchase experience because they are more focused on the desired results

of the products they use. Thus, there are still many other factors that can influence repurchase intentions.

Brand experience emphasizes that a unique brand experience can be a differentiating factor. However, in this context, the experience when interacting with Avoskin products or services is not enough to drive repurchase intention. Consumers are more focused on product results or effectiveness, compared to the interactions that consumers experience at the time of purchase. This shows that the sensory and intellectual dimensions of brand experience are more dominant than the affective and behavioral dimensions in determining Avoskin brand loyalty. The resulting findings are in line with the studies of Ayu et.al, (2022) and Septiani et.al, (2023) which show that customer experience does not significantly affect repurchase intention.

The Effect of Product Quality on Repurchase Intention

The results of the analysis in this study indicate that the product quality variable has no influence on repurchase intention. This is evidenced by the significance value in the t test of 1.909 < from the t table, which is 1.98498 and the significance value of this variable is 0.059> 0.05. From these results it is stated that the product quality variable does not affect the repurchase intention variable.

Product quality is an important factor in attracting consumers to repurchase intention. How well the product meets the expectations of its users is the main determinant that can create a sense of loyalty from customers to a product (Lestari and Hermani, 2017). However, the results of this study indicate that product quality does not have a significant effect on repeat purchases. This happens because skincare consumers often do not only consider product quality, but are also influenced by other factors such as price, trends in social media, influencer recommendations, and promotions. Based on interviews with Avoskin product users, customers prefer to try other products based on reviews and marketing from social media, even though the products that have been used currently have good product quality.

Based on brand experience theory, although product quality is part of the sensory dimension because it creates experiences through sight, touch or smell. But in reality this aspect is not strong enough to encourage repurchase intention. The intellectual dimension contributes more because skincare consumers tend to consider opinions from

influencers, reviews on social media, and developing trends before deciding to repurchase a product. The resulting findings are in line with studies from Bahar (2015) and Denniswara (2016) which show that product quality does not significantly affect repurchase intention. This research indicates that other factors may be more dominant in influencing repurchase intention.

The Effect of Green Marketing, Customer Experience and Product Quality on Repurchase Intention

The results of multiple linear regression analysis show that the variables of Green Marketing, Customer Experience, and Product Quality simultaneously have a significant effect on Repurchase Intention in users of Avoskin skincare products. This is evidenced by the significance value (p-value) in the F test which is smaller than 0.05, which is 0.000 and the calculated F value of 24.184 which is greater than the F table of 2.70. This finding indicates that the three independent variables have a complementary contribution in shaping consumer intention to make repeat purchases.

This finding can be explained through the perspective of Brand Experience theory, which states that consumer experience of a brand is formed through direct and indirect interactions with brand elements, such as packaging, quality, marketing communication, and service. In the context of Avoskin, Green Marketing acts as a form of brand value communication that emphasizes sustainability and care for the environment, which emotionally builds a positive image in the minds of consumers. Customer Experience reflects consumers' real interactions with the brand, from purchase to product use, which directly affects perceptions of comfort and satisfaction. Meanwhile, Product Quality provides a functional experience of the effectiveness and reliability of the product, which is the main foundation for the formation of trust.

When these three aspects work together, the brand experience that is formed becomes more complete, both sensory, emotional, cognitive, and behavioral. This is in accordance with the view of Brakus et.al, (2009), which states that a positive and comprehensive brand experience can increase consumer emotional attachment and encourage repurchase intentions. Therefore, the results of this study indicate that the strength of the Avoskin brand experience is formed through the synergy between green marketing strategies, customer experience, and consistent product quality, which together

strengthen consumer loyalty to the brand.

The resulting findings are supported by the results of research from Mladen (2023) and Sehgal et.al, (2023) which indicate that green marketing variables have an effect on repurchase intention. Research conducted by Trisna et.al, (2024), Liu et. al, (2016) and Anshu et.al, (2022) which indicates that customer experience significantly affects repurchase intention. And research conducted by Tjahjaningsih (2022), Cuong et.al, (2021) and Andini and Soliha (2023) which indicates that the product quality variable has an effect on the repurchase intention variable.

CONCLUSIONS

This study concludes that green marketing has a positive and significant effect on repurchase intention among Avoskin skincare users in Magelang, while customer experience and product quality do not show a significant effect. This finding emphasizes that today's consumers are increasingly considering the value of sustainability in making purchasing decisions, and green marketing is a key factor in building consumer loyalty. These results make a theoretical contribution to the development of consumer behavior models in the context of green marketing, by emphasizing that perceptions of sustainability can be a key determinant in repurchase decisions, even over customer experience or product quality.

Practically, these findings provide important insights for companies, especially in the beauty industry, to strengthen the green branding narrative through authentic, transparent, and consistent communication to consumers. Although customer experience and product quality are not statistically significant, companies still need to evaluate and improve on aspects of service and product quality to maintain competitiveness and expand the market.

This study has limitations on the number of samples that are limited to the Magelang area and focus only on one local brand. Therefore, future research is recommended to expand geographical coverage and compare with other skincare brands so that the research results are more generalizable. In addition, the addition of other variables such as price, brand image, or e-WOM can enrich the understanding of the factors that influence repurchase intention in the context of marketing environmentally friendly products.

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