

Regular article

Analysis of The Influence of Customer Experience and Brand Image on Repurchase Decision Through Customer Satisfaction as an Intervening Variable: A Study on Apple Products at Ibox Medan

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ABSTRACT

This study aims to analyze the influence of Customer Experience and Brand Image on Repurchase Decision with Customer Satisfaction as a mediating variable among Apple product consumers at iBox Medan. The research employs an associative quantitative approach using a survey method. The population consists of Apple users in Medan City, with a total of 150 respondents selected through a purposive sampling technique. Data were collected through questionnaires and analyzed using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach. The results reveal that both Customer Experience and Brand Image have a positive and significant direct effect on Customer Satisfaction and Repurchase Decision. Moreover, Customer Satisfaction also has a positive and significant impact on Repurchase Decision. The mediation test results indicate that Customer Satisfaction partially mediates the relationship between Customer Experience and Brand Image on Repurchase Decision. These findings suggest that a positive customer experience and a strong brand image enhance satisfaction and encourage consumers to repurchase Apple products.

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Introduction

The global electronics industry has become one of the most competitive sectors, especially in the rapidly developing digital era, where competition in the electronics industry is increasingly intense. Major companies such as Apple must be able to offer more than just high-quality products. Therefore, to remain competitive, every business must have ideas that include marketing strategies capable of attracting customers. In this era, businesses competing with one another to gain customer attention are increasingly focused on features such as security and functionality in the products they offer. As a result, their products become associated with brands that provide added value for their users.

The mobile phone or smartphone industry is currently experiencing extremely intense competition, prompting manufacturers to continuously expand based on market share. In such a competitive

market, innovation and effective marketing strategies are essential, as these are key factors in gaining and maintaining market share. As a result, customers tend to consider a positive brand image when making purchasing decisions, relying on their experiences with a brand when choosing which smartphone to buy. According to Indrasari (2019), purchasing involves selecting from available alternatives; however, if customers are not free to choose from the available options prior to making a purchase, then the situation cannot be considered a true decision. This forms the foundation for creating desirable products that align with customers' shopping habits, thereby expressing their brand preferences. In today's era of technological advancement, smartphones have become an essential part of many people's lives, functioning not only as communication tools with a wide reach but also as sources of information, entertainment, and storage for various important items,

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and even evolving into tools for managing finances, education, and personal needs. The increasing multifunctionality of smartphones has driven remarkable growth and innovation in the industry, as evidenced by the expanding market coverage and continuous technological advancements. Each year, the number of countries with the highest smartphone usage continues to increase, as illustrated in Figure 1.



Figure 1. Ten countries with the most smartphone users in the world
Source: Insider Monkey, (2024)

Currently, the use of smartphones in Indonesia is still growing rapidly. Based on Newzoo data in Figure 1, Indonesia is the sixth-largest smartphone user in the world, with a total of 73 million users. Many Indonesians now choose smartphone brands based on their lifestyle. Both well-known and lesser-known brands are competing in the Indonesian smartphone market, including Samsung, Apple, Xiaomi, Transsion, Oppo, and others that are beginning to enter the market. This can be seen in Figure 2.

Top 5 Companies, Worldwide Smartphone Shipments, Market Share, and Year-Over-Year Growth, Q1 2024 (Preliminary results, shipments in millions of units)					
Company	1Q24 Shipments	1Q24 Market Share	1Q23 Shipments	1Q23 Market Share	Year-Over-Year Change
1. Samsung	60.1	20.8%	60.5	22.5%	-0.7%
2. Apple	50.1	17.3%	55.4	20.7%	-9.6%
3. Xiaomi	40.8	14.1%	30.5	11.4%	33.8%
4. Transsion	28.5	9.9%	15.4	5.7%	84.9%
5. OPPO	25.2	8.7%	27.6	10.3%	-8.5%
Others	84.7	29.3%	79.0	29.4%	7.2%
Total	289.4	100.0%	268.5	100.0%	7.8%

Source: IDC Quarterly Mobile Phone Tracker, April 15, 2024

Figure 2. Number of Apple users in the world
Source: IDC (International Data Corporation)

Figure 2 shows that Samsung holds the number one position as the best smartphone brand in the world. In 2024, Samsung has a market share of 20.8%. As usual, Samsung managed to overtake Apple after the fourth quarter of 2023. In 2024, Apple is in second place with a market share of 17.3%. Compared to 2023, the market shares of both Samsung and Apple changed by around 3%. Samsung experienced an increase from 16.3% to 20.8%, while Apple saw a decline from 24% in 2023 to

17.3% in 2024. One quarter after the launch of the latest iPhone series, Apple’s market share often declines due to competition from Chinese manufacturers that offer competitive products at lower prices.

Consumers today are not only buying products but also purchasing a comprehensive experience (Customer Experience), starting from their first interaction with a brand to after-sales services. Customer Experience (CX) refers to the entire set of interactions that customers have with a brand or company, beginning from the moment they first become aware of the brand to their use of the product or service and the after-sales experience. CX encompasses various elements, including the product used, the purchasing process, customer service, and post-purchase relationships. In the context of Apple, this experience is not limited to using products such as the iPhone or MacBook, but also includes interactions with Apple Stores, both physical and online, as well as technical and after-sales services. Therefore, delivering an excellent customer experience can enhance satisfaction, loyalty, and, most importantly, strengthen brand image, which can provide long-term competitive advantages.

Based on this, the purpose of this study is to analyze “The Influence of Customer Experience and Brand Image on Repurchase Decisions Through Customer Satisfaction as an Intervening Variable: A Study on Apple Products at Ibox Medan.” This research will focus on the electronics industry, particularly the Apple brand, to provide in-depth insights into how these factors interact in influencing consumer behavior.

Literature Review

Customer Experience

Customer experience is a rational and emotional bond that occurs as a response to certain stimuli by optimizing the senses (sensory), emotions (feel), thoughts (think), actions (act), and relationships (relate) within marketing efforts. The experiences gained when using a product or service can greatly influence the likelihood that customers will make repeat purchases or continue using the same service interactively (Burhaddin, 2020). Based on this definition, it can be concluded that customer experience is a process, strategy, and implementation carried out by a company to manage customers’ experiences with its products and services. This is because, fundamentally, customer experience involves creating customer satisfaction through meaningful interactions by understanding customer needs and fulfilling their expectations.

Brand Image

According to Keller (2020), brand image is the perception of a brand as reflected by the brand associations stored in consumers’ memories. It can be concluded that brand image represents consumers’ overall understanding of a brand, along with their beliefs and views regarding that brand. According to Olson in Eka (2013), brand image is the

impression formed in consumers' minds about a brand, which is shaped by the set of brand associations stored in their memory. Although these associations may take various forms, they can generally be categorized into performance-related associations and imagery-related associations that align with the brand's attributes and uniqueness.

Repurchase Decision

According to Kurniawan (2015), the purchasing decision made by a buyer is essentially a collection of several decisions. Kotler (in Sari & Prihartono, 2021) states that a purchase decision is the act of buying the brand most preferred, although there are two components that may arise between the intention to buy and the actual purchase choice. Schiffman and Kanuk (in Indrasari, 2019) explain that a purchase decision is a selection between two or more available alternatives, in which an individual must choose the option considered most appropriate.

Marius (2017) argues that purchasing decisions arise because of an interest in a product that encourages someone to buy, try, use, or own the product. Furthermore, Arianty (in Arianty & Andira, 2021) states that a purchasing decision is an action taken to solve a problem and achieve goals as efficiently as possible through appropriate steps. According to Peter and Olson (in Indrasari, 2019), a repurchase decision is an integration process used by consumers to combine their knowledge and evaluate two or more behavioral alternatives before choosing one of them. A similar view is expressed by Sudaryono (in Nurfaulzi et al., 2023), who explains that a purchasing decision is the act of selecting one option from several available alternatives. The decision-making process consists of several stages, including identifying the main problem, formulating alternative choices, evaluating each alternative, and ultimately making the best decision. Consumers generally consider various factors such as quality, price, and product reputation before deciding to make a repurchase.

Customer satisfaction

According to Oliver, customer satisfaction is categorized as the result of an evaluation based on a comparison between expectations and actual performance (Yu et al., 2021). A study by Slack et al. shows that service quality dimensions, such as empathy, can significantly enhance customer satisfaction in the context of supermarkets (Slack et al., 2020). This indicates that the way customers are treated and the attention they receive play an essential role in influencing their level of satisfaction.

Conceptual Framework

According to Hardani et al. (2020), a conceptual framework is a structure that explains the concepts contained within theoretical assumptions, which are then used to define the elements of the object being studied and to show the relationships between these concepts. The conceptual framework is intended to illustrate the research paradigm as a response to the research problem (Sugiyono, 2019):

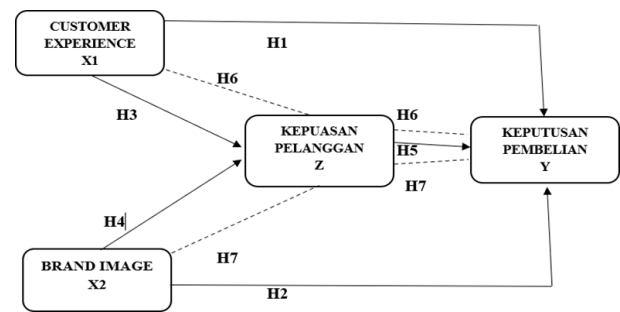


Figure 3. Conceptual Framework

Methodology

Type of research

This type of research is associative research using a survey method and a quantitative approach. According to Hair et al. (2021), the quantitative paradigm is research that strongly emphasizes the use of formal, standardized questions and predefined answer choices in questionnaires or surveys administered to a large number of respondents. The quantitative paradigm uses numerical data to process information and produce structured results. According to Sugiyono (2016), associative research aims to determine the relationship between two or more variables. The variables examined in this study include the dependent variable, namely repurchase decision (Y); the intervening variable, namely customer satisfaction (Z); and the independent variables, namely customer experience (X1) and brand image (X2).

Research Location and Time

This research was conducted at Ibox Plaza Medan Fair, 1st Floor, Jalan Gatot Subroto No. 20, Sekip, Medan Petisah, Medan City, North Sumatra 20113. In addition, the study also includes Apple customers in Medan who have purchased Apple products either online or offline. The research period runs from September 2025 to October 2025.

Population and Sample

According to Sugiyono (2016), a population is a generalization area consisting of objects or subjects that have certain characteristics determined by the researcher to be studied and from which conclusions are drawn. The population in this study includes all Apple product users in the city of Medan, including users of iPhones, iPads, MacBooks, Apple Watches, and other Apple devices, without limiting the time of purchase or frequency of use. This population is large and not precisely known, thus requiring an appropriate sampling technique for numerically undefined populations. A sample is a portion of the population selected to serve as a data source representing the characteristics of the population (Hair et al., 2010). In this study, the total number of Apple product users in Medan is not numerically known, so the sample size calculation was carried out using the Lemeshow formula. Based on this calculation, the minimum required sample size is 150 respondents.

Data Analysis Method

The data analysis techniques used to test the hypotheses in this study are descriptive analysis and structural equation modeling (SEM).

Results

Respondent Characteristics

The respondent characteristics in this study consist of gender, age range, occupation, and type of product purchased. In detail, the respondent characteristics are summarized in Table 1 below:

Tabel 1. Respondent characteristics

Characteristics	Frequency	Presentation
Gender		
Man	68	45,3
Woman	82	54,3
Total	150	100
Age		
< 20	16	10,7
21 - 30	68	45,3
31 - 40	45	30
41 - 50	18	12
> 50	3	2
Total	150	100
Work		
Students	58	38,7
Private/State Employees	63	42
Self-employed	29	19,3
Total	150	100
Type of Product Purchased		
Iphone	75	50
Ipad	13	8,7
AirPods	22	14,7
Macbook	22	14,7
Apple Watch	18	12
Total	150	100

Source: processed data (2025)

Based on Table 1, the respondent characteristics show that the majority are female, totaling 82 respondents (54.3%), while males account for 68 respondents (45.3%), indicating that female consumers are more dominant in purchasing Apple products at iBox Plaza Medan Fair. In terms of age, most respondents fall within the 21–30 age range, amounting to 68 people (45.3%), suggesting that Apple consumers are generally from the young and productive age group. Regarding occupation, the majority of respondents are private or government employees, totaling 63 people (42%), followed by students with 58 respondents (38.7%), and entrepreneurs with 29 respondents (19.3%). Meanwhile, based on the type of product purchased, the iPhone is the most preferred item with 75 respondents (50%), followed by AirPods with 22 respondents (14.7%), MacBook with 18 respondents (12%), Apple Watch with 15 respondents (10%), and iPad with 13 respondents (8.7%). Overall, the respondents are dominated by young female consumers working in the private sector who show a strong preference for iPhone products.

Discussion

The Influence of Customer Experience on Customer Satisfaction

The results of the study show that customer experience has a positive and significant partial effect on customer satisfaction, as evidenced by the regression coefficient (O) value of 0.794 with a positive direction of the relationship, a p-value of $0.000 < 0.05$, and a t-statistic of $13.853 > t\text{-table}$ (1.655). This means that the better the experience customers feel when interacting with a product or service, the higher their level of satisfaction will be. These findings align with the theory stating that positive customer experiences can create meaningful impressions that enhance satisfaction, as customers feel fulfilled both emotionally and functionally.

The Influence of Brand Image on Customer Satisfaction

The results of the study show that partially, brand image has a positive and significant effect on customer satisfaction, as evidenced by the regression coefficient (O) value of 0.198 with a positive direction, a p-value of $0.001 < 0.05$, and a t-statistic of $3.384 > t\text{-table}$ (1.655). This indicates that the better the brand image formed in the minds of customers, the higher their level of satisfaction. These findings support the theory that a strong brand image can foster trust, pride, and customer loyalty toward the product.

The Influence of Customer Experience on Repurchase Decision

The results of the study show that partially, customer experience has a positive and significant effect on repurchase decision, as evidenced by the regression coefficient (O) value of 0.579 with a positive direction, a p-value of $0.000 < 0.05$, and a t-statistic of $5.922 > t\text{-table}$ (1.655). This confirms that a pleasant and satisfying customer experience encourages customers to make repeat purchases. These findings indicate that positive experiences create emotional attachment and a consistent perception of product quality.

The Influence of Brand Image on Repurchase Decision

The results of the study indicate that brand image partially has a positive and significant effect on repurchase decision, as evidenced by the regression coefficient (O) value of 0.098 with a positive relationship direction, a p-value of $0.048 < 0.05$, and a t-statistic of $1.997 > t\text{-table}$ (1.655). This finding means that the stronger the brand image formed in the minds of customers, the greater the likelihood that they will make a repurchase. A positive brand image provides customers with a sense of trust and confidence that the product has reliable quality and value, thereby encouraging them to choose the same product again.

The Influence of Customer Satisfaction on Repurchase Decision

The results of the study show that customer satisfaction partially has a positive and significant effect on repurchase decision, as evidenced by the regression coefficient (O) value of 0.312 with a positive relationship direction, a p-value of $0.001 < 0.05$, and a t-statistic of $3.283 > t\text{-table}$

(1.655). This indicates that the higher the level of customer satisfaction, the greater their intention to repurchase the same product. Satisfaction fosters trust, loyalty, and customer commitment toward the brand.

The Influence of Customer Experience on Repurchase Decision Through Customer Satisfaction

The study results indicate that customer experience has an indirect positive and significant effect on repurchase decision through customer satisfaction as a mediating variable. This is evidenced by the regression coefficient (O) value of 0.248 with a positive relationship direction, a p-value of $0.003 < 0.05$, and a t-statistic of $3.028 > t\text{-table (1.655)}$, indicating partial mediation. This means that a good customer experience not only directly influences repurchase decision but also enhances customer satisfaction, which in turn strengthens customers' intention to repurchase.

The Influence of Brand Image on Repurchase Decision Through Customer Satisfaction

The results of the study indicate that brand image has an indirect positive and significant effect on repurchase decision through customer satisfaction as a mediating variable. This is evidenced by the regression coefficient (O) value of 0.062 with a positive relationship direction, a p-value of $0.027 < 0.05$ significance level, and a t-statistic of $2.233 > t\text{-table (1.655)}$, indicating partial mediation. This means that a strong brand image not only directly enhances customer satisfaction but also strengthens repurchase decisions through the sense of satisfaction and trust that customers develop toward the brand.

Conclusions

Based on the results of the research and the discussion presented earlier, the conclusions of this study are as follows:

1. Customer experience has a direct positive and significant effect on customer satisfaction. This indicates that the better the experience perceived by consumers when using products and services, the higher the level of satisfaction they feel.
2. Customer experience has a direct positive and significant effect on repurchase decision. This shows that a good experience when interacting with the product can encourage consumers to make future purchases.
3. Brand image has a direct positive and significant effect on customer satisfaction. This explains that a strong, trustworthy, and positively perceived brand image can increase customer satisfaction after using the product.
4. Brand image has a direct positive and significant effect on repurchase decision. This indicates that positive perceptions of the brand are capable of influencing consumers to continue choosing and purchasing the product in the future.

5. Customer satisfaction has a direct positive and significant effect on repurchase decision. This shows that the higher the level of satisfaction felt by consumers, the greater their tendency to maintain the decision to repurchase.
6. Customer experience has an indirect positive and significant effect on repurchase decision through customer satisfaction. This indicates that a good usage experience increases satisfaction first, which then motivates consumers to make repeat purchases.
7. Brand image has an indirect positive and significant effect on repurchase decision through customer satisfaction. This shows that a strong brand image can enhance consumer satisfaction, which ultimately influences their decision to repurchase the product.

This study has limitations in terms of the number of variables used, namely customer experience, brand image, customer satisfaction, and repurchase decision, as well as the relatively narrow scope of the research object. Therefore, future researchers are encouraged to include additional variables such as customer loyalty, brand trust, perceived value, or digital promotion to broaden the understanding of factors influencing repurchase decisions. In addition, it is recommended that future studies be conducted in different industry sectors such as services, culinary, or electronic products and involve a wider research area so that the results can provide stronger generalization. The use of mixed-methods research may also be considered to obtain a more comprehensive picture of consumer behavior, both from quantitative and qualitative perspectives.

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