FACTORS AFFECTING CUSTOMER SATISFACTION AND REPURCHASE INTENTION OF HERBAL MEDICINE PRODUCTS IN INDONESIA

ABSTRACT: The primary objective of this study is to investigate the impact of brand experience, brand preference, and brand trust on customer satisfaction and repurchase intention. The contribution of herbal medicinal products (HMP) to enhancing repurchase intention The data was obtained by employing a systematic sampling technique with a representative sample of 390 customers. Structural equation modelling (SEM) is a statistical technique employed in empirical research to evaluate and validate hypotheses. The findings of this study indicate that brand experience, brand preference, and brand trust have a positive impact on customer satisfaction, thereby enhancing the likelihood of repeat purchases. Consequently, this research suggests that managers should cultivate and employ brand experience, brand preference, and brand trust as strategic tools to enhance customer satisfaction and bolster repurchase intentions for herbal medicinal products (HMP).

Keywords: Brand Experience, Brand Preference, Brand Trust, Customer Satisfaction, Repurchase Intentions, Herbal Medicine Product (HMP).

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1. Introduction

According to the World Health Organisation (WHO), a significant proportion of individuals in various African and Asian nations rely on traditional medicine as a means of preserving their health. Similarly, a substantial percentage of individuals in developed countries have also utilised complementary medicine and herbal medicine products (HMP) as alternative approaches to healthcare. HMP plays a significant role in promoting human health by not only preventing and treating diseases, but also by enhancing physical fitness, aesthetic appeal, and overall bodily endurance (Biofarmaka IPB, 2013).

The consumption of herbal medicine in Indonesia is believed to have originated in the 13th century, making it a longstanding and culturally significant practice. Jamu, a traditional herbal beverage originating from Indonesia, is renowned for its nutritional properties and potential health benefits, including disease prevention and potential curative effects. The advancement of technology has facilitated the diversification of herbal medicine, resulting in its availability in various forms. Presently, herbal medicine can be obtained as herbs, herbal ingredients, herbal preparations, and finished herbal products. These formulations consist of active ingredients derived from plant parts or their combinations (Tilaar, 2002). The following excerpt is sourced from insight.kontan.co.id. It has been observed that there is a growing demand for jamu, or herbal medicinal products (HMP), among the population in Indonesia. This demand has particularly increased during the ongoing COVID-19 pandemic, which has persisted over time. Consequently, there have been numerous recommendations for the consumption of herbs or herbal ingredients, such as red ginger, which

is currently experiencing a surge in popularity and is consistently consumed by the Indonesian population. This is primarily due to its perceived effectiveness as a natural antibiotic, in addition to the use of vaccines. Moreover, as stated on the official website of the Ministry of Education and Culture of Indonesia (kemdikbud.go.id), the Indonesian government officially registered herbal medicines (HMP) as intangible cultural heritage (WBTB) with the United Nations Educational, Scientific, and Cultural Organisation (UNESCO) on April 7, 2022 (Kemendikbud RI, 2022).

According to the study conducted by Adjeng, Ruslin, and Pascayantri (2020), Indonesia, situated near the equator, has been recognised as a nation abundant in natural resources, fostering the growth of diverse medicinal plant species within its territory. Based on data provided by the Ministry of Forestry of the Republic of Indonesia, an estimated 30,000 plant species inhabit the tropical rainforests across Indonesia's expansive land area. A significant proportion of the plant species currently in existence, specifically over 8,000 species, possess medicinal properties. However, it is noteworthy that only a relatively small number, ranging from 800 to 1,200 species, have been utilised by communities for traditional medicine and herbal remedies (Tilaar, 2002). Medicinal plants possess numerous advantages, particularly for human beings, encompassing their utility as medicinal agents, sources of nourishment and health beverages, providers of dyes and spices, constituents of herbal medicinal products, agents for insect control, and supplements for livestock feed and medicine, among other applications. The viability of human medicinal plant (HMP) development in Indonesia is bolstered by the prevailing societal inclination

towards traditional medicine that relies on natural ingredients as opposed to chemical pharmaceuticals.

The pharmaceutical industry in Indonesia has harnessed the country's abundant natural resources to develop phytopharmaceuticals, known as Indonesian Original Modern Medicines (OMAI). These medicines are derived from natural sources and have undergone rigorous scientific testing, including pre-clinical trials involving animal experiments and clinical trials involving human subjects. The raw materials and final products have been standardised and are available in various forms, such as supplements, food, and beverages, as well as beauty and fitness products for both gender (Naresh & Reddy, 2016).

Herbal medicine, also known as HMP, has been associated with numerous favourable outcomes, particularly in the context of Indonesia. Herbal medicines have been classified as non-prescription drugs and have been made available in various retail outlets, such as over-the-counter drug stores, pharmacies, herbal shops, and clinics (Essegbey et al., 2014). Jamu products, also known as herbal medicinal products (HMP), can be classified as medicinal products that exclusively consist of herbal active substances, distinct from chemically defined substances. HMP can be ingested in diverse formats, including unadulterated herbal medicine, processed herbal medicine, traditional herbal medicine products, and herbal supplements (Rezai, Mohamed, Shamsudin, & Zahran, 2013; Wu, Wang, & Kennedy, 2013). Herbal medicine products (HMP) fall under the category of complementary health approaches (CHA). Consequently, HMP is frequently utilised for disease prevention and health maintenance rather than disease treatment, due to the prevailing societal belief that disease treatment entails substantial expenses (Craft et al., 2015; Duffy et al., 2017).

In recent times, there has been a notable trend among HMP companies, particularly those engaged in large-scale production, to incorporate diverse forms of contemporary technology with the aim of enhancing the quality of their products. This technological integration encompasses both process optimisation and product innovation. As a result, there was the development of a range of more effectively designed packaged HMPs, including pills, capsules, tablets, creams, and mixed forms (Essegbey et al., 2014). At present, pharmaceutical companies specialising in HMP (herbal medicinal products) are facing heightened levels of competition as a result of the emergence of new market entrants and the introduction of contemporary

pharmaceutical treatments. Technological advancements have led to an enhanced resemblance among brands and the commoditization of products. Therefore, consumers encounter challenges in distinguishing between brands on the basis of their functional characteristics (Petruzzellis, 2010; Temporal & Lee, 2001). Ultimately, consumers will prioritise brands that offer a comprehensive range of experiential attributes, encompassing sensory, emotional, and creative dimensions. The experience of attractiveness plays a significant role in brand differentiation and the enhancement of consumer preferences (Berry, Carbone, & Haeckel, 2002; Schmitt, 2009; Zarantonello & Schmitt, 2010). Therefore, companies operating in the HMP industry and competing within such a market will encounter a range of obstacles. In order to ensure their continued existence, these companies must possess competitive advantages, such as the ability to deliver memorable experiences (Gentile, Spiller, & Noci, 2007; Schmitt, 2009). In contemporary times, these experiences hold significant importance in the establishment of brand preferences and the cultivation of consumer satisfaction, while also serving as a catalyst for subsequent purchase choices (Gentile, Spiller, & Noci, 2007; Schmitt, 2009).

Multiple studies have provided confirmation that brands capable of cultivating positive experiences wield a substantial and affirmative impact on brand trust, customer satisfaction, and brand preference. Consequently, this positive relationship extends to repurchase intentions (Akbar & Parvez, 2009; Alhulail, Dick, & Abareshi, 2019; Vazifehdoost, Rahnama, & Mousavian, 2014).

Numerous marketing literatures have extensively documented the significance of brand experience, brand preference, brand trust, and satisfaction in augmenting repurchase intention (Akbar & Parvez, 2009; Alhulail, Dick, & Abareshi, 2019; Chaudhuri & Holbrook, 2001; Vazifehdoost, Rahnama, & Mousavian, 2014). Previous research has examined the mediating function of customer satisfaction in the impact of brand trust and brand preference on repurchase intentions (Carrizo Moreira, Freitas da Silva, & Ferreira Moutinho, 2017). The objective of this study is to investigate the intermediary influence of customer satisfaction and brand trust on the association between brand experience and brand preference regarding HMP repurchase intention. This study aims to contribute to existing research by examining the impact of brand experience and brand preference on repurchase intention, with brand trust and customer satisfaction serving as mediating factors, within the context of the HMP market.

2. Literature Review
Brand experience

According to Braunsberger and Munch (1998), experience happens once customers are familiar with a particular good, place, or person. Moreover, Kim and Sullivan (1998) define brand experience as the experiential outcome derived from the purchase or utilisation of a specific brand's product or service. Once consumers make a purchase of a product or brand, they subsequently undergo a brand experience. When consumers have a positive experience with a brand that aligns with the promises or offerings made by the brand, it can be said that the brand has successfully fulfilled its commitments (Brodie, Whittome, & Brush, 2009). Oliver (1981) similarly posited that the consumer's product consumption experience can be elucidated by the preceding consumer's affective responses. One possible way for consumers to assess the quality of a product is through their personal experience, specifically by evaluating its taste, convenience, and dependability (Gardial et al., 1994). The dynamic interplay between brands and consumers engenders experiential encounters that exert a profound impact on consumer cognition and behaviour. Moreover, Shankar, Smith, and Rangaswamy (2003) suggest that certain scholars have discovered a correlation between brand familiarity and satisfaction (Bolton & Drew, 1991), with brand experience playing a direct role in shaping consumer satisfaction (Brakus, Schmitt, & Zarantonello, 2009).

Moreover, the consumer's initial encounter with a brand plays a crucial role in subsequent purchase decisions, as the preceding experience becomes indelibly etched in their memory during the consumption process (Tynan & McKechnie, 2009). Diallo and Siqueira Jr (2017) assert that the consumer's perception of a brand's experience exerts a substantial and favourable impact on their intentions to make a purchase. The psychology literature suggests that the consumer experience is indicative of the emotions experienced by a customer (Havlena & Holbrook, 1986). When consumers experience positive emotions towards a brand, it can result in favourable attitudes towards the brand and subsequently impact their intention to repurchase (Carrizo Moreira, Freitas da Silva, & Ferreira Moutinho, 2017). This finding demonstrates that the brand possesses the capability to deliver a favourable encounter, thereby exerting an influence on future intentions to make purchases (Ebrahim, Ghoneim, Irani, & Fan, 2016). Consumers of HMP products heavily depend on personal experiences, recommendations from

peers, and information disseminated by the company's marketing efforts. This behaviour is motivated by the desire to mitigate post-purchase cognitive dissonance and minimise the likelihood of disappointment associated with their purchase. Consumers frequently rely on extrinsic or intrinsic cues provided by marketers to assess product quality when making purchasing choices.

Brand preference

The task of predicting individual preferences is challenging and elusive due to its significance and fundamental role in comprehending consumer decision-making. In the 1970s, it became clear that attitudes, which include the perception and evaluation of product attributes, influenced brand preference. Some researchers argue that a brand has the capacity to establish greater equity within each category, resulting in increased preference and intention to repurchase (Cobb-Walgren, Ruble, & Donthu, 1995).

Brand preference is the prioritisation of brands by consumers based on their cognitive protection and understanding of the brand (Singh, Ehrenberg, & Goodhardt, 2008). Typically, individual consumers exhibit a tendency to purchase brands that align with their personal characteristics (Schiffman & Kanuk, 2004) as well as their desire for self-expression (Jamal & Goode, 2001). Furthermore, individuals manifest their self-expression through the selection of brands that align with their personal characteristics (Aaker, 2012). The maintenance of self-image consistency serves to strengthen favourable attitudes towards products and brands (Sirgy et al., 1997).

In general, consumers exhibit brand preferences towards well-established products throughout the duration of a company's presence in the market. Dinlersoz and Pereira (2007) demonstrate a propensity among consumers to exhibit slight brand preferences for specific products in the context of novel product categories. Empirical evidence indicates that individuals are more likely to develop a brand preference when they have a positive shopping experience and/or engage in extensive information gathering (Devaraj, Fan, & Kohli, 2006). Brand preference is a key factor in the development of products, according to Lin's (2002) study. Organisations seeking to enhance their product portfolio or introduce novel offerings can employ brand preference as a crucial determinant in resource allocation for the purpose of formulating a robust product strategy. This aligns with the findings of Hellier, Geursen, Carr, and Rickard (2003), who assert

that brand preference refers to the selection of products or services from a specific brand by consumers when they are presented with comparable alternatives.

Brand trust

This paper examines different conceptualizations of brand trust within the context of brand management. According to Chaudhuri and Holbrook (2001), the concept of brand trust can be defined as the extent to which a brand meets customer expectations in terms of its performance. When customers are satisfied with a brand, they tend to develop a sense of reliance and dependence on that particular brand. Brand trust refers to the reliance of consumers on the performance and capabilities of a brand. The aforementioned concept bears resemblance to the conveyed concept (Morgan & Hunt, 1994), which defines the term brand trust as "the willingness of the average consumer to rely on the ability of the brand to carry out a predetermined function".

The significance of brand trust in fostering customer relations and repurchase behaviour has been widely acknowledged in the literature (Selnes, 1998; Sirdeshmukh, Singh, & Sabol, 2002). The examination of the association between consumers and brand trust, as well as the exploration of the significance of this relationship in the repurchase of trust products, has been a subject of interest for both practitioners and academics (Fournier, 1998; Selnes, 1998). Trust plays a pivotal role in fostering relationships between customers and brands, and one of the outcomes of such relationships is the development of brand loyalty or the intention to repurchase. Consumers are inclined to select brands and/or products that they have established trust in, as trust perception has the potential to mitigate or eliminate both risk and ambiguity (Power, Whelan, & Davies, 2008). Hence, it can be posited that in order to establish enduring connections between consumers and brands, the initial measure to be undertaken entails acquiring the trust of consumers (Morgan & Hunt, 1994).

Customer satisfaction

The establishment and sustenance of a business over an extended period of time, particularly within a highly competitive market, is a desired outcome for brand or product proprietors. Customer satisfaction is a crucial factor in establishing a competitive advantage and driving business success within a competitive market. According to Kotler and Keller (2016), customer satisfaction can be defined as an emotional response characterised by either pleasure or disappointment, which arises from the evaluation of perceived product outcomes in comparison to initial expectations. Satisfaction refers to the evaluation made by a customer regarding their experiences and reactions after purchasing and using a particular product or brand (Liu & Khalifa, 2003). Within this theoretical framework, it can be posited that when the perceived performance of a product aligns with the expectations of customers, it serves as a confirmation of their initial expectations, resulting in customer satisfaction. On the other hand, in cases where the observed outcomes of a product fall short of anticipated outcomes, a phenomenon known as disconfirmation takes place, leading to customer dissatisfaction (Hoffman & Bateson, 2011). According to previous research conducted by Oliver (1980) and Cadotte, Woodruff, and Jenkins (1987), there exists a correlation between the level of satisfaction and pleasurable consumption. This correlation is believed to exert a substantial impact, both directly and indirectly, on subsequent consumer attitudes. Moreover, contented customers have the ability to anticipate their subsequent actions after making a purchase (Cadotte, Woodruff, & Jenkins, 1987; Dongjin, Shenghui, & Kai, 2008; Fornell, Rust, & Dekimpe, 2010; Gruber, Fuß, Voss, & Gläser-Zikuda, 2010).

Repurchase Intention

Repurchase intention has been defined by multiple authors as the cognitive process through which consumers engage in individual evaluations to determine whether they will engage in a subsequent purchase of a product or service subsequent to their initial consumption experience. The aforementioned decision pertains to the identification of consumers who exhibit a willingness to repurchase the product (Hellier et al., 2003; Zeithaml, Berry, & Parasuraman, 1996). The determination to engage in repeat purchases of a particular product or service is contingent upon the perceived value derived from prior purchase encounters, encompassing various dimensions of value (Hellier et al., 2003).

The intention to repurchase is formed through the customer's personal evaluation of the products offered by the same company. In order to categorise repurchase intention within the broader framework of "behaviour intention," it encompasses various other intentions such as the intention to repurchase a product, the intention to lodge a complaint, and the intention to engage in positive word-of-mouth communication about a product that has delivered a satisfactory experience to customers. Could you please provide more context or information so that I can assist you better? As stated by Oliver (2014), repurchase intention is defined as a firm commitment to continue purchasing a particular brand in the future. In response to existing literature, repurchase intentions can be categorised into two distinct types. The first type pertains to customers' intention to repurchase the same products and services. The second type involves customers actively recommending the products or services they have consumed to other customers, commonly referred to as positive word of mouth.

3. Conceptual model and hypothesized relationships
Conceptual model

When applied to the Indonesian context, the HMP research model uses the theoretical framework and research hypotheses that have been established in previous studies, namely the post-purchase evaluation model for repurchasing (Bateson, Wood, & Kenyon, 2009; Chen-Yu, Cho, & Kincade, 2016; Delgado-Ballester, Munuera-Aleman, & Yague-Guillen, 2003; Yi & Gong, 2009). In addition, a set of research hypotheses was formulated based on multiple literature reviews and subsequently investigated in the Indonesian context during the months of November and December of 2022. The conceptual framework of this study is illustrated in Figure 1.
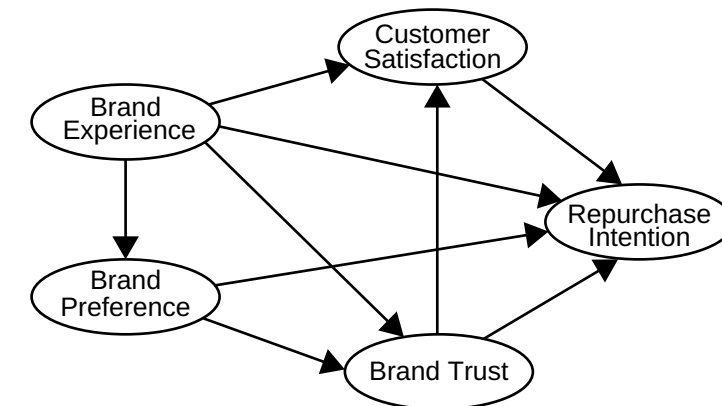

Figure 1: The proposed research mode
Source: Developed by the Researcher

Hypothesized relationships

Based on the theoretical framework above, there are twelve hypotheses to be tested. Nine hypotheses have a direct relationship, and three hypotheses have an indirect relationship mediated by three constructs (brand trust, customer satisfaction and brand preference), as follows:

H1: Brand experience gives positive and significant effect on the brand preference.
H2: Brand experience gives positive and significant effect on the brand trust.
H3: Brand experience gives positive and significant effect on customer satisfaction.
H4: Brand experience gives positive and significant effect on repurchase intention.
H5: Brand preference gives positive and significant effect on repurchase intention.
H6: Brand trust gives positive and significant effect on customer satisfaction.
H7: Brand trust gives positive and significant effect on repurchase intention.
H8: Customer satisfaction gives positive and significant effect on the brand preference.

H9: Customer satisfaction gives positive and significant effect on repurchase intention.
H10: Customer satisfaction acts as a variable that mediates the relationship between brand experience and repurchase intention.
H11: Brand trust acts as a variable that mediates the relationship between brand experience and repurchase intention.
H12: Brand preference acts as a variable that mediates the relationship between brand experience and repurchase intention.

4. Method
Population and Sample Size

The scope of this study is restricted to individuals who purchase and consume HMP, encompassing both the population and the sample. The study consisted of a sample size of 390 individuals, who were selected from consumers residing in the cities of Bangkalan, Sampang, Pamekasan, and Sumenep, for the purpose of investigating the phenomenon of HMP consumption. A total of five research assistants were enlisted for the purpose of data collection. Before conducting the survey, a concise orientation was administered

to the research assistant, which included providing guidance on the research's aims and objectives. Following a concise orientation session, research assistants were dispatched to visit establishments specialising in herbal medicine. Their objective was to distribute questionnaires to customers who were either making purchases or consuming products at these herbal medicine shops. It is anticipated that customers will be required to demonstrate their purchase of jamu for consumption. This requirement aims to obtain a precise understanding from customers regarding their brand experience, brand preference, brand trust, satisfaction, and intention to repurchase HMP products distributed in Jamu stores. A total of 400 questionnaires were distributed; however, only 390 were included in the analysis due to incomplete responses from some participants.

Instruments and Selection
The study incorporates five constructs, namely brand experience (BE), brand preference (BP), customer satisfaction (CS), brand trust (BT), and repurchase intention (RI). The constructs of BE, BP, BT, and RI were assessed using a 5-point Likert scale, with response options ranging from 1 (strongly disagree) to 5 (strongly agree). On the other hand, the CS construct was evaluated using a 5-point Likert scale, with response options ranging from 1 (very dissatisfied) to 5 (very satisfied). The measurement scales used in this study to assess brand experience were derived from Brakus, Schmitt, and Zarantonello (2009), encompassing four dimensions: sensory, affective, intellectual, and behavioural. The measurement scale for brand preference was adopted from Chinomona, Mahlangu, and Pooe (2013) and Dam (2020). Similarly, the measurement scale for brand trust, consisting of four items, was adopted from Chinomona, Mahlangu, and Pooe (2013), Lau and Lee (1999) and Smith and Barclay (1997). This study examines customer satisfaction and repurchase intention using a set of five items derived from the works of Westbrook and Oliver (1981) and Yasri, Susanto, Hoque, and Gusti (2020). Additionally, three items adapted from the research of Sahin, Zehir, and Kitapci (2012) and Hellier et al. (2003) are employed to assess repurchase intention.

5. Results
The Respondent's Profile
The participants in this study are consumers of HMP (Healthcare Management Platform). The gender distribution of the respondents consisted of 87% males and 13% females. The age distribution of the respondents in this study is as follows: 10% of the consumers fall within the age range of 20–25 years, 46% fall within the age range of 26–30 years, 32% fall within the age range of 31–35 years, 8% fall within the age range of 36–45 years, and the remaining 4% of consumers are over the age of 46. Regarding income, it is observed that 27% of the participants fall within the income bracket of IDR 1,500,000–2,500,000. Additionally, 30% of the respondents belong to the income group of IDRS 2,500,001–5,000,000, while the remaining 43% of participants possess incomes exceeding IDR 5,000,000. Moreover, with regard to the participants' educational attainment, it was found that 25% possessed a high school education or its equivalent, while 30% had completed a diploma programme. Additionally, 35% of the respondents held a bachelor's degree, leaving the remaining 10% with a master's degree.

Data analysis
Following the collection of data, the hypotheses proposed in this study were tested by conducting analyses using Smart PLS 3 and SPSS 21. Smart PLS is commonly employed for the evaluation and interpretation of the PLS-SEM model (Ringle, Wende, & Becker, 2015). Specifically, PLS is utilised to examine the relationships between constructs as well as the relationships between constructs and individual measurement items. Additionally, PLS is employed to mitigate error variances (Ranganathan, Dhaliwal, & Teo, 2004). Furthermore, partial least squares (PLS) facilitate the concurrent examination of data to determine the empirical validation of the proposed theoretical relationship (Khalifa & Liu, 2007). Therefore, partial least squares (PLS) are considered to be highly appropriate for conducting exploratory model analysis, as it facilitates the understanding and establishment of relationships between variables (Chin, 1998; Ranganathan, Dhaliwal, & Teo, 2004; Rose, Clark, Samouel, & Hair, 2012). In the field of statistical analysis, SPSS is commonly employed to assess the relationship between various constructs and to derive descriptive statistics. This includes the determination of skewness and kurtosis values. The study conducted by Joo, Park, and Shin (2017) demonstrates that skewness and kurtosis are employed as measures to assess the normal distribution of data. The evaluation of the correlation between constructs was conducted in conjunction with the calculation of the mean and standard deviation of each variable. The present study employed structural equation modelling (SEM) to examine the interrelationships among brand experience, brand preference, brand trust, customer satisfaction, and repurchase intention in the context of HMP.

Descriptive Analysis
Table 1 shows that the Brand Experience construct has the highest Cronbach's alpha value (Mean= 3.98, SD=1.12, α=.911), and the Repurchase intentions construct has the lowest value (Mean= 4.01, SD=1.26, α=.729). The findings indicate that all Cronbach's alpha coefficients exceed the threshold of 0.70, suggesting that the constructs examined in this study exhibit satisfactory levels of internal consistency. The range of slope values spans from -0.59 to 1.32, while the range of kurtosis values extends from -1.64 to 0.91. Hence, it can be observed that the collected data exhibits no noteworthy issues when the kurtosis values are below 10 and the skewness values are below 3 (Kline, 2011).

Table 1: Descriptive Analysis

Constructs	Cronbach's Alpha	Mean	Std. Dev.	Skewness	Kurtosis
Brand Experience	0.911	3.98	1.12	1.32	-0.83
Brand Preference	0.759	4.66	1.36	-0.82	-0.57
Brand Trust	0.910	4.77	1.97	-0.94	-0.91
Customer Satisfaction	0.892	4.32	1.31	1.13	-1.64
Repurchase Intention	0.729	4.01	1.26	-0.59	0.91

Convergent Validity
A convergent validity analysis is undertaken to determine if each indicator within a variable possesses an adequate level of convergent validity. Table 2 presents the reliability and validity measures of the variables. The values of α (ranging from 0.709 to 0.911) and CR (ranging from 0.799 to 0.941) should be such that both variables surpass the threshold of 0.7. Therefore, it is strongly advised that the model incorporate criteria that effectively measure the reliability of variables. Furthermore, it should be noted that the external loading for each measurement of every variable surpasses the threshold of 0.7. Consequently, it can be concluded that the proposed model exhibits convergent validity.

Table 2. Reliability and validity results

Latent Variables	Outer loading	Mean	Std. Dev.	α	CR
Brand Experience	0.880-0.897	3.98	1.12	0.911	0.937
Brand Preference	0.748-0.902	3.66	1.36	0.709	0.813
Brand Trust	0.730-0.964	3.77	1.97	0.910	0.939
Customer Satisfaction	0.843-0.885	3.32	1.31	0.892	0.925
Repurchase Intention	0.738-0.781	3.01	1.26	0.729	0.799

Discriminant Validity
Discriminant validity is employed to assess the distinctiveness and uniqueness of a construct (Fornell & Larcker, 1981). The discriminant validity results are displayed in Table 3, indicating that all variables have an average variance extracted (AVE) value exceeding 0.5 (ranging from 0.616 to 0.794). Additionally, the diagonal values representing the square roots of AVE are higher in the inter-factor relationships, thereby providing support for the discriminant validity of the variables.

Table 3: Discriminant Validity

Latent Variables	Mean	SD	AVE	BE	BP	BT	CS	RI
Brand Experience	3.69	1.12	0.790	0.889				
Brand Preference	3.56	1.36	0.738	0.179	0.859			
Brand Trust	3.67	1.27	0.760	0.157	0.311	0.872		
Customer Satisfaction	3.62	1.31	0.794	0.255	0.103	0.156	0.891	
Repurchase Intention	3.71	1.26	0.616	0.263	0.352	0.274	0.265	0.785

The structural validity of the model was evaluated by employing the bootstrapping technique, which involved conducting a comprehensive resampling process 1000 times after assessing its reliability and validity. The results of hypothesis testing are presented in Table 5. All variables in the study exhibit a correlation with a T-value exceeding the critical threshold of 1.96, thereby leading to the acceptance of all hypotheses.

Table 4: Summary of SEM Results

Hypothesis		Beta	T Statistics	P Values	Results
H1	Brand Experience→Brand Preference	0.374	6.233	0.000	Accepted
H2	Brand Experience→Brand Trust	0.458	11.009	0.000	Accepted
H3	Brand Experience→Customer Satisfaction	0.058	2.568	0.010	Accepted
H4	Brand Experience→Repurchase Intention	0.060	2.468	0.014	Accepted
H5	Brand Preference→Repurchase Intention	0.511	13.898	0.000	Accepted
H6	Brand Trust→Customer Satisfaction	0.895	53.500	0.000	Accepted
H7	Brand Trust→Repurchase Intention	0.345	4.877	0.000	Accepted
H8	Customer Satisfaction→Brand Preference	0.225	3.398	0.001	Accepted
H9	Customer Satisfaction→Repurchase Intention	0.213	3.040	0.002	Accepted

The results shown in Table 5 show that all hypotheses are supported in this study, where the relationship between BT and CS has the highest effect value with the results β=0.895***, t=53.5, p <0.001; followed by H5: the relationship between BP and RI with a significant value at β=0.511***, t=13.898, p <.001; H2: the relationship between BP and BT with a significant value at β=0.458***, t=11.009, p < .001, H1: the relationship between BE and BP with a significant value at β=0.374***, t=6.233, p < .001, H7 the relationship between BT and RI with a significant value at β=0.345***, t=4.877, p < .001, H8: the relationship between CS and BP with a significant value at β=0.225***, t=3.398, p < .001; the relationship between CS and RI with a significant value at β=0.213***, t=3.040, p <.001; the relationship between BE and CS with a significant value at β=0.058**, t=2.568, p <.005 and the relationship between BE and RI with a significant value at β=0.060**, t=2.468, p <.005.

In the context of brand experience and repurchase intention, it is important to consider the presence of three constructs that serve as mediators in this relationship. The study revealed the presence of three mediating effects that exist between the two constructs:

1. Brand Experience→Brand Trust→Repurchase Intention;
2. Brand Experience →Customer Satisfaction → Repurchase Intention; And
3. Brand Experience→Brand Preference→Repurchase Intention.

The estimated values for the three mediating effects fall within the range of 0.051 to 0.070, suggesting a statistically significant impact of the relationship between brand experience and repurchase intention on the three intermediary variables. Additionally, brand trust has a big impact on the development of a relationship between the construction of brand experience and the intention to repurchase. Similarly, the findings indicate that there is a positive relationship between enhancing brand preference and customer satisfaction and the subsequent impact on increasing repurchase intentions. The findings of this study indicate that brand trust plays a significant role as a mediator in the relationship between brand equity and consumer response intention.

According to Chin (1998), Figure 2 displays a R square index of 0.847, indicating a substantial impact on the accuracy of predictions made by the structural model. The findings of this study suggest that factors such as brand preference, brand experience, brand trust, and customer satisfaction collectively account for 84.7% of the variance in repurchase intention. The primary construct in this study is customer satisfaction, with a coefficient of 0.452. It is followed by brand preference, which has a coefficient of 0.269, and brand trust, which has a coefficient of 0.204.
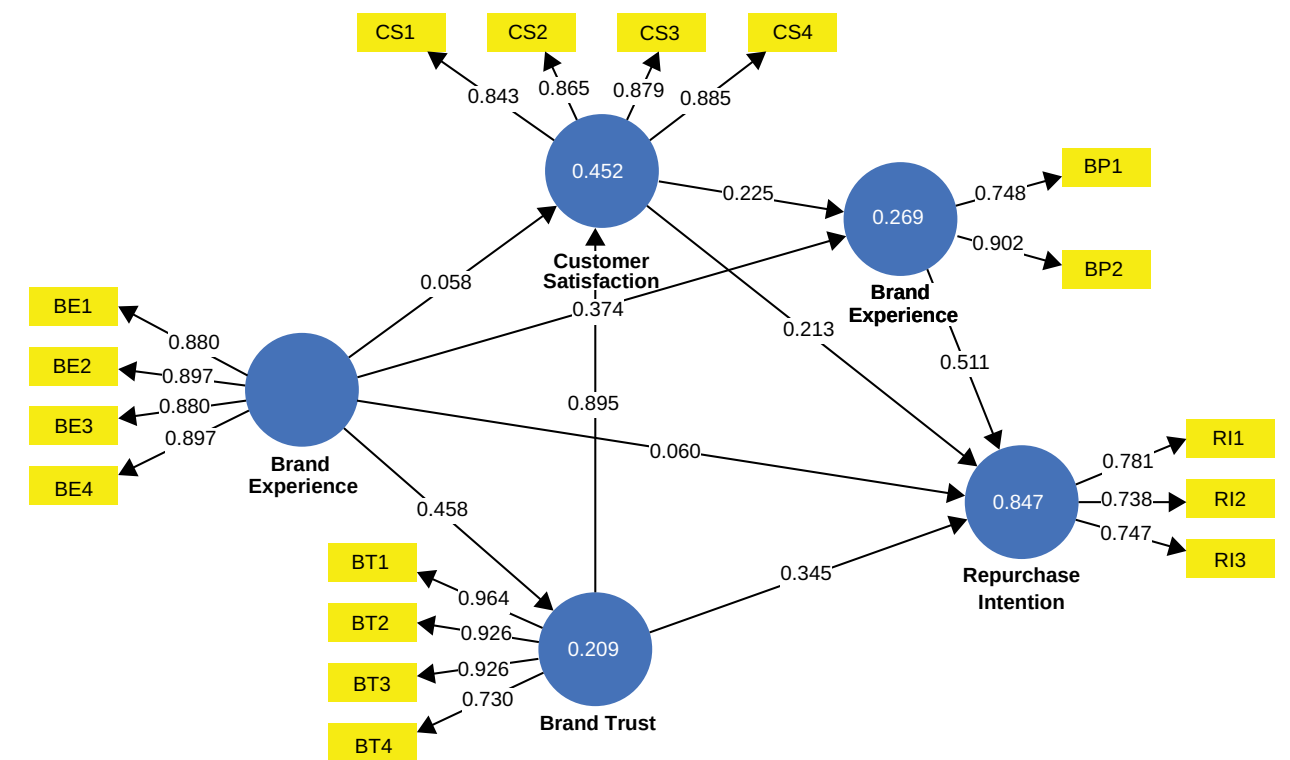

Figure 2 Research Model

Source: Processed data from Smart PLS, 2022

Theoretical implications

The findings derived from the examination of all the associations in this investigation offer robust evidence in favour of our hypothesis. The findings of the present study suggest that brand experience, brand preference, brand trust, and customer satisfaction are the four factors that contribute to the development of repurchase intention in the context of herbal products. The study revealed that brand trust emerged as the most influential factor in determining customer satisfaction. The findings of this study align with prior research indicating that the establishment of brand trust is associated with a favourable influence on customer satisfaction (Gummerus, Liljander, Pura, & Van Riel, 2004; Lin & Wang, 2006). In light of this, establishing customer confidence in the brand holds significant importance. Companies have the ability to persuade customers through the delivery of promises pertaining to the attainable brand value, thereby instilling confidence in the product itself. Conversely, organisations have the ability to enhance customer perceptions of emotional security in relation to brands, thereby fostering trust in the services provided by those brands. The satisfaction of customers can be further enhanced when their needs are successfully fulfilled.

Moreover, the present study has revealed that brand experience exerts a direct impact on brand preference, brand trust, customer satisfaction, and repurchase intention. The findings of this study are consistent with prior research, which has demonstrated a direct and favourable impact of brand experience on brand preference. Tang, Tsai, and Wu (2005) and Brakus, Schmitt, and Zarantonello (2009) conducted studies on the topic. In addition, it is worth noting that brand experience has been found to have a significant and favourable impact on customer satisfaction, which aligns with the findings of prior research conducted by Roy, Eshghi, and Sarkar (2013). Similarly, the influence of brand experience on brand trust is found to be direct and positive, aligning with the findings of previous empirical studies conducted by Albert, Merunka, and Valette-Florence (2008). Additionally, the direct and positive effect of brand experience on repurchase intention is consistent with the research conducted by Brakus, Schmitt, and Zarantonello (2009) and Chaudhuri and Holbrook (2001). Based on the findings of this computation, there is a positive correlation between the number of customers who have positive experiences with a brand and the magnitude of the subsequent increases in brand preference, customer satisfaction, brand trust, and purchasing decisions. Similarly, when the HMP brand aligns

with the customer's self-concept, it is likely to result in increased preference and satisfaction for the HMP brand. In essence, when the HMP brand is reinforced through design, identification, packaging, messaging, and environmental elements, it can enhance the alignment between consumers' self-concept and brand attributes. Consequently, this alignment can effectively influence consumers' subsequent purchasing decisions.

The implications of the study's findings suggest that perceived brand or product benefits can increase customer satisfaction. However, it's important to note that trust, continuance intention, and user satisfaction have a greater impact on higher levels of repurchase intention, which is consistent with earlier research by Möhlmann (2015). This viewpoint aligns with the perspective that the level of trust consumers has in a brand has a notable impact on their intention to repurchase that brand (Chaudhuri & Holbrook, 2001; Moorman, Zaltman, & Deshpande, 1992; Morgan & Hunt, 1994). Consumers who have a strong belief in a particular brand exhibit certain behaviour. These behaviours include a willingness to repurchase products from the brand, a willingness to pay higher prices for products they trust, and a propensity to share or recommend information about trusted brands to other consumers (Chaudhuri & Holbrook, 2001). Frequently, consumers exhibit a higher propensity to purchase trusted brands. One further contribution of this research model is the identification of the strong association between trusted brands and consumer satisfaction, which subsequently influences customer intentions (Hsu, Chang, & Chuang, 2015). The empirical findings also demonstrate that brand experience, brand preference, and brand trust exert influence on repurchase intention.

In line with prior scholarly investigations (Akbar & Parvez, 2009; Carrizo Moreira, Freitas da Silva, & Ferreira Moutinho, 2017; Chaudhuri & Holbrook, 2001), the present study similarly demonstrates that brand trust exerts a substantial impact on the intention of repurchasing health and medical products (HMPs). The significance of trust in fostering successful exchange relationships is widely acknowledged. Consequently, establishing a robust sense of customer trust in the HMP brand will yield enhanced levels of loyalty. Similarly, the present study observed a noteworthy impact of customer satisfaction on HMP repurchase intention, aligning with prior scholarly investigations (Chinomona & Dubihlela, 2014; Feng & Yanru, 2013). Customer satisfaction is widely recognised as a crucial determinant for establishing enduring customer relationships and

fostering customer repurchase intentions (Bai, Law, & Wen, 2008; Hsu, Chang, & Chuang, 2015). This aligns with the viewpoint expressed by Wen, Prybutok, and Xu (2011), asserting that within the realm of marketing, customer satisfaction is a robust construct that exerts a direct impact on repurchase intention. Numerous success factors have been identified in the realm of business, with customer satisfaction emerging as a pivotal element. In order to cultivate dynamic and lucrative relationships with customers, it is imperative for companies to effectively uphold customer satisfaction and brand trust, particularly in the context of HMP.

Managerial contributions
The findings of this study serve to address deficiencies in prior research and offer significant implications for scholars. The ability to secure repeat purchases in the face of growing competition and an expanding consumer base for health maintenance products (HMPs) is heavily contingent upon the establishment and preservation of customer trust and satisfaction Christine Roy, Dewit, and Aubert (2001); (Schwarz, 2004). This implies that individuals depend on their personal experiences as a credible means of gathering information in order to evaluate different options and make decisions. According to a survey by Forrester Research (Chen-Yu, Cho, & Kincade, 2016), there is a correlation between brand experience and repurchase intention. There is a preference among consumers for brands that offer significant and impactful experiences (Goode, Dahl, & Moreau, 2010). In addition, it is important to note that brand experience encompasses various dimensions, including sensory, emotional, intellectual, and behavioural aspects (Schmitt, 2009). Additionally, the social dimension of brand experience has been explored by researchers such as Chang and Chieng (2006) and Schmitt (2009), while the pragmatic and lifestyle dimensions have been studied by Gentile, Spiller, and Noci (2007). Moreover, Brakus, Schmitt, and Zarantonello (2009) and Gentile, Spiller, and Noci (2007) have asserted that brand experience plays a pivotal role in the development of consumer preferences and subsequent purchasing behaviours.

The level of brand trust that consumers possess is heavily contingent upon their experience with a particular company's or brand's products, specifically in the context of health and medical products (HMP). Consequently, this factor significantly influences their inclination to engage in repeat purchases of said HMP. Therefore, it is imperative for companies to cultivate customer trust by addressing its distinct elements, namely competence,

benevolence, and integrity, in order to engage customers in transactions and establish enduring relationships (Oliveira, Alhinho, Rita, & Dhillon, 2017).

This study examines the comparative impact of brand experience on repurchase intention, specifically comparing the influence of customer satisfaction and brand trust. The findings indicate that the effect of brand experience on repurchase intention is more pronounced when mediated by customer satisfaction as opposed to brand trust. This suggests that the advantages offered by HMP producers play a significant role in influencing customers' inclination to repurchase brands that have delivered satisfactory experiences. It is suggested that individuals tend to prioritise the establishment of enduring trust profiles over pursuing immediate benefits, as the latter may lead to unsatisfactory ratings and subsequent detrimental consequences in the long run (Möhlmann, 2015). Therefore, it can be inferred that the longevity of customer-brand relationships is contingent upon factors such as product trust, customer satisfaction, and continuance intentions (Hsu, Chang, & Chuang, 2015). Trust plays a crucial role in serving as a strategic competitive advantage within the context of trusted HMP providers (Oliveira et al., 2017). Furthermore, managers will possess the capability to effectively steer user relationships and formulate focused marketing strategies in a strategic manner, while also ensuring the sustenance of customer repurchase intentions. This, in turn, will lead to an elevation in customer retention rates.

6. Discussion and Conclusion
Discussion
This study asserts that customers who have positive experiences with HMP are more likely to develop a strong affinity for the HMP brand or organisation. Numerous scholars have conducted studies that demonstrate how experience influences a consumer's affective and cognitive responses towards a brand, leading to the development of brand affection, enhanced trust, and increased brand loyalty (Albert, Merunka, & Valette-Florence, 2008). Similarly, Roy, Eshghi, and Sarkar (2013) argues that a favourable consumer encounter with a brand has the potential to elicit positive emotional responses and enhance overall satisfaction. Additionally, the findings of this study indicate a positive correlation between brand experience and both customer satisfaction and repurchase intention for HMP (Chen-Yu, Cho, & Kincade, 2016).

According to the study conducted by Langner, Schmidt, and Fischer (2015), it was found that consumers tend to categorise brands such as HMP in prestigious categories

due to their distinctive features and exceptional benefits, which in turn evoke strong emotional responses among consumers. The inclination of consumers to engage in repeat purchases of a reliable brand (referred to as HMP) is typically driven by their personal encounters and interactions with the brand (Friese, Wänke, & Plessner, 2006; Matthies, 1997). The findings of this study also suggest that customers who have positive experiences with the HMP brand are more likely to develop a higher level of trust in the brand. According to Loureiro, Gorgus, and Kaufmann (2017), consumers perceive these brands as trustworthy due to their distinctive features and exceptional benefits in promoting positive outcomes for consumers' health and fitness. Consequently, this elicits emotional satisfaction among consumers. Furthermore, it can be posited that customers who make purchases of HMP products as a result of their trust in the brand are likely to exhibit intentions to repurchase said products. Moreover, as indicated by EM Steenkamp, Batra, and Alden (2003) and Jain and Bagdare (2011), it can be argued that brands engage in interactions with all consumers. The level of brand interaction experiences a notable increase when consumers exhibit a high degree of brand obsession. The study findings additionally indicate that the purchase of HMP brands, which have obtained certifications from both the BPOM and the Halal Certification Institute, as well as the Consumer Protection Agency, can influence brand trust and customer satisfaction, leading to an increased likelihood of repeat purchases. Based on a prior study conducted by Theng So, Grant Parsons, and Yap (2013), it was posited that consumers hold the belief that a trusted brand is one that is esteemed, possesses unique qualities, and is associated with superior quality, often consumed by individuals of high social status. The combination of these various factors serves as a collective impetus for consumers to cultivate enduring loyalty to the brand by engaging in repeated purchases.

In the realm of empirical data analysis, a growing body of evidence has shed light on the increasingly discernible and explicit connection between brand trust and customer satisfaction. The findings derived from the analysis of the data indicate that there exists a favourable correlation between brand trust and customer satisfaction. This phenomenon is analogous to empirical investigations (Gummerus et al., 2004; Lin & Wang, 2006). In light of this, establishing customer confidence in the brand holds significant importance. Companies have the ability to persuade customers that the promises associated with their brand value

can indeed be realised, thereby instilling a sense of confidence in the product itself. However, it is possible for companies to enhance the level of emotional security that customers feel towards their brands, thereby increasing trust in the services provided by the brand. The fulfilment of customer needs contributes to an enhanced level of customer satisfaction.

Contrary to the viewpoints expressed in prior studies (Hwang & Han, 2014; Loureiro & de Araújo, 2014), the present research establishes a correlation between brand experience and brand trust, which in turn influences customer satisfaction. This connection prompts consumers to demonstrate a willingness to pay higher prices for products they trust, ultimately leading to repeat purchases. Customers who place trust in the HMP brand exhibit higher levels of loyalty due to the increased frequency of their purchases and the heightened attitudinal commitment they demonstrate. This loyalty stems from the perception that HMP products are reliable, safe, and authentic. Thus, brand trust is a reflection of the credibility of the HMP (hedonic, monetary, and performance) and serves as a motivating factor for consumers to engage in regular purchasing behaviour (Chaudhuri & Holbrook, 2001). Furthermore, it has been suggested that consumers are more likely to establish enduring relationships with brands that offer superior value compared to their anticipated value (Agustin & Singh, 2005). The present study also discovered that customer satisfaction serves as a mediator between brand experience and repurchase intention. The existing body of literature indicates that there is a positive relationship between brand experience and brand love or brand trust, as demonstrated by Karjaluoto, Munnukka, and Kiuru (2016). Additionally, it has been found that brand trust has a positive impact on repurchase intention (Loureiro, Gorgus, & Kaufmann, 2017). Furthermore, it can be argued that satisfaction plays a mediating role in the relationship between brand experience and repurchase intention. This study ultimately determines that brand trust serves as a mediator between brand experience and repurchase intention. Prior research has indicated that the brand experience has a direct impact on repurchase intention, both independently and through its influence on brand trust (Dubois & Czellar, 2002).

Conclusion
The herbal medicine and herbal medicinal product (HMP) sector in Indonesia are experiencing significant growth and intensifying competition due to the introduction of various herbal medicine products from foreign markets. Consequently, local managers of herbal medicine products must strive to maintain a competitive edge by cultivating product expertise, fostering brand credibility, and ensuring customer satisfaction with domestic Indonesian HMP brands. The present study has revealed a significant positive correlation between brand experience and brand preference, brand trust, and consumer satisfaction. Furthermore, there exists a positive correlation between repurchase intention and brand experience, brand preference, brand trust, and customer satisfaction. Furthermore, it is worth noting that the mediating effect of brand trust and customer satisfaction on repurchase intention is significant. The scope of this study is limited to four cities situated on Madura Island. Consequently, there exists the potential for future investigations to encompass additional cities in Indonesia by employing an alternative research methodology.

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