THE INFLUENCE OF CUSTOMER EXPERIENCE AND BRAND IMAGE ON REPURCHASE INTENTION OF FORE CUSTOMERS IN MANADO

PENGARUH CUSTOMER EXPERIENCE DAN BRAND IMAGE TERHADAP NIAT PEMBELIAN ULANG PELANGGAN FORE DI MANADO

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Abstract: The increasing number of coffee shops, including local brands such as FORE Coffee, reflects changing consumer behavior and heightened market competition. This study aims to examine The Influence of Customer Experience and Brand Image on the Repurchase Intention of FORE Customers in Manado. Using a quantitative research approach, data was collected through structured questionnaires and analyzed to assess the relationship between the variables. The study reveals that both customer experience and brand image have a significant and positive influence on repurchase intention, both individually and simultaneously. These findings underscore the importance of delivering excellent service, creating a pleasant and engaging environment, and building a strong brand image that resonates with the target market. The results contribute to the academic field of marketing by offering insights into consumer loyalty within local coffee shop contexts, and provide practical implications for business practitioners aiming to improve customer satisfaction and brand positioning in a competitive landscape.

Keywords: Customer Experience, Brand Image, Repurchase Intention, FORE Coffee, Consumer Loyalty, Local Coffee Shop, Marketing Strategy

Abstrak: *Meningkatnya jumlah kedai kopi, termasuk merek lokal seperti FORE Coffee, mencerminkan perubahan perilaku konsumen serta meningkatnya persaingan pasar. Penelitian ini bertujuan untuk mengkaji pengaruh Customer Experience dan citra merek terhadap niat beli ulang pelanggan FORE Coffee di Manado. Penelitian ini menggunakan pendekatan kuantitatif, dengan pengumpulan data melalui kuesioner terstruktur yang dianalisis untuk mengukur hubungan antar variabel. Hasil penelitian menunjukkan bahwa baik customer experience maupun citra merek memiliki pengaruh yang signifikan dan positif terhadap niat beli ulang, baik secara parsial maupun simultan. Temuan ini menegaskan pentingnya memberikan pelayanan yang baik, menciptakan suasana yang nyaman dan menarik, serta membangun citra merek yang kuat dan relevan dengan target pasar. Hasil penelitian ini memberikan kontribusi terhadap pengembangan ilmu pemasaran, khususnya dalam konteks loyalitas konsumen di kedai kopi lokal, serta memberikan implikasi praktis bagi pelaku usaha dalam meningkatkan kepuasan pelanggan dan positioning merek di tengah persaingan yang ketat.*

Kata Kunci: *Customer Experience, Citra Merek, Niat Beli Ulang, FORE Coffee, Loyalitas Konsumen, Kedai Kopi Lokal, Strategi Pemasaran.*

INTRODUCTION

Research Background

　　Indonesia's strong coffee heritage, diverse high-quality beans, and ideal growing conditions have made it the world's second-largest coffee producer after Brazil. Coffee is a vital part of Indonesia's economy, supporting millions of farmers and contributing significantly to rural development and global exports. Specialty varieties such as Sumatra Mandheling, Toraja, and Java Arabica have gained global recognition, reinforcing the country's role in

shaping international coffee trends.In recent years, the local coffee shop industry has expanded rapidly, with urban areas witnessing a surge in specialty cafés.

Since coffee consumption has become an essential part of daily routines for many individuals. Whether it is meeting someone for a coffee, enjoying a cup after lunch, or relying on coffee while working on academic or professional tasks to maintain focus and productivity, coffee plays a significant role in modern lifestyles. The increasing demand for coffee highlights its deep integration into daily habits, making coffee shops a preferred destination for social interactions, relaxation, and work-related activities. This widespread coffee consumption has led to the rapid growth of various coffee brands and chains, each competing to attract and retain customers through distinct offerings and experiences.

Coffee shops have become lifestyle hubs, not just for consuming coffee but also for work, meetings, and socializing. One of the coffee brands that has experienced significant popularity in Manado is Fore. The coffee shop consistently attracts a high number of visitors, many of whom return for repeat purchases. This high level of customer retention presents an opportunity to examine the factors that influence customer loyalty to Fore in Manado. Understanding the key elements that drive repeat purchases is essential in identifying the determinants of brand success and customer preference in an increasingly competitive market.

A key concept in understanding customer loyalty is repurchase intention, which refers to a customer's decision to buy a product or service again from the same brand. It is an important factor in business success, as retaining existing customers is often more cost-effective than attracting new ones. High repurchase intention indicates strong customer satisfaction and trust, which contribute to long-term business sustainability. In the case of Fore Manado, the large number of returning customers suggests that certain factors encourage them to choose Fore repeatedly. Identifying these factors is crucial for understanding consumer behavior and improving business strategies.

One of the main reasons why customers choose to repurchase is their customer experience with the brand. Customer experience refers to everything a customer feels and goes through when interacting with a business, from the moment they enter a store or visit a website to the quality of service they receive and how they feel about the product. A positive customer experience makes people feel comfortable and satisfied, increasing the chances that they will return. At Fore Manado, things like the ease of ordering, the taste of the coffee, the friendliness of the staff, and the atmosphere of the cafe all contribute to a good customer experience. When people enjoy their experience, they are more likely to come back and recommend the brand to others.

Another important factor that influences repurchase intention is brand image, which refers to the way people see and think about a brand. Brand image is built through customer experiences, marketing, and word-of-mouth, shaping the reputation and attractiveness of the brand. A strong and positive brand image makes customers trust a brand more and feel confident in their decision to buy from it again. In the case of Fore Manado, having a good brand image helps create loyalty among customers, making them choose Fore over other coffee shops. If a brand is known for high-quality coffee, excellent service, and a pleasant atmosphere, customers are more likely to return.

Given the high number of repeat customers at Fore Manado, it is necessary to analyze how repurchase intention is influenced by customer experience and brand image. Therefore, this study aims to explore the relationship between these factors, providing insights into the key elements that drive customer loyalty and contribute to Fore Manado's long-term success.

Research objectives:
1. To identify the influence of customer experience on repurchase intentions of FORE customers in Manado.
2. To identify the influence of brand image on repurchase intentions of FORE customers in Manado.
3. To evaluate the combined effect of customer experience and brand image on the repurchase intentions of FORE customers in Manado.

LITERATURE REVIEW

Repurchase Intention

Repurchase intention refers to a customer's decision to buy a product or service again from the same company, based on their previous experience and the perceived value received (Hellier et al., 2003). This decision is shaped by factors such as satisfaction, service quality, and comparison with alternatives (Jen and Hu, 2003). A positive experience enhances perceived value, which increases the likelihood of future purchases. In the digital

context, user engagement with brand platforms—such as mobile apps—also strengthens repurchase intention by boosting brand equity and perceived benefits (Ho and Chung, 2020). As Novita and Toar (2024) emphasize, when customers are satisfied with past purchases, they are more likely to remain loyal and choose the same brand again.

Customer Experience

Customer experience refers to the internal, subjective reactions customers have during their interactions with a company, whether directly—such as during purchases or service use—or indirectly through media, advertising, or word-of-mouth (Meyer and Schwager, 2007). These interactions collectively shape the customer's perception, satisfaction, and overall attitude toward the brand. A positive customer experience significantly impacts engagement, trust, and long-term loyalty. It involves both physical and emotional elements that influence decision-making and brand perception (Hasniati et al., 2021). Gentile et al. (2007) further describe it as a personalized, multi-level interaction—rational, emotional, sensory, and even spiritual—that drives meaningful customer relationships and supports sustained business success.

Brand Image

Brand image is the perception that customers form based on their experiences and interactions with a brand, reflected in their memories and emotional associations (Keller, 2003). It goes beyond visual elements like logos or slogans, encompassing the total experience—product quality, marketing, customer service, and word-of-mouth— that shapes how customers view a brand. According to Keller (1998), brand image consists of multidimensional associations, including emotional responses and perceived quality. Park et al. (1986) emphasize that brand image is a strategic tool used to build strong brand positioning. A positive brand image fosters trust, influences perceived value, and encourages customer loyalty. Consistent messaging, high-quality offerings, and positive interactions at every touch point are essential for shaping favorable brand perceptions and sustaining long-term success.

Previous Study

Amanda et al. (2024) examine the impact of customer experience and brand image on repurchase intentions through product quality as a regulator on the Zalora e-commerce platform. This study was conducted using a quantitative approach. Data was collected through questionnaires and analyzed using the regression method. The purpose of this research is to contribute to further understanding of the influence of customer experience and brand image on customer repurchase intentions on the Zalora e-commerce platform. In addition, this study also aims to determine how product quality affects the relationship between customer experience and brand image with the intention to repurchase.

Cuong (2022) suggested the study model from The findings indicate that product quality has positively linked the brand image, purchasing decision, and rebuying intent. The results display brand image has positively correlated to buying decisions and rebuying intentions. Moreover, the study's findings illustrate buying decisions has entirely connected to repurchase intention.

Hasniati et al. (2021) examined the influence of customer experience on repurchase intention, mediated by customer satisfaction. The population in this study were online store customers at STIE Amkop Makassar. The sample size was 90 respondents. The analysis method used was Structural Equation Modeling (SEM) with the help of PLS software. The results of this study indicate that customer experience has a positive and significant effect on customer satisfaction, customer experience has a positive and significant effect on repurchase intention, customer satisfaction has a positive and significant effect on repurchase intention, and customer experience influences repurchase intention through customer satisfaction.

Conceptual Framework
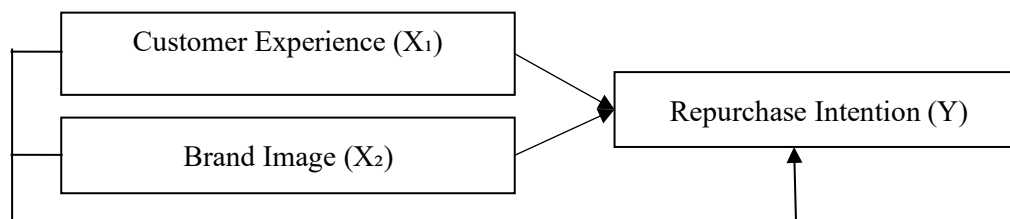
Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis:

H1 = Customer Experience has a positive influence towards Repurchase Intention

H2 = Brand Image has a positive influence towards Repurchase Intention

H3 = Brand Image and Customer Experience have a positive influence towards Repurchase Intention

RESEARCH METHOD

Research Approach

This research was conducted using a quantitative approach. According to Abdullah et al., (2022), Quantitative research is a type of scientific research that systematically studies phenomena and their parts and the relationship between them. Quantitative research is uses numbers to measure research variables and uses statistics to analyze data.

Population and Sample

Population is a generalization area consisting of subjects or objects that have certain qualities and characteristics set by researchers to study and then draw conclusions. The type of population in this study is customers who have purchased repeatedly at Fore in Manado. The sample reflects the quantity and quality of the characteristics that make up the population. The sample strategy used in this study is visitors who have purchase the product repeatedly because in this study identify the repurchase intention of Fore in Manado.

Type of Data and Data Source

Primary data can be a source of questions about information obtained, especially from the most numerous sources or parties. Primary data is collected primarily by researchers to answer questions about questions.

Data Collection Method

A questionnaire is a data collection method that is carried out by giving respondents a set of questions or written statements to answer. Researchers use indicators for each variable in making questionnaire questions, then researchers will provide a list of questions to Fore customer.

Operational Definition and Indicator of Research Variables

Table 1. Operational Definition and Indicator of Research Variables

Variable	Definitions	Indicators
Customer Experience (X_1)	Customer Experience is the result of costumer interaction with the company physically and emotionally.	1. Sense 2. Feel 3. Think
Brand Image (X_2)	Brand image is the process by which a person selects, organizes and interprets input information to create a meaningful picture.	1. Strength 2. Uniqueness 3. Favorable
Repurchase Intention (Y)	Purchase intention is the intention to buy, consideration to buy and recommend buying the product to others.	1. desire to use goods and or services again, 2. the desire to recommend 3. the frequency of using goods and or services again 4. The potential to make repeat transactions.

Testing of Research Instruments

Validity and Reliability Tests

Janna and Herianto (2021) stated the validity test is a test that serves to see whether a measuring instrument is valid (valid) or invalid. The measuring instrument referred to here refers to a series of questions in a questionnaire. The validity of the questionnaire depends on the ability of the questions to reveal the aspects measured by the questionnaire.

Reliability testing, according to Hamid et al. (2019), is carried out to determine whether the measuring instrument used is reliable and consistent during repeated measurements. Some methods used to assess reliability include test retest,

Test of Classical Assumption
Normality
The normality test determines whether the distribution of the independent and dependent variables is normal. For an effective regression model, graphical analysis and statistical tests must meet the following conditions.

Multicollinearity
To ascertain whether the regression model demonstrates a strong or perfect correlation between the independent variables, the multicollinearity test is performed. A significant correlation between the independent variables, as indicated by the results, indicates multicollinearity in the study.

Heteroscedasticity
To find out whether there are any variations from the classic assumptions, the heteroscedasticity test is employed. The existence of differences in the residual variance for each observation in a regression model is known as heteroscedasticity.

Multiple Linear Regression Analysis
The linear regression assumption test is used to test assumptions to avoid bias in data analysis and avoid errors in the specification of the regression model. The goal of multiple linear regression is to predict the dependent variable by using two or more independent variables and to determine the impact of two or more independent variables on one dependent variable. In this study, two independent variables, Customer Experience (X_1) and Brand Image (X_2), and the dependent variable, Repurchase Intention (Y) :

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Y   = Dependent variable (Repurchase Intention)
α = Constant
β_1 β_2 = regression coefficient (value of increase or decrease)
X_1 = Customer Experince
X_2 = Brand Image
E   = Error

Coefficient of Determination Test (R^2)
The coefficient of determination (R^2) essentially measures how far the model's ability to explain the variation in the dependent variable. The coefficient of determination is between zero and one. A small R^2 value means that the ability of the independent variables to explain the variation in the dependent variable is minimal. A value close to one means that the independent variables provide almost all the information needed to predict the variation in the dependent variable.

Hypothesis Testing
T-Test and F-test
The partial test, sometimes referred to as the t-test, is a statistical tool for determining the impact of one or more independent variables on the dependent variable. For this experiment, the hypothesis that was used is (Sahir, 2021):
Ho: t count $\leq$ t table then there is no influence the dependent variable on the independent variable.
H1: t count > t table then there is an influence the dependent variable on the independent variable.
The F test determines whether the independent variables influence the dependent variable simultaneously (simultaneously). The proof is validated by equating Fcount with Ftable at a 5% confidence level and degrees of freedom df = (n-k-1), where n is the number of participants and k is the number of variables. The hypotheses utilized in this study are (Sahir, 2021):
Ho: The independent variables do not have a significant influence together on the dependent variable.
Ha: The independent variables have a significant influence together on the dependent variable.

RESULT AND DISCUSSION

Research Results
Validity and Reliability Tests

The results of the validity test calculation on the customer experience variable (X1) show that of the 5 questionnaire statements that have been tested, all statements have a significance value (sig. 2-tailed) less than 0.05, namely 0.000. The validity test calculation on the brand image variable (X2) show that of the 5 questionnaire statements that have been tested, all statements have a significance value (sig. 2-tailed) less than 0.05, namely 0.000. The results of the validity test calculation on the repurchase intention variable (Y) show that of the 5 questionnaire statements that have been tested, all statements have a significance value (sig. 2-tailed) less than 0.05, namely 0.000.

Table 2. Reliability Test

Variables	Cronbach's Alpha	Description
Customer Experience (X_1)	0.928	Reliable
Brand Image (X_2)	0.912	Reliable
Repurchase Intention (Y)	0.954	Reliable

Source: Data Processed, 2025

It shows that all statements from customer experience variable (X_1), brand image (X_2), repurchase intention (Y) have a Cronbach's alpha greater than 0.60 so that the statements of all variables in this study can be said to be reliable.

Tests of Classical Assumptions
Table 3. Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		99
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	3.08452649
Most Extreme Differences	Absolute	.107
	Positive	.038
	Negative	-.107
Test Statistic		.107
Asymp. Sig. (2-tailed)		.199[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
Source: Data Processed, 2025

Based on table 3, the normality test in this study uses the One-Sample Kolmogorov-Smirnov test which produces a sig (2-tailed) value of 0.199. This value is more than 0.05, which means that the data in this study are normally distributed.

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
(Constant)		
Customer Experience (X_1)	0.385	2.791
Brand Image (X_2)	0.385	2.791

Source: Data Processed, 2025

Based on table 4, it can be seen that the customer experience variable (X1) tolerance value is 0.385 and VIF is 2.791 Variable brand image (X2) tolerance value 0.385 and VIF 2.791 The tolerance value of the two variables is more than 0.1 and the VIF value is less than 10, so there is no multicollinearity in this linear.

Table 5. Heteroscedasticity Test

Variables	Sig	Descriptions
Customer Experience (X1)	0.320	There is no heteroscedasticity effect
Brand Image (X2)	0.295	There is no heteroscedasticity effect

Source: Data Processed, 2025

Based on table 5, it can be seen that the results of the Glejser test, the significance value of each variable is more than 0.05, so this study is free from heteroscedasticity.

Multiple Linear Regression Analysis
Table 6. Multiple Linear Regression Analysis

	Coefficients[a]							
	Unstandardized Coefficients		Standardized Coefficients				Collinearity Statistics	
Model	B	Std. Error	Beta	t	Sig.		Tolerance	VIF
1 (Constant)	.317	1.436		.221	.826			
TOTALX1	.385	.097	.356	3.983	.000		.358	2.791
TOTALX2	.624	.104	.539	6.028	.000		.358	2.791

a. Dependent Variable: TOTALLY
Source: Data Processed, 2025

Based on table 6, data from the calculation of multiple linear regression, it can be seen that the form of the regression equation is:

$$Y = 0.317 + 0.385 \, (X_1) + 0.624 \, (X_2) + e$$

From the Regression Equation above, it can be concluded that:
1. The constant value of 0.317 indicates that if the customer experience and brand image variables are equal to 0, then the value of repurchase intention is 0.317
2. The customer experience variable value is 0.385, which means that each addition of one scale to the customer experience will increase 0.385 in repurchase intention.
3. The value of the brand image variable is 0.624, which means that each addition of one scale on brand image will increase 0.624 on repurchase intention.

R and R Square Test
Table 7. R and R Square Test

	Model Summary[b]			
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.851[a]	.725	.719	3.116

a. Predictors: (Constant), TOTALX2, TOTALX1
b. Dependent Variable: TOTALLY
Source: Data Processed, 2025

This value shows that repurchase intention is influenced by customer experience and brand image by around 71.9% while around 28.1% is influenced by other variables that are not in this research mode.

Hyphothesis Testing
T-Test
Based on table 6, the outcomes are as follows:
1. The customer experience variable has a tcount value of 3.983 > t-table ($\alpha = 0.05$) 1.984 with a significant rate of 0.000 <0.05. This means that Ho is rejected and Ha is accepted, this shows that the customer experience variable has a significant influence on repurchase intention.
2. The brand image variable has a t-count value of 6.028 > t-table ($\alpha = 0.05$) 1.984 with a significant rate of 0.000 <0.05. This means that Ho is rejected and Ha is accepted, this shows that the brand image variable has a significant influence on repurchase intention.

Table 8. F-Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
		ANOVAª				
1	Regression	2457.921	2	1228.961	126.534	.000ᵇ
	Residual	932.402	96	9.713		
	Total	3390.323	98			

a. Dependent Variable: TOTALLY
b. Predictors: (Constant), TOTALX2, TOTALX1
Source: Data Processed, 2025

Based on table 8, the customer experience and brand image variables on repurchase intention using the F test get an Fcount value of 126.534 > Ftable (α = 0.05) 3.090 with a significance of 0.000 <0.05, it can be stated that this hypothesis (Ha) is accepted.

Discussion

The Influence of Customer Experience towards Repurchase Intention

Customer experience is the overall perception of customers regarding their experience when interacting with a brand, product, or service. It encompasses not only the tangible aspects of a transaction, such as product quality or website usability, but also the intangible and emotional components that arise throughout the customer journey. According to Hasniati et al. (2021), customer experience results from the combination of physical and psychological interactions between customers and the online products they purchase, as well as their engagement with the company as a whole. These interactions evoke emotions, shape knowledge, and guide the decision-making process. One of the most critical decisions influenced by these experiences is the decision to repurchase, also known as repurchase intention. A positive customer experience fosters customer satisfaction and builds trust in the brand, which in turn strengthens the emotional bond between the customer and the company. When customers feel acknowledged, respected, and served with care, they are more likely to develop a favorable perception of the brand and feel confident in returning for future purchases. This suggests that customer experience has a direct and measurable influence on repurchase intention. It not only enhances short-term sales performance but also contributes to long-term customer retention and brand loyalty. Furthermore, companies that consistently invest in delivering a superior customer experience are more likely to retain existing customers compared to those who focus solely on acquiring new ones. Retaining customers through positive experiences significantly reduces the cost of marketing and customer acquisition, and contributes to more sustainable business growth. In an increasingly competitive and customer centric market landscape, customer experience is no longer just a complementary aspect of business operations it is a core strategic component that drives repeat purchases, customer advocacy, and sustained profitability. This includes interactions with people (e.g., customer service representatives), products, digital interfaces, business processes, and the overall service environment. Unlike traditional notions of customer satisfaction that may be limited to specific transactions, customer experience is shaped by the cumulative effect of various touch points encountered throughout the customer journey. Those touch points stimulate a range of customer response cognitive (thoughts and perceptions), emotional (feelings), sensory (physical experiences), and behavioral (actions and reactions)—that together form a comprehensive evaluation of the brand. In essence, both studies highlight that a well-designed and consistently positive customer experience can generate a strong sense of brand loyalty, increase repurchase intention, and ultimately contribute to a company's competitive advantage. Therefore, understanding and managing customer experience should be a strategic priority for businesses aiming to foster long-term customer relationships and ensure sustainable growth.

The Influence of Brand Image towards Repurchase Intention

Brand image is not merely about visual elements such as logos, slogans, or brand names, but rather a comprehensive representation of the customer's overall experience with the brand. Keller (2003) defines brand image as the perception formed in the minds of customers about a brand, which emerges and is reflected in their memory based on past experiences and interactions. It encompasses emotions, associations, and impressions that are developed over time through both direct interactions such as product usage and customer service and indirect encounters, including marketing communications, word-of-mouth recommendations, and social media presence. In consumer behavior, brand image plays a crucial role in influencing repurchase intention. A strong and positive brand image creates favorable associations in the minds of consumers, such as reliability, consistent quality, emotional value, and overall satisfaction. When customers perceive a brand positively, they are more likely to trust it, feel

satisfied, and believe that the brand will continue to meet their expectations in the future. This trust and emotional connection increase the likelihood that customers will choose the same brand again, thus enhancing repurchase intention. Conversely, a weak or inconsistent brand image can lead to uncertainty and diminished customer trust, which negatively affects their willingness to repurchase. For this reason, companies must strategically develop and maintain a positive brand image through consistent product quality, effective communication, responsive customer service, and meaningful brand experiences. Therefore, brand image serves as a bridge between past customer experiences and future purchase decisions. When customers hold a positive image of a brand, they are more inclined to return and make repeat purchases. As such, brand image becomes a key factor in driving repurchase intention and fostering long-term customer loyalty.

The Influence of Customer Experience and Brand Image towards Repurchase Intention

Customer experience and brand image are two interrelated constructs that significantly influence repurchase intention. Both elements serve as critical determinants in shaping how customers perceive a brand and decide whether or not to continue their relationship with it. Customer experience refers to the holistic perception that customers form through their interactions with a brand across various touchpoints. Hasniati et al. (2021) assert that customer experience is shaped by both physical and psychological interactions with online products, as well as by the customers engagement. These experiences, which can be emotional, cognitive, sensory, and behavioral, influence customer satisfaction, trust, and loyalty. A positive customer experience not only fulfills customer needs but also creates a sense of value, appreciation, and emotional attachment. When customers consistently receive a seamless and satisfying experience, they are more likely to develop strong intentions to repurchase in the future. Brand image, on the other hand, represents the mental picture or associations that customers hold regarding a brand, as shaped by their previous experiences, marketing communications, product usage, and social influences. A strong and favorable brand image reinforces positive perceptions of reliability, credibility, and quality. Based on what Park et al. (1986) contend that brand image constitutes a strategic instrument designed to enchance and solidify a brand's conceptual identify through systematic brand management initiatives. This, in turn, reduces perceived risks and increases customers' confidence in making repeat purchases. When combined, customer experience and brand image form a synergistic effect on repurchase intention. A positive customer experience often enhances the brand image, as satisfied customers are more likely to perceive the brand favorably. Conversely, a strong brand image can elevate customer expectations and perceptions during each interaction, which in turn improves the overall experience. Together, these elements build customer trust, emotional connection, and brand loyalty, all of which are essential drivers of repurchase behavior. Therefore, companies that aim to increase repurchase intention must prioritize both delivering exceptional customer experiences and maintaining a strong, consistent brand image. By doing so, they not only encourage customers to return but also foster long-term relationships and sustainable business growth.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of the research and discussion that has been stated previously, conclusions can be drawn:
1. Customer experience has been proven to significantly influence the repurchase intention of FORE customers in Manado. This finding suppose that the more positive and satisfying the customer's experience is, the more likely they are to make repeat purchases.
2. Brand image also shows a significant influence on the repurchase intention of FORE customers in Manado. A strong, positive brand image builds trust and emotional connection, which play a key role in encouraging customers to remain loyal.
3. Both customer experience and brand image simultaneously have a significant influence on the repurchase intention of FORE customers in Manado. When these two factors work together, they create a stronger impact, reinforcing customer satisfaction and loyalty, and ultimately driving repeated purchases.

Recommendation

Based on the conclusions that have been made, the suggestions that can be given by researchers are:
1. FORE management focuses on improving customer experience by training staff for better service, maintaining store cleanliness, and ensuring fast service. Also, maintain a strong, consistent brand image by engaging on social media and highlighting unique product values.

2. FORE marketers emphasize on emotional branding to strengthen the brand image use storytelling, customer testimonials, and lifestyle-oriented campaigns. Combine this with regular feedback collection to fine tune the customer journey and increase the likelihood of repeat purchases.
3. Future researchers can explore additional variables such as price perception, customer loyalty programs, or social media influence to see how these also affect repurchase intention. Expanding the sample to other cities can also help compare regional differences in customer behavior.

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