

**MEMBANGUN *BRAND IMAGE* INDUSTRI *REFILL PERFUME*
MELALUI PENCIPTAAN *CUSTOMER EXPERIENCE* DAN *WORD OF MOUTH***

DISERTASI

Diajukan untuk Memenuhi Sebagian Syarat untuk Memperoleh
Gelar Doktor Manajemen Konsentrasi Manajemen Pemasaran



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**PROGRAM STUDI MANAJEMEN
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UNIVERSITAS PENDIDIKAN INDONESIA
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Agustus 2025

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**MEMBANGUN *BRAND IMAGE* INDUSTRI *REFILL PERFUME*
MELALUI PENCIPTAAN *CUSTOMER EXPERIENCE* DAN *WORD OF MOUTH***

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Dengan ini, saya menyatakan bahwa Disertasi dengan judul :

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PENCIPTAAN *CUSTOMER EXPERIENCE* DAN *WORD OF MOUTH***

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Yang Membuat Pernyataan



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ABSTRAK

Hernandi Sujono (1802861). Membangun Citra Merek Industri *refill perfume* melalui Penciptaan *Customer Experience* dan *Word of Mouth*; dibawah bimbingan Promotor: Prof. Dr. Hj. Ratih Hurriyati, M.P., Ko-Promotor : Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M., dan Anggota Promotor : Dr. Heny Hendrayati, S.IP., M.M.

Meningkatnya penggunaan *perfume* memunculkan banyak *brand* atau perusahaan yang membuat bisnis *refill perfume*. Namun, hasil pra-survei (Wijanarko,2020), merek berada pada posisi ketiga terbawah sebagai alasan konsumen menggunakan parfum yang mengakibatkan *brand image refill perfume* menurun. Sehingga, industri *refill perfume* saat ini menghadapi tantangan dalam membangun *brand image* yang kuat. Penelitian ini bertujuan untuk melihat pengaruh *product*, *price*, *social media*, *service quality* dalam membangun *brand image* industri *refill perfume* melalui penciptaan *customer experience* dan *word of mouth*. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kuantitatif dengan metode *Structural Equation Modeling-Partial Least Square (SEM-PLS)*. Alat analisis yang digunakan adalah *SmartPLS*. Populasi yang digunakan pada penelitian ini merupakan konsumen *refill perfume* di setiap cabang toko *refill perfume* di 5 kota besar Provinsi Jawa Barat, yaitu Bandung, Tasikmalaya, Garut, Bekasi, Cirebon. Jumlah sampel yang diambil yaitu 332 responden, dengan menggunakan *cluster sampling*. Hasil dari penelitian ini menunjukkan pengaruh dan signifikansi *customer experience*, *word of mouth*, *product*, *price*, *social media*, *service quality* dalam membangun *brand image* industri *refill perfume*. Implikasi dari penelitian ini adalah *customer experience*, *word of mouth*, *product*, *price*, *social media*, *service quality* memainkan peran yang penting terhadap *brand image* suatu produk terutama produk *refill perfume*. Kesimpulan dari peneltian ini adalah dengan meningkatnya *variabel customer experience* dan *word of mouth*, maka dapat meningkatkan *brand image* industri *refill parfume* di Jawa Barat.

Kata Kunci: *Brand Image, Customer Experience, Word of Mouth, Product, Price, Social Media, Service Quality, Refill perfume.*

BUILDING BRAND IMAGE OF PERFUME REFILL INDUSTRY THROUGH CUSTOMER EXPERIENCE CREATION AND WORD OF MOUTH

ABSTRACT

Hernandi Sujono (1802861). *Building Brand Image of Perfume Refill Industry through Customer Experience Creation and Word of Mouth; under the guidance of the Promoter: Prof. Dr. Hj. Ratih Hurriyati M.P., Co-Promoter: Dr. Lili Adi Wibowo S.Pd., S.Sos., M.M. and Member of Promoter: Dr. Heny Hendrayati, S.IP., M.M.*

The increasing use of perfume has given rise to many brands or companies that create perfume refill businesses. However, the results of the pre-survey (Wijanarko, 2020), the brand was in the bottom three positions as a reason for consumers to use perfume which resulted in a decline in the brand image of refill perfume. The perfume refill industry is currently facing challenges in building a strong brand image. This study aims to see the influence of product, price, social media, service quality in building the brand image of the perfume refill industry through the creation of customer experience and word of mouth. The Grand Theory used in this study is the marketing management theory according to Kotler and Keller (2016), namely the art and science of choosing target markets and getting, retaining, and growing customers by creating superior customer value delivery and communication. The method used in this study is a quantitative descriptive method with the Structural Equation Modeling-Partial Least Square (SEM-PLS) method. The analysis tool used is SmartPLS. The population used in this study were perfume refill consumers at each perfume refill store branch in 5 major cities in West Java Province, namely Bandung, Tasikmalaya, Garut, Bekasi, Cirebon. The number of samples taken was 332 respondents, using cluster sampling. The results of this study indicate the influence and significance of customer experience, word of mouth, product, price, social media, service quality in building the brand image of the perfume refill industry. The implication of this study is that customer experience, word of mouth, product, price, social media, service quality play a very important role in the brand image of a product, especially perfume refill products. The conclusion of this study is that by increasing the variables of customer experience and word of mouth, it can improve the brand image of the perfume refill industry in West Java.

Keywords: Brand Image, Customer Experience, Word of Mouth, Product, Price, Social Media, Service Quality, Refill perfume.

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