

THE EFFECT OF PERCEIVED QUALITY ON BRAND SATISFACTION AND REPURCHASE INTENTION ON MILENIAL GENERATION OF THE USERS OF XL SURABAYA PRE-PAID CELLULAR CARD IN THE REVOLUTION INDUSTRY ERA 4.0 WITH TIMELESS BRAND EXPERIENCE AS A MEDIATION

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ABSTRACT

Objectives - This paper has purpose to present a conceptual model of Timeless Brand Experience to fill the research gap between Perceive Quality and Brand Satisfaction. The statistic test in this study was done to analyze four variables, they are, Perceived Quality, Timeless Brand Experience, Brand Satisfaction, and Repurchase Intention. Design / methodology / approach – Using conceptual models which are developed and tested empirically through surveys. The respondents in this study were 140 prepaid card users in Surabaya based on data from Millennials aged between 18-38 who have a smartphone and as a customer of the XL-Axiata cellular service provider, subscribing to a prepaid cellular internet package for at least one year. Findings - This study adapted Experience Marketing theory which revealed that Timeless Brand Experience was included in the research model to mediate the effect of Perceived Quality on Brand Satisfaction. In addition, the results of the Sobel test showed that Timeless Brand Experience is a mediator of Perceived Quality and Brand Satisfaction and it has effect in increasing Repurchase Intention. Research limitations / implications - The three limitations of this study are as follows: first, the survey was only conducted to XL prepaid cards, or abbreviated XL from telecommunications company PT XL Axiata Tbk, in Surabaya, Indonesia; second, since this research focuses on Timeless Brand Experience as the main mediator, it does not consider variables from other theories; third, this research survey only captures the perception of XL prepaid millennial customers. Practical implications - From a practical perspective, the effect between Perceived Quality, Timeless Brand Experience and Brand Satisfaction provides clues on how companies can pursue Perceived Quality to encourage Timeless Brand Experience which in turn, give effect to Brand Satisfaction and increases Repurchase Intention.

Key words: Percieved Quality, Timeless Brand Experience, Brand Satisfaction, Repurchase Intention.

INTRODUCTION

Within the scope of the marketing literature, Repurchase Intention and satisfaction are seen as one of the most important issues and are the most researched concepts in the academic world and among the most important constructions in practice. Some related research that has been done indicates that Repurchase Intention is an objective variable that is influenced by five observational variables, namely: Perceived Quality, Perceived value, Brand Trust, Brand Satisfaction and Brand loyalty (Aysel Erciş, Sevtaç Ünal, F. Burcu Candan, Hatice Yildirim, 2012).

Perceived Quality is one of the variables that can affect repurchase intention as defined by Aaker (1997) as a customer's perception of the overall quality or excellence of a product or service related to something expected by the customer. Chen and Chang (2008) prove that perceived quality has a positive and significant effect on brand preference. In research conducted by Hellier *et al.*, (2003), it is also proven that there is a causal relationship between the difference between consumers' expectations and the actual performance of a brand on brand choice and the desire of consumers to buy back products from the same supplier. Based on these results, it can be proposed that the higher the brand preference, the higher the intention to repurchase the same brand.

The higher interest in buying certainly has a positive effect on the success of the product on the market. The intensity of feelings also indicates the level of perception perceived by consumers whether the product is in accordance with their expectations (Aaker, 2008). High satisfaction will result in a long memory and then related to a number of information about the product or service (Hawkins, *et al.*, 2004). The occurrence of repeat purchases (Repurchase) by consumers is one of the success of a product with a particular brand. Repurchase intention as one of the characteristics that consumers are loyal to a brand. Peter & Olson, (2005) also argues that the intention to buy a product is based on one's attitude towards the buying behavior of the product. The emergence of repurchase intention on consumers is influenced by several positive things experienced at the time of the first purchase. According to Chen and Hsieh (2011), it was found that there was a positive influence from the social and economic background, brand image, perceived value and perceived quality on repurchase intention. In the journal, the positive influence of each factor on repurchase intention is explained.

Companies that successfully retain their customers gain several benefits, as described by Schiffman and Kanuk (2010), the benefits include: (1) loyal customers will buy more products, (2) loyal customers are not price sensitive and provide more less attention to advertising from competing companies, (3) serving customers who are familiar with the process and offering from companies requires less costs, and (4) loyal customers will say good things and recommend the company to others. Repurchase interests that arise in the minds of customers can come from several motivations, one of which is derived from the brand and the quality felt by the users themselves. Some of the research below discusses the variables that can affect Repurchase Intention.

Tsiotsou (2006) investigated the perceived quality of repurchase intention on sports shoe products, and the results of his study stated that perceived quality has a direct positive effect on brand satisfaction. Olsen (2002), Darsono and Junaedi (2006), stated that there is a positive relationship between the variables of perceived quality and satisfaction and found that perceived quality is a determinant of satisfaction. Li and Lee, (2001) stated that with the presence of high quality perception variables,

customers will have an interest in reusing services from the same provider. Rendra Adi Pramono (2011) suggested the results of his research which showed that the level of quality received by customers positively influenced brand satisfaction.

Based on a theoretical study and the results of previous research, the results of research conducted by Aysel Erciř, Sevtař Unal, F.Burcu Candan, Hatice Yildirim (2012) showed that there was no significant effect between perceived quality and satisfaction with the brand. On the basis of this, the gap from the research of Aysel Erciř, Sevtař Unal, F.Burcu Candan, Hatice Yildirim will be investigated by the researcher by adding a timeless brand experience variable as a variable that mediates the effect between perceived quality and satisfaction with the brand.

Based on this background, then to fill the research gap, then by adopting the concept of brand experience from Brakus, J. J , Schmitt, B.and Lia, Z (2009) and the Timeless Experience approach by Clune (2015), the synthesis of a new concept of Timeless Brand Experience as a consequence of Percieved Quality, which is expected to increase the Brand Satisfaction that has been executed. The relationship between each construct will be discussed in the literature review section. In general, this study aims to propose a conceptual model about the role of Timeless Brand Experience in improving Brand Satisfaction in XL prepaid card brands in Surabaya.

The timeless brand experience will then be empirically tested using Millennial Generation respondents in Surabaya in conducting repurchase intentions on XL-Axiata Pre-Paid Cellular card products in Surabaya. Millennial generation uses many instant communication technologies such as email, SMS, instant messaging and social media such as Facebook, Whats Up and Twitter. They are the largest mobile Internet users. Moreover, their hefty size and purchasing power make them one of the most coveted consumer segments in many industries. Millennials are a group that is difficult to target, considering that this segment represents the most value-conscious, most dissatisfied and loyal consumers compared to all other generations.

Table 1. The Millennial Internet Users

Age (Year)	Penetration
15-19	91%
20-24	88,5%.
25-29	82,7%,
30-34	76,5%
35-39	68,5%

Sources: Analysed Data (<https://inet.detik.com/telecommunication/d-4551389/pengguna-internet-indonesia-didominasi-milenial>)

Internet users based on this age range spur companies and marketers to better understand and pay attention to the behavior, needs, and desires of consumers. (Haekal & Widjajanta, 2016). Based on thus, mobile internet service providers need to review their strategies, to ensure that they can build long-term and profitable relationships with these "unique" customer segments.

This study was conducted on the XL prepaid card brand in Surabaya. From PT XL Axiata Tbk, or abbreviated as XL is one of the cellular telecommunications operator companies in Indonesia. At present, XL is seen as one of the leading cellular and data service providers in Indonesia. The number of XL Axiata customers in the east region is currently around 12 million. About 80 percent are data customers (JawaPos.com, 9 October 2019). For the sake of smooth data traffic, providers utilize more than 9,100 4G BTS. With a significant growth in the number of consumers, XL must innovate and try to recognize the needs of consumers so that XL products will be on target. Based on these considerations, XL Axiata was chosen as the target company for this study or as the object of this study.

LITERATURE REVIEW

Perceived Quality

Perceived quality is defined as the overall customer assessment of product attributes (Hellier et al.,: 2003, Spais and Vasileiou: 2006). This variable is estimated to be able to explain the process of re-purchase intention formation. Zeithaml in Rezvani (2012) defines perceived quality as the customer's opinion about the quality or overall product superiority. If the quality perceived by the customer is low, the customer will be more inclined to move to competitors' products or services in order to increase perceived value (Lin and Wang, 2005).

Perceived quality can be measured by several indicators such as those used in previous studies, namely (1) trust in service quality; (2) services performed, and (3) satisfaction with services (Dass and Jansson 2012 and Lin and Wang, 2005). High perceived quality can benefit brands in various ways, such as being a bridge for brand extensions, reasons for customers to be willing to pay a premium price, being a catalyst to attract customers from products or services, a path for product or service differentiation, and ultimately this can become customer reasons for buying products or services (Aaker, 1992). Furthermore, Kayaman and Arasali (2007) say that the higher the perceived quality of the product or service, the customer will be easier to be loyal to the brand.

Timeless Brand Experience

The development of the Timeless Brand Experience marketing strategy concept originates from Experience Marketing Theory (Schmitt; 1999) which assumes that in order to approach, obtain and retain loyal customers, producers through their products need to present unique, positive and memorable experiences to Schmitt's customers (1999; in SWA , 2001). The understanding of Experiential Marketing according to Schmitt (1999) in Balqiah (2002), is: "marketing that provides experience (experience) to customers as an effort to attract customers using products/ services, even motivating customers to make repeat purchases". This impressive experience can be presented through various experience providers, including communication

(advertising or activities below the line), products (packaging or contents), product identity, through co-branding, the environment, website (eg an impressive display and also has a high interactive dimension) and also the people in charge of offering these products to consumers. In the current competitive environment, producers are required to not only satisfy customer needs, but also develop strategies to build lasting relationships with customers.

Customers will tend to pay attention to information from the surrounding environment and combine it with the experience they have. When customers are impressed with a product, or the product presents a positive experience that is unforgettable (memorable experience), they will always be reminded of the product when it will consume similar products. Customers will become fanatical, and invite others by word of mouth, to consume the product. Application of the concept of experiential marketing in marketing strategies will help the company in the sale of products or services because the company has the opportunity to obtain unique differentiation points and are difficult for competitors to imitate, because their superiority lies in intangible assets. And the ability to bind customers to be loyal to the company's products or services will be a competitive advantage for the company in facing its competitors. This is in accordance with the marketing philosophy towards marketing objectives, namely achieving sustainable marketing performance in various dimensions such as achieving sales volume, market share, profitability both in the short term and in the long term. The achievement of the marketing goals mentioned above will depend on how the company plans and implements its strategies and at the same time how the company evaluates the strategies taken by its competitors in the same marketing instruments (Ferdinand, A.T, 2000).

Finally, customers will see attributes, product quality, and brand image as available. What they need is a product, communication, and marketing campaign that can fascinate the senses, arouse feelings and stimulate their thoughts (Schmitt in SWA, 2002, p. 26). This statement shows that there is a shift in customer needs from merely wanting the main function of a product (attribute), then looking at its quality compared to other products, then who produces it based on the brand attached to the product. Until finally they want to get a product that is communicated in accordance with a lifestyle that provides experience (experience).

The concept of brand experience has attracted the attention of marketing managers when customers look for brands that provide them with unique and memorable experiences (Zarantonello & Schmitt, 2010). Brand experience is then defined by Brakus et al. (2009) as "subjective, internal customer responses (sensations, feelings and cognition) and behavioral responses generated by brand-related stimuli that are part of the design, identity, packaging, communication and brand environment" (2009; p. 53). Experience occurs every time a customer searches for a product, shop, is offered a service or consumes a product (Arnould, Price & Zinkhan, 2002). Whenever customers take part in these activities, they are exposed to the product attributes themselves, but they are also exposed to stimuli related to certain other brands such as brand color identifiers, shares, design elements, slogans, mascots, and brand characters (Brakus et al., 2009). This brand-related stimulus is the main source of subjective internal customer response, which is at the core of brand experience (Brakus et al., 2009). Brand experience can vary in strength, intensity, and valence. In addition, some experiences occur spontaneously and are short-lived while others occur more deliberately and last longer (Brakus et al., 2009). Depending on the number of dimensions and the strength generated by the stimulus, brand experience can be more or less intense.

The Timeless Experience Approach by Clune (2015), says that lasting experiences really want something that is concurrent in time. All want the experience to last forever. According to research by Theresa S. Walner, et.al., (2019) shows that products that are updated following a simple design style (neo-retro design style) are considered to have a lasting design that can create a lasting experience.

This study proposes the results of the synthesis of the Timeless Experience and Brand Experience approaches that lead to a new concept of Timeless Brand Experience. In this study, the definition of Timeless Brand Experience is a process to improve Perceived Quality by emphasizing the power of creating deep, direct experiences with customers and leaving a lasting impression stored in the memory of customer through a more open concept of branding, by utilizing digital technology, thus providing the ability to create an ongoing relationship of a product to customers so as to increase satisfaction with the brand (Indriana, 2020).

The conceptual development of the Timeless Brand Experience is further adapted to the digitalization era. Indicators that will be used in this study are: 1) Hyper Personalization, creating communication with customers by increasing personalization according to individual priorities, 2) Deep Relationships, engaging customers and increasing their personal connections, personalizing interactions with customers to make them feel as if they have more personal relationships with the brand, 3) Time of the essence, 4) Sophisticated Incredibility.

Brand Satisfaction

According to Kotler and Keller (2009) satisfaction is the pleasure or disappointment feelings of someone from the results of comparing the performance of a product with its expectations. Meanwhile, according to Durianto et al., (2001: 19), Satisfaction is a positive affective reaction to the results of previous experience (Ganesan, 1994 in Sahin, Zehir and Kitapci, 2011) and then have an impact on subsequent purchases (Oliver, 1980; Sahin, Zehir and Kitapci, 2011). Satisfaction has been found to lead to a combination of long-term relationships (Gladstein, 1984; Anderson and Narus, 1990 in Sahin, Zehir and Kitapci, 2011). According to Rogers et al. (1992) in Ha and Perks (2005) although satisfaction is recognized as an important aspect of marketing, there is no general agreement on how the concept should be defined. Brand satisfaction is measured by using three indicators (Fullerton, 1990) namely: a) Satisfaction of the product b) Satisfaction of the brand c) Pleasure of the product.

Repurchase Intention

Setiawan and Ihwan (2004: 29) proposed several understanding of Purchase Interest, they are as follow:

1. Purchase interest refers to individuals who have the willingness to buy.
2. Purchase Interest can also be used as a benchmark in someone's desire to buy.
3. Purchase interest relates to the buying behavior carried out continuously by someone.

Repurchase intention (repurchase intention) is a customer commitment that is formed after the customer makes a purchase of a product or service. This commitment arises due to the positive impression of customers towards a brand, and customers are satisfied with the purchase (Hicks, et al, 2005: 95-96). Butcher (2005: 127) argues that customer interest in repurchasing is one of the measure of the success of a company, particularly, the service companies. According to Hellier, *et al.*, (2003: 4) repurchase interest is a customer's decision to repurchase a product or service based on things that has been obtained from the same company, spending to obtain goods.

According to Ferdinand (2006: 129) repurchase interest can be identified through the following indicators:

1. Transactional interest: a person's tendency to always repurchase products that have been consumed.
2. Referential interest: a person's tendency to reference a product that has been bought, so that it can also be purchased by someone else, with reference to the experience of consumption that has been experienced.
3. Preferential interest: the interest that describes the behavior of someone who always has a primary preference on the product that has been consumed. This preference can only be replaced if something happens with the existing product preferences.
4. Explorative interest: this interest describes the behavior of someone who is always looking for information about the product of interest and looking for information to support the positive qualities of the product that is often purchased (used as a subscription).

The Effect of Perceived Quality on Brand Satisfaction

Customer perception of the overall quality or excellence of a product or service related to the expected goals is a basic understanding of what is called perceived quality. The dimensions studied are related to the perceived quality, such as; Reliability, namely the ability to provide the promised service immediately, accurately, and satisfactorily, Responsiveness, which is the desire of staff to help customers and provide services responsibly, Assurance, which includes knowledge, competence, politeness, and the trustworthiness of the staff, free from danger, risk or doubt, Empathy, which includes the ease of establishing relationships, good communication, personal attention, and understanding of the individual needs of customers, and Tangible (Invisible), which includes physical facilities, equipment, employees, and means of communication.

Based on the results developed in this study, it can strengthen the theoretical concepts related to the perceived quality and brand satisfaction. Kayaman and Arasli (2007) stated that perceived quality affects brand satisfaction through brand loyalty, brand image and brand awareness. Swinker and Hines (2006) further classified the perceived quality into four categories as intrinsic, extrinsic, appearance, and performance.

The results of this study are consistent with research conducted by Malik (2012) who has proved that perceived quality has a positive effect on satisfaction. Furthermore, the research which was conducted by Darsono, L.I, & Junaedi, C.M. (2006), An examination of perceived quality, satisfaction and loyalty relationship, Rendra Adi Purnomo (2013), concluded that the level of perceived quality positively affects the level of brand satisfaction. Viola and Hermin (2014) stated that perceived quality has a positive and significant effect on customer satisfaction. The results of this study contradict with the results of research conducted by Aysel Erciř, Sevtař Unal, F.Burcu Candan, Hatice Yildirim (2012) indicating that the perceived quality has no effect on brand satisfaction.

The Effect of Perceived Quality on Repurchase Intention

The results of research by Hamad Said (2014) showed that repurchase intentions had a positive and significant correlation with brand quality perception. Customers have a tendency to buy or repurchase the same brand that they consider to have quality. The perceived brand quality is an important factor to consider since it is all about the customer's general assessment of brand features and characteristics on the brand's ability to meet a need.

Dr. Cheng-Ping Li (2017) stated that Perceived Quality has a significant effect on purchase intentions. Nisrina Kamilah1, and Naili Farida (2016) revealed that partially, perceived quality and customer satisfaction had a positive effect on brand preference, and brand preference had a positive effect on repurchase interest. The higher the perceived quality of someone, the higher the possibility of someone's intention to buy. It is supported by a study of Aberdeen (2016) on carbonated drinks in Bogor using the variable of perceived quality and purchase intention, resulting in several conclusions, one of which is that perceived quality in carbonated beverages of the Coca-cola and Big Cola brands has a significant effect on repurchase intention.

The Effect of Brand Satisfaction on Repurchase Intention.

Hellier, Geursen, Carr, and Rickard, (2002) stated that Repurchase Intention is influenced by customer satisfaction with a positive correlation of perceived quality through equity perceptions where brand preference is intervening between customer satisfaction with repurchase interest. Richard (in Pupuani, 2013) stated that customers who are satisfied during the transaction process of goods or services obtained, are likely to come back again and make other purchases and will also recommend to friends or family about the company and its products. According to Ebrahimi and Tootoonkavan (2014) satisfaction has a direct positive effect on repurchase intention. Dholakia and Zhao (2010) also support that satisfaction and repurchase intention have a very high correlation. Research conducted by Fang, Chiu and Wang (2011) found that satisfaction was the most dominant variable influencing repurchase intention.

Perceived Quality, Brand Satisfaction and Repurchase Intention

Research on Perceived Quality, Brand Satisfaction and Repurchase Intention was conducted by Erciř and Unal (2012). The results showed that brand equity, value and quality had no effect on brand satisfaction, but had an effect on trust. It was determined that brand satisfaction affects only affective commitment, and trust affects both affective commitment and ongoing commitment. Cronin and Taylor (1992), in their study, found that the satisfaction of a brand that is directed at customers, prefers the same brand in repurchases. The level of customer satisfaction is effective in creating brand loyalty by directing their decisions on repeat purchases. One important factor for developing loyalty is meeting brands with customer needs (Loudon and Bitta, 1993).

Furthermore, Oliver (2003), in his study, examined the relationship between customer satisfaction and brand loyalty, and found a positive relationship between these two variables. Thus, satisfaction means repeat customers' purchases and share their positive experiences about the brand and service with others. If the customer is not satisfied, the possibility of changing the brand and making complaints about the product and the company are quite high. Research (Olsen, 2002) explained that the perceived quality is a general assessment of customers about the quality of the product or brand, its conformity with standards and fulfill its function. The perceived quality, in fact, is a concept of change that depends on people's experiences and expectations. In a study conducted by Olsen (2002), Darsono and Junaedi (2006) examined the relationship between perceived quality and satisfaction. According to the results, a positive relationship was found between perceived quality and satisfaction and found that perceived quality was a determinant of satisfaction.

METHOD OF THE STUDY

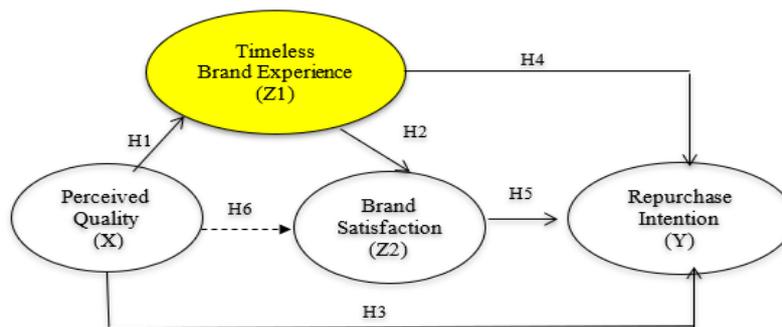


Figure 1. The Conceptual Framework of the Study

HYPOTHESIS OF THE STUDY

Based on the background of the problem, literature review, and the conceptual framework of the study, the following hypotheses are proposed:

- H1: Perceived Quality has effect on Timeless Brand Experience of Millennial Generation of XL Axiata Prepaid Cellular Card Users in Surabaya
- H2: Timeless Brand Experience has effect on Brand Satisfaction of Millennial Generation of XL-Axiata Prepaid Cellular Card Users in Surabaya
- H3: Perceived Quality has effect on Repurchase Intention of Millennial Generation of XL-Axiata Prepaid Cellular Card Users in Surabaya
- H4: Timeless Brand Experience has effect on Repurchase Intention of Millennial Generation of XL-Axiata Prepaid Cellular Card Users in Surabaya
- H5: Brand Satisfaction has effect on Repurchase Intention of Millennial Generation of XL-Axiata Prepaid Cellular Card Users in Surabaya
- H6: Timeless Brand Experience is as a mediator of the effect of Perceived Quality on Brand Satisfaction of Millennial Generation of XL-Axiata Prepaid Cellular Card Users in Surabaya

METHOD OF THE STUDY

The population in this study was a Millennial Generation (born 1982-2000) in Surabaya who has a smartphone and is a customer of XL prepaid cellular service provider and has subscribed to a prepaid cellular internet package for at least one year. The data was collected from a total of 140 respondents with the details of the number of male respondents was 64 people (45.71%) and female respondents was 76 people (54.29%), with ages between 18-28 years of 102 people (72.86%), aged > 28-38 years of 14 people (10.00%), and age > 38 years of 24 people (17.14%). The data showed that 82.86% of smartphone users are controlled by millennial generation. Then, the sample selection technique used in this study was purposive non-probability sampling, namely judgment sampling. Each scale is displayed on the question items and measured using a Likert scale (Sugiyono, 2013). Then, the data obtained and the respondents as research samples through a questionnaire distributed, analyzed using the Structural Equation Modeling (SEM) based on AMOS 6 and SPSS 16 programs.

FINDINGS AND DISCUSSION

Theoretical Findings

The theoretical findings can be described as follows:

1. Perceived Quality has effect on the Timeless Brand Experience. This indicated that the increase in Perceived Quality will be followed by an increase in the Timeless Brand Experience. The effect of Perceived Quality on Timeless Brand Experience is the biggest influence among the influences among other variables.
2. Timeless Brand Experience has effect on Brand Satisfaction. This indicated that the stronger the influence of the Timeless Brand Experience, the stronger the Brand Satisfaction.

3. Perceived Quality has effect on Repurchase Intention, the higher the effect of Perceived Quality, the higher the Repurchase Intention.
4. Timeless Brand Experience has effect on Repurchase Intention. This indicated that the increase in Timeless Brand Experience will be followed by an increase in Repurchase Intention.
5. Brand Satisfaction has effect on Repurchase Intention. This indicated that the increase in Brand Satisfaction will be followed by an increase in Repurchase Intention.
6. Timeless Brand Experience mediates the Perceived Quality of Brand Satisfaction. This indicated that customer satisfaction mediates the relationship between service quality and loyalty.

Practical Findings

The practical findings expected in this study can be described as follows:

1. Brand Satisfaction and Timeless Brand Experience has effect on Repurchase Intention on XL Axiata Prepaid cellular cards in Surabaya. This indicated that the increasing in brand satisfaction and a memorable and sustainable experience in using prepaid-XL cards can increase the interest in repurchasing XL Axiata Pre-Paid cellular cards in Surabaya.
2. The influence of Perceived Quality on Timeless Brand Experience is the biggest influence among the influences among other variables. This indicated that the perceived quality of XL has the most influence on a memorable and sustainable experience in using XL Axiata Pre-Paid cellular cards in Surabaya.
3. Timeless Brand Experience mediates the Perceived Quality of Brand Satisfaction. This proved that Timeless Brand Experience is able to mediate the relationship between the influences of Perceived Quality on Brand Satisfaction.

CONCLUSION

The results of this study contributed to the Ercis and Unal research model (2012). In the Ercis and Unal (2012) research model (Figure 2.3) the intervening variables were Brand Satisfaction and Brand Trust but, in this study, it was Timeless Brand Experience. The use of Timeless Brand Experience can have a more convincing effect compared to Brand Trust which is more subjective without having to use the product. Ercis and Unal's research (2012) used multiple regression, meaning that there is no validation of the research model as a whole, while this study used structural model equations in which a model test is available.

The most important and significant finding from this study is that the Timeless Brand Experience variable is able to link the effect between Perceived Quality and Brand Satisfaction. It was previously investigated in the research of Ercis and Unal (2012) that between Perceived Quality and Brand Satisfaction has no significant effect, but after adding the Timeless Brand Experience variable in this study as a mediating variable, the influence between the two can be found.

Practical Implications

Based on the findings, the managerial implications of the results of the study are as follows:

1. The intention to repurchase XL products has been proven to be caused by consumers feeling satisfied with the XL brand and that the satisfaction is due to the memorable and continuing experience in using the XL brand, therefore, the company must always try to maintain good relations and also try to improve quality relations with consumers.
2. The proof of Timeless Brand Experience is felt directly and indirectly by consumers can be observed after consumers buy and use products or services from the brand. The feeling of attachment is felt by the consumer when the consumer sees the logo, symbols, marketing techniques carried out by the brand or other matters related to the brand.
3. The telecommunications industry business people need to maintain the perceived quality, brand satisfaction, and Timeless Brand Experience which has been well embedded in the minds of consumers to make a repeat purchase. Repurchases can be done alone or even marked by recommending the use of these providers to others. This can occur due to a memorable and ongoing experience in using the brand, including the provider providing facilities that suit the customer needs.
4. These findings also provide a clear message for Providers to strengthen the perceived quality improvement of brand satisfaction so that customers gain memorable and sustainable experiences in using the brand.
5. The telecommunications providers should always provide more personal responses and provide more proactive responses to customers followed by satisfying Customer Service in order that to increase satisfaction with brands with services beyond the expectations.

SUGGESTIONS

To the Company

Considering the large role of Timeless Brand Experience in increasing Brand Satisfaction to be able to encourage or increase Repurchase Intention, it is suggested that telecommunications companies XL-Axiata to always continue to innovate the latest products, provide attractive programs, and other new innovations that continue to be launched so that the number of customers can continue to improve, since a good brand will always be known and has a timeless influence for customers, and has the potential to create a loyal customer base.

To other Researchers

Suggestions for other researchers should be made to increase the scope of the research, by considering postpaid or prepaid products from other cellular operators, as well as grouping and separating respondents by generation, so that a clearer picture of the role of Timeless Brand Experience can be obtained to encourage or improve Repurchase Intention.

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