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**THE INFLUENCE OF BRAND IMAGE AND BRAND AWARENESS ON
CUSTOMER SATISFACTION AND REPURCHASE INTENTION AT
THE LOCAL ERIGO BRAND IN JABODETABEK**

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ABSTRACT:

This research aims: 1) To analyze the influence of brand image on customer satisfaction 2) to analyze the influence of brand awareness on customer satisfaction, 3) to analyze the influence of brand image on repurchase intention, 4) to analyze the influence of brand awareness on repurchase intention, 5) to analyze the influence of customer satisfaction on repurchase intention, 6) to analyze the influence of brand image on repurchase intention through customer satisfaction, 7) to analyze the influence of brand awareness on repurchase intention through customer satisfaction. The research method used is quantitative and the data collection method uses a survey method. The sample used was 350 respondents who had purchased Erigo products at least twice in Jabodetabek and were aged ≥ 17 years. Data analysis used IBM SPSS Statistics and SEM (Structural Equation Model) LISREL. The results of the research show that brand image has a significant positive effect on repurchase intention, brand awareness has a significant positive effect on repurchase intention, brand image has a significant positive effect on customer satisfaction, brand awareness has a significant positive effect on customer satisfaction, customer satisfaction has a significant positive effect on purchase intention repeat, brand image has an indirect effect on repurchase intention through customer satisfaction, brand awareness has an indirect effect on repurchase intention through customer satisfaction.

Keywords: Brand Image, Brand Awareness, Customer Satisfaction, Repurchase Intention, Local Brand, Erigo



BACKGROUND

Some Indonesians still believe that foreign brands have better purchasing value than local brands from Indonesia (Prafitri & Chatamallah, 2023). As fashion products develop, many local brands or what are often referred to as local brands emerge, they try to be the best and be seen by the public. The brand itself is one of the characteristics offered which can be used as a reason why we should choose that brand compared to other brands. However, behind that, people are still not aware and interested in loving domestic products, they prefer to use brands that use foreign vocabulary and come from abroad.

Erigo is carrying out the #IndonesiaRepresent campaign because Erigo realizes that there is still minimal public interest and awareness of local products, especially Erigo. Of the many local product brands that have emerged recently, Erigo also does not have product characteristics that Indonesian people can remember or even be proud of. One of the obstacles or shortcomings that Erigo has is that they do not have a shop, they only market products sold in Indonesia via e-commerce (Prafitri & Chatamallah, 2023). Despite Erigo's incessant efforts to improve its brand image by increasing brand awareness in the community, Erigo experienced several problems with its consumers, several customers who had made purchases felt dissatisfied with Erigo. Researchers found several negative reviews from customers who were dissatisfied with purchasing Erigo products on several Erigo online buying and selling platforms.

The problem that often occurs is that consumers receive products that do not match their wishes, such as sloppy stitching. So consumers think that the Erigo brand image is not as imagined or has a bad image. Apart from that, Erigo also does not serve and handle complaints from consumers quickly and consistently, which results in consumer dissatisfaction. As a result of these reviews, Erigo products give the impression that they are not recommended and consumers do not want to buy Erigo products again, preferring other local brands.

The existence of the above problems related to brand image and brand awareness causes researchers to be interested in finding out more about the relationship between brand image and brand awareness which gives satisfaction to consumers, thereby encouraging consumers' repurchase intentions. Similar research that has been carried out includes research by Lengkong et al. (2021), Tong (2022), Ilyas et al., (2020), and Girsang et al. (2020) Based on the explanation of the problem above, the title of this research is "The influence of brand image and brand awareness on customer satisfaction and repurchase intentions for the local brand Erigo in Jabodetabek".

THEORETICAL FRAMEWORK

Repurchase Intention

Repurchase intention can also be interpreted as the consumer's desire to repurchase the product after use. (L.-C. Huang et al., 2019). Meanwhile, according to Sihombing et al. (2021) repurchase intention is a purchasing activity carried out by a customer after making a first purchase. The dimensions used in the measurement adhere to Chiang (2016) in Huang et al. (2019) which uses three scales that can be used as dimensions of measuring repeat purchase intentions, namely "repeat purchases", "willingness to recommend" and "loyal customers".



Customer Satisfaction

According to Tjiptono (2020), customer satisfaction is a form of feeling happy or disappointed by consumers when comparing their expectations and perceptions of a product's results. The more positive reviews, the more satisfied customers can be with the product/service. (Tran et al., 2020). According to Rusmahafi & Wulandari (2020), in their research, they stated that there are 5 dimensions that can measure customer satisfaction, including product quality, service quality, emotional, price, cost and convenience. Apart from that, Tran et al., (2020) in their research used expectation as a dimension used to measure customer satisfaction.

Brand Image

Ginting (2022) explains that brand image is a name that shows the identity of a product and the good name of a product that has developed in the minds of the public. Meanwhile, according to Chen et al., (2019) brand image can be interpreted as the way customers differentiate certain brands through the characteristics and characteristics created by the company. The dimensions used adhere to research from Yang et al., (2022), there are two dimensions used to measure brand image, including self-image and social image.

Brand Awareness

According to Zia et al. (2021) brand awareness is one of the important elements that customers use in considering decisions about which product to buy. Brand awareness can also be interpreted as a customer's depiction or assessment of a product or service. (Chen et al., 2019). The dimensions used refer to research by Wilujeng and Edwar (2014) in Arianty and Andira, (2021), namely brand recognition and brand recall.

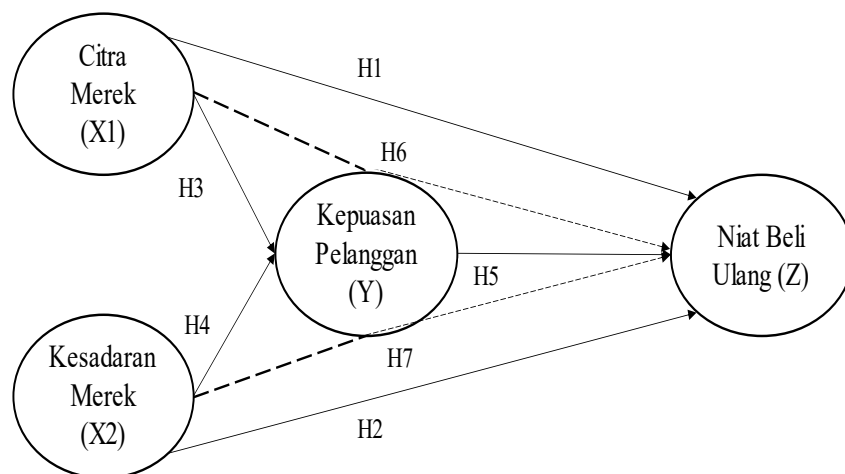


Figure 1. Research Theoretical Framework

Source: Data processed by Researchers (2023)



Research Hypothesis

The research hypotheses that can be prepared based on the research that has been described are as follows:

H1. Brand image has a significant positive effect on repurchase intentions for the local Erigo brand.

H2. Brand awareness has a significant positive effect on repurchase intentions for the local brand Erigo.

H3. Brand image has a significant positive effect on customer satisfaction with the local brand Erigo.

H4. Brand awareness has a significant positive effect on customer satisfaction with the local brand Erigo.

H5. Customer satisfaction with repurchase intentions for the local fashion brand Erigo.

H6. Brand image has a significant effect on repurchase intention through customer satisfaction as an intervening variable for the local fashion brand Erigo.

H7. Brand awareness has a significant effect on repurchase intention through customer satisfaction as an intervening variable for the local Erigo brand.

RESEARCH METHODS

Place and Time of Research

This research was conducted in Jabodetabek over a period of three months starting from July 2023 to October 2023. Researchers consider that a period of three months is sufficient to collect questionnaire data that will be distributed and then process the research data that has been obtained.

Research Design

This research uses quantitative methods, which are used to explain relationships between variables, test and determine causal relationships between variables, test theories and look for generalizations that have predictive or predictive value, predicting a symptom that may occur. This research uses causal and descriptive methods. According to Salim (2019), descriptive research design is a type of research design that aims to create a factual, accurate and systematic picture or description based on the facts and characteristics of a certain population or region. This type of research is used to interpret numerical data into verbal data.

Population and Sample

Lesmana (2021) defines a population as a collection of individuals who have similar characteristics and live in a similar space and at a certain time. Based on the definition above, the population used in this research is consumers or customers who have purchased and also used Erigo products who live in the Jabodetabek area.

Hernaeny (2021) defines a sample as a representative or part of a population selected according to a certain method. In this study, researchers used non-probability sampling using purposive sampling techniques. Non-probability sampling itself is a sampling technique that provides unequal opportunities for members of the population to be selected as samples.



Data Collection Technique

In collecting data, the method used by researchers was a questionnaire. A questionnaire is a data collection technique whose use includes distributing a series of questions given by researchers to respondents by distributing them as usual in printed form or online via Google form (Riyanto & Hatmawan, 2020).

RESULTS AND DISCUSSION

Validity Test

Validity testing was carried out using the IBM SPSS statistics 29 application with a total of 350 respondents. The research results state that the validity requirement is $r_{count} > r_{table}$ with a significance of 5%. Where the calculated r value must be greater than the table r value, namely 0.1045.

Table 1. Validity Test Results

Variable	Item	R-count	R-table	Decision
Brand Image (X1)	CM1	0.897	0.1045	Valid
	CM2	0.918	0.1045	Valid
	CM3	0.882	0.1045	Valid
	CM4	0.804	0.1045	Valid
	CM5	0.872	0.1045	Valid
	CM6	0.847	0.1045	Valid
	CM7	0.865	0.1045	Valid
	CM8	0.866	0.1045	Valid
Brand Awareness (X2)	KM1	0.824	0.1045	Valid
	KM2	0.869	0.1045	Valid
	KM3	0.817	0.1045	Valid
	KM4	0.809	0.1045	Valid
	KM5	0.852	0.1045	Valid
	KM6	0.849	0.1045	Valid
	KM7	0.861	0.1045	Valid
	KM8	0.898	0.1045	Valid
Customer Satisfaction (Y)	KP1	0.711	0.1045	Valid
	KP2	0.890	0.1045	Valid
	KP3	0.890	0.1045	Valid
	KP4	0.835	0.1045	Valid
	KP5	0.892	0.1045	Valid



Variable	Item	R-count	R-table	Decision
Repurchase Intention (Z)	KP6	0.889	0.1045	Valid
	KP7	0.890	0.1045	Valid
	NBU1	0.805	0.1045	Valid
	NBU2	0.842	0.1045	Valid
	NBU3	0.848	0.1045	Valid
	NBU4	0.791	0.1045	Valid
	NBU5	0.874	0.1045	Valid
	NBU6	0.873	0.1045	Valid
	NBU7	0.852	0.1045	Valid

Source: Data processed by researchers (2023)

Reliability Test

To test the reliability of research, the Cronbach's Alpha value is used, where if the reliability value is less than 0.6 then it is said to be not good, whereas if the reliability value is 0.7 then it is acceptable, then if the reliability value is 0.8 then it can be said to be reliable.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Conclusion
Brand Image (X1)	0.965	Reliable
Brand Awareness (X2)	0.955	Reliable
Customer Satisfaction (Y)	0.950	Reliable
Repurchase Intention (Z)	0.959	Reliable

Source: Data processed by Researchers (2023)

Confirmatory Factor Analysis Test

According to Hair et al., (2010) one analysis that can be used to identify the relationship between one variable and another is Confirmatory Factor Analysis (CFA). CFA is also used to confirm whether the results of the research measurement model are in accordance with what has been hypothesized. Researchers use First Order, through this First Order construct, a latent variable will be measured based on the number of indicators that can be measured directly.

Full Model SEM

The full model is formed from four variables with each indicator being discussed in this research. The aim of the full model is to analyze the relationship between each variable and indicator.

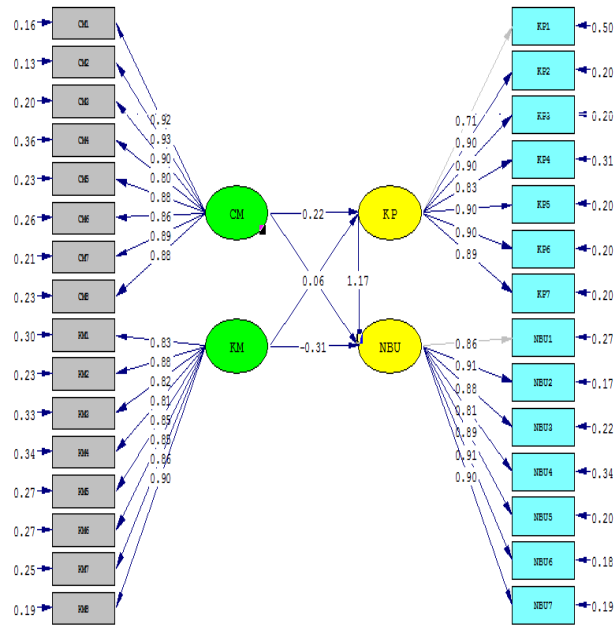


Figure 2. Full SEM Model
 Source: Data processed by researchers (2023)

Table 3. Full SEM Model

Index	Cut Off Value	Results	Information
Chi-Square (X^2) / Degree of Freedom	Chi-Square (X^2) / df ≤ 5	79.206	Poor Fit
Probability	P ≥ 0.05	0.000	Poor Fit
RMSEA	RMSEA ≤ 0.10	0.10	Good Fit
GFI	GFI ≥ 0.90	0.74	Poor Fit
RMR	RMR < 0.10	0.061	Good Fit
ECVI	The smaller the ECVI value is than the Saturated ECVI	5.52 2.66	Poor Fit
CFI	CFI ≥ 0.90	0.98	Good Fit
NFI	NFI ≥ 0.90	0.98	Good Fit
IFI	IFI ≥ 0.90	0.98	Good Fit
RFI	0.80 \leq RFI < 0.90	0.97	Good Fit
AGFI	AGFI ≥ 0.90	0.70	Poor Fit
PGFI	The greater the PGFI value, the fitter the model	0.64	Poor Fit
AIC	The smaller the AIC value than Saturated AIC	1927 930	Poor Fit
CAIC	The smaller the CAIC value than Saturated CAIC	2247 3188	Good Fit

Source: Data processed by Researchers (2023)



Fit SEM Model

The SEM fit model is the result of a modification of the previous full model which was used to achieve the goodness of fit index criteria. The best results are the brand image variable from 8 indicators to 4 indicators, the brand awareness variable from 8 indicators to 4 indicators, the customer satisfaction variable from 7 indicators to 4 indicators and the repurchase intention variable from 7 indicators to 4 indicators.

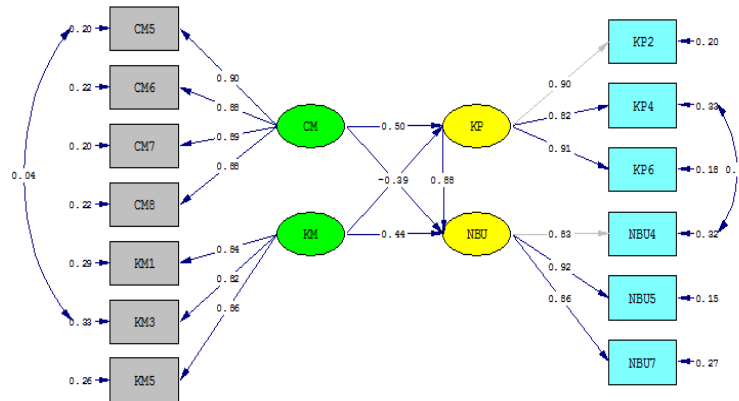


Figure 3. Fit SEM Model
Source: Data processed by researchers (2023)

Table 4. Fit SEM Model

Index	Cut Off Value	Results	Information
Chi-Square (X^2) / Degree of Freedom	Chi-Square (X^2) / df \leq 5	14.049	Poor Fit
Probability	P \geq 0.05	0.000	Poor Fit
RMSEA	RMSEA \leq 0.10	0.087	Good Fit
GFI	GFI \geq 0.90	0.92	Good Fit
RMR	RMR $<$ 0.10	0.053	Good Fit
ECVI	The smaller the ECVI value is than the Saturated ECVI	0.79 0.52	Poor Fit
CFI	CFI \geq 0.90	0.99	Good Fit
NFI	NFI \geq 0.90	0.99	Good Fit
IFI	IFI \geq 0.90	0.99	Good Fit
RFI	RFI \geq 0.90	0.98	Good Fit
AGFI	0.80 \leq AGFI $<$ 0.90	0.87	Marginal Fit
PGFI	The greater the PGFI value, the fitter the model	0.57	Marginal Fit
AIC	The smaller the AIC value than Saturated AIC	277 182	Poor Fit
CAIC	The smaller the CAIC value than Saturated CAIC	442 624	Good Fit

Source: Data processed by Researchers (2023)



Test of Direct and Indirect Effects

Direct and indirect influence tests are carried out to determine whether there is an influence or causal relationship between the dependent variable and the independent variable and intervening variables so that interpretation can be carried out.

Table 5. Test of Direct and Indirect Effects

Independent Variable		Dependent Variable	Direct Effect	Indirect Effect
Customer Satisfaction	←	Brand Image	0.50	-
Customer Satisfaction	←	Brand Awareness	0.48	-
Repurchase Intention	←	Customer Satisfaction	0.86	
Repurchase Intention	←	Brand Image	0.05	0.44
Repurchase Intention	←	Brand Awareness	0.86	0.42

Source: Data processed by Researchers (2023)

Hypothesis Testing

The results of hypothesis testing aim to find out how big the influence is between variables by taking into account the standardized total effects value. Hypothesis testing has criteria by paying attention to the t-values between variables which are compared with their critical values (t-table). The critical value for a large sample size ($n > 30$) with a level of $\alpha = 0.05$ is 1.96. The relationship between variables that have t-values > 1.96 can be said to be significant.

Table 6. Hypothesis Testing

Hypothesis	Dependent Variable		Independent Variable	Standardized Total Effects	T-values	Intepretation
H1	Brand Image	→	Repurchase Intention	0.05	1.96	Significant
H2	Brand Awareness	→	Repurchase Intention	0.86	2.11	Significant
H3	Brand Image	→	Customer Satisfaction	0.50	3.55	Significant
H4	Brand Awareness	→	Customer Satisfaction	0.48	1.96	Significant
H5	Customer Satisfaction	→	Repurchase Intention	0.88	3.90	Significant
H6	Brand Image	Customer Satisfaction	Repurchase Intention	0.44	2.52	Significant
H7	Brand Awareness	Customer Satisfaction	Repurchase Intention	0.42	5.36	Significant

Source: Data processed by Researchers (2023)



DISCUSSION

The Effect of Brand Image on Repurchase Intention

The brand image and repurchase intention variables have a total standardization of 0.05, meaning that the relationship between these variables has a positive influence. Apart from that, the t-values of $1.96 \geq 1.96$ indicate that the hypothesis (H1) that brand image influences repurchase intentions is acceptable. This is in accordance with research by Shah et al. (2020) which states that brand image has a positive and significant effect on repurchase intentions. It can be concluded, the higher the brand image a company has, the higher the customer's repurchase intention. On the other hand, if the brand image of the company is lower, the lower the customer's repurchase intention will be.

The Effect of Brand Awareness on Repurchase Intention

The variables brand awareness and repurchase intention have a total standardization of 0.86, which means the relationship between these variables has a positive direction. Apart from that, the t-values of $2.11 \geq 1.96$ indicate that the hypothesis (H2) that brand image influences customer satisfaction with the local Erigo brand can be accepted. This is in accordance with research by Chen et al. (2019) which states that brand awareness has a significant effect on repurchase intention. It can be concluded that the higher the brand awareness that consumers have, the higher their intention to repurchase a product. Meanwhile, the lower the brand awareness that consumers have, the lower their intention to repurchase a product.

The Effect of Brand Image on Customer Satisfaction

The brand image and customer satisfaction variables have a total standardization of 0.50, which means the relationship between these variables has a positive direction. Apart from that, the t-values of $3.55 \geq 1.96$ indicate that the hypothesis (H3) that brand image influences customer satisfaction with the local Erigo brand can be accepted. This is in accordance with research by Venesalie (2019) which states that brand image has a significant effect on customer satisfaction. It can be concluded that the better the company's image, the more satisfied customers will be when using the brand. On the other hand, if the company's image for a particular product is bad, it can cause dissatisfaction in the eyes of consumers.

The Effect of Brand Awareness on Customer Satisfaction

The brand awareness and customer satisfaction variables have a total standardization of 0.48, which means the relationship between these variables has a positive direction. Apart from that, the results of t-values of $1.96 \geq 1.96$ indicate that the hypothesis (H4) that brand image has an influence on customer satisfaction with the local Erigo brand can be accepted significantly. This is in accordance with research by Tran et al. (2020) which states that brand awareness has a significant effect on customer satisfaction. It can be concluded that, if the brand awareness built by the company is good, it will create customer satisfaction. On the other hand, if brand awareness is poor it will lead to dissatisfaction.

The Effect of Customer Satisfaction on Repurchase Intention

The variables customer satisfaction and repurchase intention have a total standardization of 0.88, which means the relationship between these variables has a positive direction. Apart from that, the t-values of $3.90 \geq 1.96$ indicate that the hypothesis (H5) that customer satisfaction influences repurchase intentions for the local Erigo brand is acceptable. This is in accordance with research by Tian et al. (2022) which states that customer satisfaction



has a significant effect on repurchase intentions. It can be concluded that the higher the perceived customer satisfaction, the higher the intention to repurchase a particular product. Conversely, if customer satisfaction is low then the intention to repurchase a particular product is also low.

The Effect of Brand Image on Repurchase Intention through Customer Satisfaction as an intervening variable

The variables brand image and repurchase intention through customer satisfaction have a total standardization of 0.44, which means the relationship between these variables has a positive direction. Apart from that, the t-values of $2.52 \geq 1.96$ indicate that the hypothesis (H6) that brand image influences repurchase intentions through customer satisfaction with the local brand Erigo can be accepted significantly. This is in accordance with research by Tong (2022) which states that brand image has a significant effect on repurchase intention through customer satisfaction. It can be concluded that customer satisfaction can mediate the relationship between brand image and repurchase intention. People choose to buy Erigo products again because they are satisfied with Erigo's image.

The Effect of Brand Awareness on Repurchase Intention through Customer Satisfaction as an intervening variable

The variables brand awareness and repurchase intention through customer satisfaction have a total standardization of 0.42, which means the relationship between these variables has a positive direction. In addition, t-values of $5.36 \geq 1.96$ indicate that the hypothesis (H7) that brand awareness influences repurchase intention through customer satisfaction with the local Erigo brand is acceptable. This is in accordance with research by Lengkong et al. (2021) which states that brand awareness has a significant effect on repurchase intention through customer satisfaction. It can be concluded that customer satisfaction can mediate the relationship between brand awareness and repurchase intention. So people choose to buy Erigo products again because they are satisfied with the brand awareness built by Erigo.

CONCLUSION

Based on theoretical studies, data analysis, and description of the results of research conducted by researchers on 350 respondents in Jabodetabek related to repurchase intention, it has provided conclusions and proof that the hypotheses of brand image, brand awareness and customer satisfaction as intervening can be accepted.

Researchers conducted this research specifically on Erigo consumers in Jabodetabek from July 2023 to October 2023. The results obtained were that brand image and brand awareness had a positive and significant relationship with repurchase intentions and customer satisfaction. They could also act as intervening variables partially and simultaneous.

This means that if Erigo wants its customers to continue to buy again, Erigo can continue to improve its brand image and brand awareness through customer satisfaction by improving the quality of its services and also the quality of its products so that customers feel satisfied and create positive reviews so as to create a good brand image and increase customer awareness.



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