A Consumer Experience and Brand Luxury on Brand Love and Intention to Purchase

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Abstract

The purpose of this study is to ascertain how premium brands and consumer experience affect brand loyalty and intention to repurchase. Customers of Berrybenka who have interacted more than twice make up the study's population. Purposive sampling was used in the sampling strategy, with a sample of just 200 Berrybenka product users chosen. Using smartPLS software, the data analysis method applies a structural equation model. The study's conclusions have substantial theoretical ramifications since they demonstrate the beneficial effects of luxury brands and customer experiences on brand love, as well as the importance of brand love in repurchase intention. This highlights the significance of favourable encounters and opulent imagery in cultivating brand loyalty among consumers. With the help of this research, businesses may create strategies that maximize the customer experience, luxury brand, and brand love to boost the likelihood that customers would make repeat purchases. These tactics are essential to a company's long-term success in the fashion or luxury product industries.

Keywords: Brand Love, Brand Luxury, Customer Experience, Repurchase Intention

INTRODUCTION

Indonesian fashion is developing quickly because of the inventiveness and ingenuity of the country's youthful designers. People are choosing their lifestyles more carefully as a result of this evolution. A person's appearance becomes more desirable due to the intimate interaction between lifestyle and fashion, positioning them at the forefront of social trends. Fashion items are long-term consumables because they typically have a one-year shelf life. Examples of these items include apparel, shoes, bags, accessories, and the like. Clothes are now regarded as a lifestyle choice rather than a basic requirement as time goes on. A person's lifestyle is a reflection of their interest in products linked to advances in technology and time. This turns into an effort to present oneself in unique and distinctive ways, with lifestyle norms tailored to particular age groups. When a consumer's choice of a brand is evident in the way they lead a particular lifestyle, there is a strong correlation between fashion and brand love. Customers now use the fashion lifestyle as a means of expressing their adoration and devotion to a business.

Fournier (Fournier, 1998) Consumers' capacity to experience love for a brand is known as brand love, and it indicates that they are capable of developing a close bond with the brand. In brand management, brand love is regarded as a strategic construct. While brand loyalty is crucial for businesses, little is understood about the elements that lead to this kind of connection with a brand. (Zhou et al., 2020). According to Nguyen & Feng (Nguyen & Feng, 2021), enterprises in fashion product categories, where brand importance is paramount to consumers, and highly competitive markets are linked to increased market value and corporate profits through brand love. Their inclination to repurchase things from a brand tends to increase as they develop a love for it.

Repurchase intention refers to a person's deliberate attempt to obtain a brand. (Spears & Singh, 2012). A customer's intention to return to a merchant in the future is known as their intention to repurchase (Khalifa & Liu, 2007). This is seen as important for retailers because customer engagement and critical assessment of services and experiences from service providers have an influence on the desirability for

repeat purchases. (Chen & Chen, 2017). Only when prior positive judgments are present in memory and there is consumption that is anticipated to be advantageous may repurchase intentions be facilitated (Yin et al., 2015). Brand love and repurchase intention are closely related. Strong brand loyalty tends to boost the likelihood of repeat purchases from a fashion company. Customers are more inclined to stick with a fashion brand and make more purchases when they have a strong emotional bond with it. Customers are more likely to choose and purchase things from a fashion brand again if they have a higher degree of brand love for it.

A unique and exceptional customer experience is what most businesses want to achieve, however, the term "customer experience" encompasses several other factors (Klaus et al., 2023). In addition, the customer experience survey conducted by Verhoef et al., (Verhoef et al., 2009) is a thorough evaluation that incorporates feedback from customers regarding their cognitive, affective, emotional, social, and physical perceptions of retailers. Because it enables businesses to match communications, services, and goods with customer requirements, values, and preferences, a deep understanding of customers can foster brand loyalty. As a result, brand love is a dimension of sentiment that captures the enthusiastic and positive engagement that consumers have with the brand (Miwa et al., 2023). Positive interactions and the formation of strong emotional attachments are two ways that businesses can build and manage the customer experience. Satisfied interactions can lead to brand love, which influences customers' decisions to repurchase previously purchased goods.

Luxury brands are unique and come at a premium price point, particularly for the upper class of society. According to Vigneron & Johnson (Vigneron & Johnson, 2004) The psychological benefits of luxury products set them apart from non-luxury or counterfeit goods. Luxury products are thought to satisfy consumers' functional and psychological needs. Certain traits, like authenticity, exclusivity, hedonism, and artistic expression, set luxury companies apart from other brands. (Javornik et al., 2021). As a result, businesses view luxury brands as a factor in determining customers' desire to repurchase. This is significant since repurchase intention can be influenced by the influence of prior customers. (Yasri et al., 2020). Luxury brands provide greater added value than non-luxury products because they offer more than just functional advantages. (Heine & Phan, 2011). Pleasurable feelings for a luxury brand can lead to gratifying interactions, encourage repurchases, and deepen customers' relationships with the brand. When choosing a premium brand, consumers who have an emotional connection to it are more likely to enjoy it and use it again in the future.

Thus, it can be inferred that to boost brand love and repurchase intentions, luxury brands and customer experiences must be developed. Authentic interactions must be designed, exclusivity must be increased, high-quality services must be offered, and positive customer engagement must be fostered. Based on this assertion, the study attempts to evaluate a model that explains how luxury brands and brand experience affect Berrybenka's brand love and desire to repurchase.

LITERATURE REVIEW
Customer Experience

According to Becker (Becker & Jaakkola, 2020), a customer's experience is an unscripted and impromptu reaction to an offer made along their customer journey. According to Verhoef et al., (Verhoef et al., 2009), customer experience refers to the internal and subjective response that customers have to their encounters with the company, both directly and indirectly. Affective, cognitive, and behavioural aspects are all part of the holistic customer experience. (Puccinelli et al., 2009). Schmitt (1999a) Identified five indications that can be used to gauge customer experience: (1) Sensation, the ability to feel the good or service being provided; (2) Sentiment, the ability to experience ideas, pleasure, and a reputation for providing excellent customer service; (3) Think: Producing knowledge-based experiences and involving customers in the process of creative problem-solving calls for intelligence; (4) Act: This covers everything from fashion product design and production to marketing and promotion to distribution; and (5) Relate this deals with how the product can comprehend and satisfy customer needs, lifestyles, or preferences.

According to Følstad & Kvale (Asbjørn & Knut, 2018), the term "customer journey" describes the customer experience that occurs at each point of the service cycle, encompassing pre-, buy-, and post-purchase elements. Companies can also use customer experience scales to look into potential direct and indirect interactions between customers and other elements. (De Keyser et al., 2020), as well as all phases of the overall experience and journey (De Keyser et al., 2015). The formation of a link between brand love and customer experience is crucial. Since love connection has a more powerful effect than mere like, brand love is the concept of making customers feel happy and emotionally satisfied with a product or service brand. (Khamwon & Niyomsart, 2016). According to Albert et al., (Albert et al., 2015), brand love is intense, unending, and irreplaceable. It also results in skewed and favourable opinions of the brand. Customer experience has a big impact on how brand love develops. A brand has a better chance of building a solid and good relationship with customers in the form of brand love if it offers a superior customer experience.

Repurchase intention is a variable that, in addition to brand love, promotes the customer experience. While the intention to repurchase indicates a customer's choice to make future purchases from the same supplier or store, repurchase intention is an actual activity. (Chambre & Einolf, 2011). The likelihood that a buyer will buy a product after assessing it is another way to define purchase intention. (Lu et al., 2021). A positive consumer experience has the power to foster an emotional bond and boost brand love. This in turn may make customers more likely to make more purchases from that brand. Therefore, creating a positive feedback loop between brand love and intention to repurchase can be facilitated by the consumer experience. It is believed that the customer experience—which encompasses interactions with the brand, the calibre of the product or service, and customer service—can forge a deep emotional connection (brand love) and encourage consumers to make additional purchases (repurchase intention). This assumption is based on the tendency for positive experiences to raise customer emotional involvement and brand loyalty, even in the absence of concrete evidence.

H_1: Customer experience directly influences brand love

H_2: Customer experience directly influences repurchase intention

H_3: Customer experience indirectly influences repurchase intention through brand love

Brand Luxury

Kapferer and Bastien (Kapferer & Bastien, 2009) Being able to afford luxury requires a level of intelligence and spontaneity that is inherent in culture. Since luxury is a product of society (Roper et al., 2013), connected to a luxury focus on providing outstanding service (Holmqvist et al., 2020). According to Ko et al., (Ko et al., 2019), a luxury brand is one that customers identify as being of the highest calibre, offering true value in the form of desired emotional and practical advantages, projecting prestige in the marketplace, and deserving of a premium price. Beverland (Beverland, 2006) Asserts that exclusivity and a high-profile reputation are intimately linked to the idea of luxury. Purchasing expensive products conveys information about a person's social standing. According to Cadman et al., (Cademan et al., 2012) There are seven indicators: (1) Status symbol; (2) Reputation; (3) Price level (expensive); (4) Service level; (5) Social level; (6) Trust; and (7) Self-esteem. Customers select luxury goods due to the hedonic fulfilment and pleasurable sensory sensations they offer, in addition to social factors about self-expression and self-presentation. (Ko & Megehee, 2012).

Customers who genuinely adore the brand have a very strong bond with this luxury brand. The degree of intense emotional attachment that customers who are pleased with a specific brand have

is known as brand love. (Carroll & Ahuvia, 2006). Consumer perception that makes love for luxury brands a status symbol and self-expression is a key factor in building brand love. Wilcox et al., (2009) When someone buys luxury goods, it is generally driven by the desire to express their identity that is different from others (self-expression) and to show their high social position (self-presentation). That is why Gómez Suárez et al., (2017) Brand love describes a strong positive emotional experience between consumers and brands. When customers have faith in a brand, they are prepared to trust it "to do the job it promises." (Chaudhuri & Holbrook, 2001). Furthermore, brand love is motivated by moral virtue, honesty, and a dedication to quality. (Napoli et al., 2013). The establishment of a robust emotional and affective connection between the customer and the luxury brand is a prerequisite for brand love. Building a strong affinity for a luxury brand and inspiring the desire to repurchase the luxury item can be facilitated by factors such as quality, exclusivity, customer experience, and business brand image.

Repurchase intention refers to a person's evaluation of whether or not to repurchase specific services from the same provider while considering their current circumstances as well as potential future ones. (Noyan, 2012). A customer's intention to repurchase goods or services, because they were satisfied with the prior brand, is known as their repurchase intention. The degree to which customers are likely to make additional purchases depends on how committed they are to buying products or services. (Ellitan, 2023). According to Wen et al., (Wen et al., 2011), the intention is seen to be the most significant direct variable in the link between customer attitudes and behaviour. Repurchase intent from customers is one of the key elements that propel a business toward profitability. Repurchases that are connected benefit luxury brands. Although there isn't any concrete proof, it's believed that the upscale characteristics and unique experiences connected to premium companies might contribute significantly to the development of brand loyalty and customers' decisions to keep buying from those businesses. Based on the previous discussion, the following hypothesis is formulated:

H_4: Luxury brands directly influence brand love

H_5: Luxury brands directly influence repurchase intention

H_6: Luxury brands indirectly influence repurchase intention through brand love

Brand Love

Customers who are passionate and emotionally attached to a brand are said to be in love with it. (Carroll & Ahuvia, 2006). Because love connection has a more significant impact than mere like, brand love is the concept of making customers feel happy and emotionally satisfied with a product or service brand. (Khamwon & Niyomsart, 2016). In

the study of consumer behaviour, brand love is a relatively new idea. (Roy et al., 2012). An individual's romantic personality traits can effectively elicit feelings of love for a brand since brand love has romantic connotations. Over time, previous research has helped to conceptualize it. (Batra et al., 2012; Vernuccio et al., 2015). Three indicators are used by Batra et al., (Batra et al., 2012) To describe brand love: (a) cognitive brand love, which is defined as confidence in the brand; (b) affective brand love, which is defined as feelings and emotions toward the brand; and (c) conative brand love, which is defined as willingness to utilize the brand and allocate resources.

Furthermore, strong purchase intentions and brand love are correlated with support for local producers, transparency of information, and satisfaction with product labels (Kumar et al., 2021). According to previous research, a brand's level of love can influence other brand-related notions (Anggraeni & Rachmanita, 2015). Developing and preserving deep ties with a firm can be fueled by a person's love for a brand (Reimann et al., 2012). Wallace et al., (Wallace et al., 2014) demonstrate that because brands are thought to represent the consumer, people feel a genuine bond with them. Customers are more likely to intend to repurchase products from a brand they love when their level of enthusiasm for it is higher, according to research on the relationship between brand love and repurchase intention. Strong emotional ties are created by brand love, which also boosts consumer loyalty and, eventually, raises the possibility of repeat purchases. Based on the previous discussion, the following hypothesis is formulated:

H_7: Brand love directly influences repurchase intention

Repurchase Intention

Repurchase intention is a consumer's action after purchase, where consumer satisfaction or dissatisfaction influences future behaviour. If consumers are satisfied, they will most likely buy the product again. (Ellitan, 2023). Once customers make an initial purchase, they are likely to make repeat purchases, indicating a tendency to repeatedly consume similar products or services from the same seller. On the other hand, repurchase is an actual action, whereas the intention to repurchase reflects the customer's decision to engage in future transactions with the seller. (Pham et al., 2018). Jin et al., (Jin et al., 2016). The intention is an indicator of the extent to which someone is willing to engage in a certain type of behaviour and how often they try to do it. Keller & Koter (Keller & Kotler, 2016) Repurchase intention is measured through the following indicators: (a) Transactional Intention (customer's intention to make a purchase transaction), (b) Referential Intention (customer's intention to refer or recommend a fashion product or brand to other people), (c) Preferential Intention (customer's tendency to prefer or prioritize one brand or type of fashion product over another), and (d) Exploratory Intention (customer's interest in seeking more information about a product, brand, or style particular fashion).

Repeat purchases reflect customers' concrete actions in reacquiring or reusing identical products. (Ibzan et al., 2016). In concept, repurchase is an actual action, while the intention to repurchase reflects a customer's decision to make future purchases with the same retailer or supplier. (Chambre & Einolf, 2011; Zhang et al., 2011). Intention to repurchase is generally more positive than purchase intention because it shows the tendency to make repeat purchases in the future. (Savila et al., 2019). When consumers trust a company, it creates confidence that the company will consistently meet their needs, which in turn encourages loyalty and support in the form of repeat purchases. (Istanbulluoglu & Sakman, 2024). Overall, it can be concluded that repurchase intention occurs when consumers decide to repurchase a product or service a second time or more, influenced by their positive experience with the product or service in the previous period. Drawing from the previously provided explanation, the following framework may be used to arrange customer experience, brand luxury towards brand love, and repurchase intention:
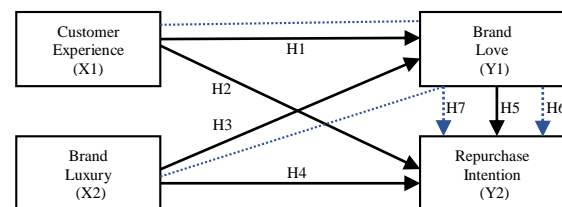

Figure 1. Thinking Framework by Reasearache, 2024

METHOD

The study's population were consumers of clothing under the Berrybenka brand. Berrybenka has managed to build a fairly strong reputation in the Indonesian fashion market, Berrybenka's target market is mostly young, fashion-sable consumers. Sunyoto et al., (2024) As a pioneer in the fashion e-commerce industry in Indonesia, Berrybenka provides a comprehensive online shopping service, presenting a collection of fashion and beauty products from hundreds of well-known brands, both local and international, as well as exclusive products from their labels. Although Berrybenka does not explicitly position itself as a luxury brand like some international brands. However, according to Yuliani (2024) There is a general perception that high prices reflect the quality and exclusivity of a brand, while prices that are too low can give the impression of low-

quality products. The prices listed on Berrybenka products are generally in the middle to upper segment, which makes this brand considered more premium compared to fast fashion brands (Berrybenka, 2024).

Purposive sampling was utilized to choose the sample, and 200 customers who had used or bought Berrybenka items more than twice were included. To collect the necessary data, the distribution of questionnaires was carried out through an online survey platform using platforms such as Google Forms and social media such as Whatsapp groups to reach Berrybenka's target audience. A Likert scale (1–5) with the following descriptions was used to assess each characteristic: 5 (strongly agree), 4 (agree), 3 (neutral), 2 (disagree), and 1 (strongly disagree). Five statements on customer experience, seven statements about luxury brands, three statements about brand love, and four comments about repurchase intention make up the total amount of statements included in this study.

Researchers employed structural equation modelling (SEM) and partial least squares (PLS), a quantitative tool, to analyze the data. PLS makes use of an interactive variable structure in its estimation methodology. PLS has the benefit of conceptually explaining correlations between variables even in the absence of regular multivariate distribution of data or an increase in sample size.

RESULTS AND DISCUSSION
Respondent Description

Respondent descriptions are used to determine the characteristics of respondents who filled out the questionnaire in this study. Several questions are the focus of this research as depicted in Table 1 below:

Table 1. Characteristic of Respondent

Demographics	Frequency	Percentage (%)
Gender		
Men	30	15%
Women	170	85%
Age		
< 20years	9	4,5%
20 – 30years	159	79,5%
30 – 40years	31	15,5%
> 40years	1	0,5%
Occupation		
Students	87	43,5%
Government Employee	3	1,5%
Private Employee	92	46%
Entrepreneur	12	6%
Housewife	6	3%
How many times Visited Berrybenka		
2 times	125	62,5%
3 – 5 times	56	28%
> 5 times	19	9,5%
Berrybenka collection that you like		
Clothes	115	57,5%

Demographics	Frequency	Percentage (%)
Bag	31	15,5%
Accessories	36	18%
Shoe	18	9%

Table 1 demonstrates that, at 84.6%, women make up the majority of responses. In contrast, the bulk of responders (79.6%) fell between the ages of 20 and 30. Furthermore, given that the bulk of respondents were employees (46.3%) and students (43.3%). Sixty-two per cent of the respondents went to Berrybenka twice. When it came to collection preferences, the majority of respondents—57.7%—thought favourably of Berrybenka's clothing selection.
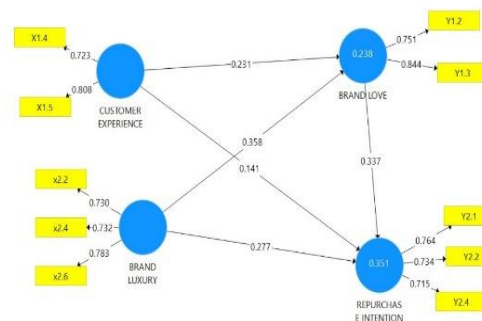
Structural Model

Figure 2. Conceptual Model

In this research, brand love and repurchase intention are endogenous factors, whereas customer experience and brand luxury are used as exogenous variables in the model. Convergent validity is confirmed through the application of outside loadings, also referred to as loading factors. Since every indicator in Figure 2 has a value greater than 0.05, it is clear that the indicators are useful and appropriate for the circumstances of this study.

Table 2. Measurement of Model Evaluation

Variable	Indicator	Item	Loading factor	Reliability	AVE
Customer Experience (X1)	1. Sense	X1.4	0.723	0.779	0.638
	2. Feel	X1.5	0.808		
	3. Think				
	4. Act				
	5. Relate (Schmitt, 1999b)				
Brand Luxury (X2)	1. Status symbols	X2.2	0.730	0.793	0.561
	2. Reputation	X2.4	0.732		
	3. Price level	X2.6	0.784		
	4. Service Level				
	5. Social level				
	6. Trust				
	7. Self-Esteem (Cademan et al., 2012)				
Brand Love (Y1)	1. Cognitive brand love	Y1.2	0.751	0.739	0.587
	2. Affective brand love	Y1.3	0.844		
	3. Conative brand love				

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Variable	Indicator	Item	Loading factor	Reliability	AVE
Repurchase Intention (Y2)	(Batra et al., 2012) 1. Transactional intent			0.782	0.545
	2. Referential Intent	Y2.1	0.764		
	3. Preferential intent	Y2.2	0.734		
	4. Explorative intent (Keller & Kotler, 2016)	Y2.4	0.715		

The first step that must be taken is to test the accuracy and reliability of the data. Testing is carried out to evaluate whether each variable produces the expected results or not. Therefore, PLS-SEM was used, which is a composite factor loading and reliability used as a metric to assess the validity and reliability of the data. Table 2 shows that the validity for each loading factor exceeds 0.700 and from this data, it can be confirmed that all variables used in this research meet the validity and reliability requirements.

Table 3. Discriminant Validity

Variable	Brand Love	Brand Luxury	Customer Experience	Repurchase Intention
Brand Love	0.799			
Brand Luxury	0.437	0.749		
Customer Experience	0.353	0.339	0.766	
Repurchase Intention	0.508	0.472	0.354	0.738

Table 3 shows that brand love (0.799), brand luxury (0.749), customer experience (0.766), and repurchase intention (0.738) have the greatest values for each variable. These findings demonstrate that the highest loading factor for each latent component is found in each indicator statement. To guarantee the considered discriminant's validity, these conditions must be satisfied.

Table 4. R-Square Data

	R Square	R Square Adjusted
Brand Love	0,238	0,231
Repurchase Intention	0,351	0,341

The R-square value (R^2) indicates the extent to which exogenous variables impact the variables under investigation. Repurchase Intention has a value of 0.351 and Brand Love has a value of 0.238, as seen in Table 4. The data suggests that Customer Experience and Brand Luxury have a 23.8% impact on Brand Love and that the combined effect of these two factors is 35.1% on Repurchase Intention.

The degree of correlation between the independent and dependent variables is determined using the F-square test. The parameters used for measurement are f2 > 0.02 for small size, f2 > 0.15 for medium size, f2 > 0.35 for large size, and f2 0.02 for no influence. As demonstrated in Table 5, it is

evident It makes sense that the luxury brand variable has the largest effect size in the large category for brand love, with an impact size of F-Square = 0.149. The brand love variable has a medium F-square of 0.133 for repurchase intention, placing it in the large or strong group. With an F-square of 0.062, the brand love customer experience variable falls into the tiny group. Regarding repurchase intention in the tiny category, the brand love variable has the lowest F-square value (0.025) followed by customer experience (0.025).

Table 5. F-Square Data

Variable	F-Square	Result
Customer Experience (X1) -> Brand Love (Y1)	0.062	Small
Customer Experience (X1) -> Repurchase Intention	0.025	Small
Brand Luxury (X2) -> Brand Love (Y1)	0.149	Large
Brand Luxury (X2) -> Repurchase Intention (Y2)	0.091	Small
Brand Love (Y1) -> Repurchase Intention (Y2)	0.133	Large

Table 6. Hypothesis Testing Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Result
Brand Love -> Repurchase Intention	0,337	0,337	0,072	4,655	0,000	Accepted
Brand Luxury -> Brand Love	0,358	0,358	0,078	4,589	0,000	Accepted
Brand Luxury -> Repurchase Intention	0,277	0,288	0,068	4,051	0,000	Accepted
Customer Experience -> Brand Love	0,231	0,234	0,079	2,932	0,004	Accepted
Customer Experience -> Repurchase Intention	0,141	0,137	0,072	1,969	0,050	Accepted
Brand Luxury -> Brand Love -> Repurchase Intention	0,121	0,122	0,041	2,940	0,003	Accepted
Customer Experience -> Brand Love -> Repurchase Intention	0,078	0,079	0,033	2,390	0,017	Accepted

The hypothesis can be accepted if the path coefficient t value is above 1.96 and the p-value is below 0.05. In Table 8 it is known that the hypothesis is accepted because the t-value is > 1.96 and the p-value is < 0.05. The hypothesis proposed is brand love -> repurchase intention (t = 4.655 and p = 0.000). Luxury brand -> brand love (t = 4.589 and p = 0.000). Luxury brand -> repurchase intention (t = 4.051 and p = 0.000). Customer experience -> brand love (t = 2.932 and p = 0.004). Customer experience -> repurchase intention (t = 1.969 and p = 0.050). Further research shows an indirect relationship between luxury brand -> brand love -> repurchase intention showing a t-value > 1.96 and p-value < 0.05

(t = 2.940 and p-value = 0.003). Apart from that, the relationship between customer experience -> brand love -> repurchase intention produces a t-statistic value of 2.390, which means a value > 1.96, and a p-value of 0.017 which indicates that the hypothesis has a positive and significant impact. All of them show significance with corresponding t-values and p-values. These results provide a strong understanding of the relationships between variables in the research model and support the acceptance of the proposed hypothesis.

Discussion

A satisfying experience might elicit a favourable emotional reaction when the brand that the consumer wants to buy has fulfilled their expectations for the encounter. (Alloza, 2008). The formation of brand loyalty and the inclination to make repeat purchases from a brand are significantly influenced by the customer experience. Businesses need to focus on providing customers with a favourable experience. Businesses should concentrate on Sense, Feel, Think, Act, and Relate while forming the client experience. (Schmitt, 1999a). Pleasant opinions of a brand can be shaped over time by consistently giving pleasant customer experiences. This builds customer loyalty by fostering continuous trust and happiness.

Ko et al., (Ko et al., 2019)) A premium brand is one that people identify as being of superior quality, offering true value in the form of desired emotional and practical benefits, projecting prestige in the marketplace, and deserving of a higher price. When it comes to shopping, consumers gravitate toward luxury products. The necessity of utilizing well-known brands of products has arisen from increasingly sophisticated lives. With so many brands that complement one another, businesses need to be able to provide their clients with a sense of luxury with the brand they carry. Businesses still need to be mindful of this, though, as less expensive luxury goods that don't align with the brand's exclusivity and status associations might undermine the concept of the entire luxury brand. (Eren-Erdogmus et al., 2018).

A real action is the intention to repurchase (Pham et al., 2018). Companies can use the intention to repurchase as a metric to evaluate customers' experiences with the products they buy. Love for the brand is one of the things that affects the urge to repurchase. Because love connection has a more significant impact than mere like, brand love is the concept of making customers feel happy and emotionally satisfied with a product or service brand. (Khamwon & Niyomsart, 2016). This study demonstrates that consumers' experiences with luxury products—which they buy and use—are what make them fall in love with them and want to repurchase them.

Conclusion

The study's findings demonstrate how luxury brands and excellent customer service may encourage repeat business from customers through brand loyalty. Repurchase intent is influenced by a consumer's love for a brand. Where the conviction that the product is a luxury item and happy experiences with purchase and use create a sense of brand loyalty. This shows that companies must be able to focus on how to create positive experiences. On the other hand, creating an impression on goods is also done in various ways, one of which is by making the product make the wearer feel proud. That is the key for fashion companies.

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