

The Influence of Perceived E-Service Quality, Promotional Mix, Brand Awareness and Online Repurchase Intention



Hasnah Rimiyati¹, Tegar Khoirul Azmi²

^{1,2}Universitas Muhammadiyah Yogyakarta Indonesia

ABSTRACT: This study aims to analyze and explain the effect of online service quality, promotion mix, and brand awareness on repurchase intention. This research was conducted on students using OVO in Yogyakarta, with a total sample of 140 respondents obtained through the method of distributing questionnaires using google form. The sampling technique used is purposive sampling method. The analytical method used is the Multiple Linear Regression Analysis method which is processed using the Statistical Package for Social Sciences (SPSS) program. The results of this study indicate that Perceived E-Service Quality has a positive and significant effect on repurchase intention; Promotional Mix has a positive and significant effect on repurchase intention; and Brand Awareness has a positive and significant effect on repurchase intention.

KEYWORDS: Perceived E-Service Quality, Promotional Mix, Brand Awareness, Repurchase Intention.

INTRODUCTION

The development of technology, especially the internet, affects various fields of life, including trade. Trade has changed in terms of the process of buying and selling and marketing products, with the internet there has been a new transformation in trade known as e-commerce, which is a process to sell and buy products electronically by consumers from company to company by utilizing computer networks (Laudon & Laudon (2009). E-commerce facilitates the buying and selling process no longer requires consumers to come to the store to shop to meet their needs.

E-wallet, which is a means of payment, is developing in line with the emergence of e-commerce and marketplaces. Through a combination of smartphones and internet connections, what is called a digital wallet or electronic wallet (e-wallet), can make it easier for consumers to get what they want. The use of this electronic wallet (e-wallet) as a means of payment makes it very easy for consumers because they can transfer money from anywhere and buy any goods just by using a smartphone. It can also reduce the risk of crime because consumers do not need to carry large amounts of money. Through top-up balances on the e-wallet, consumers can pay for the desired product or service. Many banks have also provided e-wallet platforms and collaborated with e-commerce to make it easier for consumers to make transactions without discounted fees. A digital wallet (e-wallet) has now become an important need for almost everyone, because it provides many conveniences in financial transactions using only a smartphone. E-Service Quality is the most comprehensive and integrative online service quality model. E-service quality is also an overall assessment and evaluation of the advantages of an electronic service in the virtual market (Tjiptono and Chandra, 2016). Therefore, if the company has good e-service quality, it will be easier to connect sellers and buyers in order to fulfill transaction activities effectively and efficiently.

Promotion is a marketing activity that has a very large impact on consumers' repurchase intentions for the products offered. Through surveys conducted, consumers make many purchases because they are motivated by the promotional activities carried out. According to Chung and Lee (2003) promotion has a positive influence on consumers' repurchase intentions. Coupon strategies and promotional prices are strategies that can increase consumers' repurchase intentions. In addition, according to Moslehi and Haeri (2016) price promotion has a relationship that can affect repurchase intentions.

Petahiang et al. (2015), in his research proves that brand awareness on the OLX buying and selling platform has a positive and significant effect on purchase intention, which means that the higher the awareness of a brand, the higher the purchase intention. However, Ward's (2008) research proves different results where the brand awareness factor on the Kalahari.net buying and selling site has no effect on online purchase intentions. This study shows that adding brand awareness has no effect on purchase intention. Companies must always pay attention to the ease of using OVO, because consumers also want the use of an e-wallet that is easy to understand. The better the quality of online services perceived by consumers, supported by promotions through digital media which at the same time can build brand awareness in the eyes of consumers, is expected to encourage repurchase intentions for consumers.

LITERATURE REVIEW

1. Perception of Online Service Quality

According to Puriwat and Tripopsakul (2017), the quality of online-based services (e-service quality) is very important as a determinant of the success or failure of electronic merchants, where e-service quality shows how an e-commerce site serves and facilitates shopping, ordering, and delivery. by online. This is aimed at the occurrence of effective and efficient work.

According to Zeithaml et al., (2002) that e-service quality can be measured through:

- a. Efficiency
- b. Reliability
- c. Fulfillment
- d. Privacy
- e. Responsiveness
- f. Compensation
- g. Contact

2. Promotion Mix

Promotion is one of the marketing mix variables, and is a determining factor for the success of a marketing program. No matter how good the quality of a product, if consumers have never heard of it and are not sure it is useful for consumers, then consumers will not buy it. The existence of the internet has opened up a lot of online media that can be used to promote online.

Today's online promotion media is a marketing channel that is most in demand by both small, medium and large-scale companies. Its reach and effectiveness make this type of marketing channel the main choice compared to conventional marketing channels. One of the factors that make online promotions more often used is because of the increasing number of internet users. This is clearly very beneficial because it facilitates the marketing and sales process.

According to Kotler and Armstrong (2018), the promotional mix is the physical mix of advertising, public relations, personal selling, sales promotion, and direct marketing tools that companies use to engage consumers, communicate customer value persuasively, and build customer relationships.

According to Kotler and Armstrong (2018), the indicators of the promotion mix are:

- a. Advertising
- b. Sales Promotion
- c. Personal Selling
- d. Public Relations
- e. Direct and Digital Marketing

3. Brand Awareness

Brand awareness is the ability possessed by potential buyers to recognize and remember that the brand is a member of a certain product category (Priansa, 2017). Shimp (2010), argues that brand awareness is the ability of a brand to appear in the minds of consumers when they are thinking about a certain category and how easily the name is raised.

According to Keller (in Winadi, 2017), there are four indicators that can be used to determine how far consumers are aware of a brand, namely:

- a. Recall, namely how far consumers can remember When asked what brands they remember. A brand name that is simple, easy to pronounce and has a clear meaning makes it easy for a brand to appear in consumers' memories.
- b. Recognition, which is how far consumers can recognize the brand belongs to a certain category.
- c. Purchase, which is how far consumers will enter a brand into alternative choices when buying a product or service.
- d. Consumption, which is how far consumers can recognize a brand when using competing brands.

4. Repurchase Intention

Fang (2014), defines repurchase intention as the tendency of customers to buy products from the same manufacturer over a long period of time. Dan Wu (2014), states that another common term for repurchase is retention, which is often considered one of the most important variables in relational marketing.

For companies, the intention to repurchase is also an important thing to pay attention to, especially in an effort to increase sales of products and services. This is in line with Lin (2014), who said that repurchase intention may not only be the tendency to repurchase but also include the intention to recommend the product to relatives or friends.

According to Ferdinand (2002), Bullut, A. Z (2015), repurchase intentions can be identified through the following indicators:

- a. Transactional intention, which is someone's tendency to buy a product.
- b. Referential Intention, a person's tendency to refer products to others.
- c. Preferential Intentions, namely interests that describe the behavior of someone who has a primary preference for the product. This preference can only be changed if something happens to the product of his preference.

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- d. Explorative intention, this intention describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

HYPOTHESIS

1. The effect of online service quality perceptions on repurchase intentions.

According to Padilah and Madiawati, (2020), the results of their research stated that the quality of online services was included in the good category and had a partial influence on repurchase interest. The same results from Fiona and Hidayat, (2020) also show that the quality of online services also has a significant effect on repurchase interest. In addition, the results of research from (Nadya and Sudharto 2019), show that the perceived influence of online service quality has a positive effect on repurchase interest. The research findings of Hume and Mort (2010), also stated that online service quality has a significant relationship with repurchase intention. Likewise, Liu (2012), stated that the quality of online services has a positive effect on online repurchase intentions. Based on the theory and support from relevant previous research, the following hypothesis (H1) is proposed:

H1: There is a positive and significant effect between Perceptions of Online Service Quality on Repurchase Intentions.

2. Effect of Promotional Mix on Repurchase Intention.

The results of the study (Padilah and Madiawati, 2020) show that the promotion mix is in the good category and has a partial influence on repurchase interest. The results of research from (Silaen and Prabawani, 2019) state that there is a significant and positive effect of the promotion variable on repurchase intention. According to Chung and Lee (2003) promotion has a positive and significant influence on consumers' repurchase intentions. Coupon strategies and promotional prices are strategies that can increase consumers' repurchase intentions. Moslehi and Haeri (2016) price promotion has a relationship that can affect repurchase intention. Based on the theory and support from previous relevant research, the following hypothesis (H2) is proposed:

H2: There is a positive and significant effect between the Promotional Mix on Repurchase Intention.

3. Influence of Brand Awareness on Repurchase Intention.

The results of the study (Padilah and Madiawati, 2020) show that brand awareness is in the good category and has a partial influence on repurchase interest. In addition, the results of research from (Finandhita, 2018) state that there is a relationship between brand awareness and repurchase intention which has a positive and significant effect.

Brand awareness describes the ability of buyers to recognize, remember the brand as part of a particular product category. In general, consumers tend to buy products with known brands based on considerations of convenience, safety and others. However, well-known brands prevent consumers from using risk with the assumption that well-known brands are reliable (Duriyanto, et al, 2014).

Based on the relevant theory and previous research support, the following hypothesis (H3) is proposed:

H3: There is a positive and significant effect between Brand Awareness and Repurchase Intention.

RESEARCH MODEL

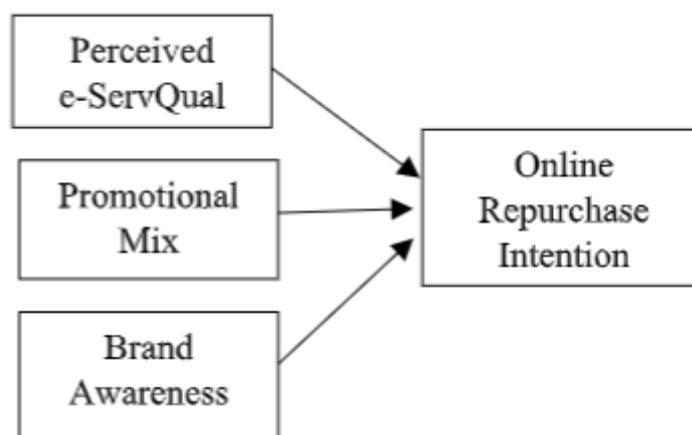


Figure 1. Research Model

RESEARCH METHODS

The subjects of this study were students in Yogyakarta, and the object of this study was the OVO e-wallet. The type of data used is primary data, namely data obtained directly from the source through the distribution of questionnaires to respondents, the measurement scale uses a five-point Likert scale. The sampling technique is nonprobability sampling, using purposive sampling method, with the criteria of respondents being students in Yogyakarta who have used OVO e-wallet (electronic wallet application) for transactions at least 1 time in the past year.

Result Instrument Test

1. Uji Validitas

Table 1. Result Validity Test

Variable	Indicator	Sig.	Description
Online Repurchase Intention	X1.1	0,000	Valid
	X1.2	0,000	Valid
	X1.3	0,000	Valid
	X1.4	0,000	Valid
	X1.5	0,000	Valid
	X1.6	0,000	Valid
	X1.7	0,000	Valid
Promotional Mix	X2.1	0,000	Valid
	X2.2	0,000	Valid
	X2.3	0,000	Valid
	X2.4	0,000	Valid
	X2.5	0,000	Valid
Brand Awareness	X3.1	0,000	Valid
	X3.2	0,000	Valid
	X3.3	0,000	Valid
	X3.4	0,000	Valid
Perceived e-ServQual	Y.1	0,000	Valid
	Y.2	0,000	Valid
	Y.3	0,000	Valid
	Y.4	0,000	Valid

Based on the results of the validity test in Table 1, each statement indicator in this research questionnaire shows a significance value of <0.05. Thus it can be concluded that all statement items in this research questionnaire are declared valid and can be used as instruments in this study.

2. Reliability Test

Table 2. Result Reliability Test

Variable	Cronbach's Alpha	Description
Online Repurchase Intention	0,856	Reliabel
Promotional Mix	0,804	Reliabel
Brand Awareness	0,741	Reliabel
Perceived e-ServQua	0,793	Reliabel

Based on Table 2 regarding the results of the reliability test, it shows Cronbach's Alpha > 0.6. According to (Sekaran & Bougie, 2017), reliability tests were carried out to prove the accuracy, consistency, and determination of the instrument in measuring constructs. The research variable can be said to be reliable if the Cronbach's Alpha value is >0.6. Thus, it can be concluded that the variables in this study are all declared reliable and can be used as an instrument in measuring the variables in this study.

RESULT AND DISCUSSION

Respondent Profile

The description of the respondents in this study is as follows: The total respondents are 140 respondents, based on gender, consisting of 79 female respondents (56.4%) and 61 male respondents (43.6%). Based on the age of 17-20 years there are 20 respondents and the age of 21-23 years 120 respondents.

Based on a descriptive analysis on the perception of online service quality, the mean obtained is 4.01, meaning that the OVO e-wallet has a very good level of service quality perception. Perceptions of the promotion mix obtained a mean of 3.69, meaning that respondents' perceptions of the e-wallet promotion mix were considered good. Furthermore, brand awareness obtained a mean result of 4.11, the mean indicates that the brand awareness of respondents to e-wallet is stated to be very good. Descriptive analysis of

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respondents on repurchase intentions, obtained a mean of 3.77, meaning that it shows that respondents' repurchase intentions on OVO e-wallet are high.

Multiple Linear Regression Analysis Results To examine the effect of perceived online service quality, promotion mix and brand awareness on repurchase intentions, the statistical analysis tool was used Multiple Linear Regression with SPSS 26 program. The research model was tested using the F-test and the research hypothesis was tested using the t-test. The results of the Multiple Linear Regression analysis are presented in Table 3 below:

Table 3. Multiple Linear Regression Analysis Results

Variable	Standardized Coefficient Beta	t value	Sign t
Online Repurchase Intention	0,433	4,499	0,000
Promotional Mix	0,182	2,178	0,031
Brand Awareness	0,173	2,066	0,041
F value	43,888		
Prob F	0,000		
Adjusted R Square	0,481		

Dependent Variable: Perceived e-ServQua

Based on the results of the regression analysis in table 3 above, the regression equation can be presented as follows:

$$Y = 0,433X_1 + 0,182X_2 + 0,173X_3 + e$$

Information:

Y = Repurchase Interest

X₁ = Perception of Online Service Quality

X₂ = Promotion Mix

X₃ = Brand Awareness

e = Confounding Variable

Based on the regression equation, it can be explained as follows:

- The online service quality perception variable obtained standardized coefficients beta value which shows a positive direction of 0.433, meaning that a high perception of online service quality will strengthen or increase repurchase interest.
- Promotional Mix variable obtained standardized coefficients beta value shows a positive direction of 0.182, meaning that a high promotion mix will strengthen or increase repurchase interest.
- Brand Awareness variable obtained standardized coefficients beta value shows a positive direction of 0.173, meaning that high brand awareness will strengthen, or increase repurchase interest.

MODEL FEASIBILITY TEST RESULTS

The F statistical test was carried out with the aim of showing that all independent variables were included in the model that had a joint effect on the dependent variable (Ghozali, 2018). The test criteria used a significance level of 0.05. If the significance value is <0.05, it means that the research model is feasible to use, and if the significance value is >0.05, it means that the research model is not feasible to use. Based on the results of the F test, the calculated F is 43.888 with probability (p) = 0.000, meaning <0.05. Thus, this research model is feasible to use.

T Test Results

1. Influence of Perception of Online Service Quality on Repurchase Intention.

Based on the results of the partial regression test, obtained t count of 4.499 with probability (p) = 0.000. Based on the provisions of the partial test (t test) where the probability value (p) <0.05, it can be concluded that the perception of online service quality has a significant effect on repurchase intention. Thus, it means that Hypothesis 1 which is "There is a positive and significant influence between Perceptions of Online Service Quality on Repurchase Intentions" is accepted.

2. Effect of Promotional Mix on Repurchase Intention.

Based on the results of the partial regression test, obtained t count of 2.178 with probability (p) = 0.031. Based on the provisions of the partial test (t test) where the probability value (p) <0.05, it can be concluded that the promotion mix has a significant effect on repurchase intention. Therefore, Hypothesis 3, namely "There is a positive and significant influence between the Promotional Mix on Repurchase Intention" is accepted.

3. Influence of Brand Awareness on Repurchase Intention.

Based on the results of the partial regression test, obtained t count of 2.066 with probability (p) = 0.041. Based on the provisions of the partial test (t test) where the probability value (p) <0.05, it can be concluded that the quality of online services has a significant

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effect on repurchase interest. Therefore, Hypothesis 4, namely "There is a positive and significant influence between Brand Awareness and Repurchase Intention" is accepted.

COEFFICIENT OF DETERMINATION TEST

The magnitude of the effect of perceived online service quality, promotion mix, and brand awareness on repurchase intention is measured by the Adjusted R Square value from Table 3, which is 0.481. Thus, it can be concluded that this value indicates that perceived online service quality, promotion mix, and brand awareness have an influence on repurchase intention of 48.1%. According to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33. Thus, it means that the ability to influence perceptions of online service quality, promotion mix, brand awareness on repurchase intentions is "moderate" because it is more than 0.33 but lower than 0.67.

RESULT AND DISCUSSION

Perceptions of Online Service Quality have a positive and significant effect on Repurchase Intention. Based on the results of the first hypothesis test which states that the perception of online service quality has a positive and significant effect on repurchase interest, it is declared accepted. These findings are in line with the research findings of Kim (2012); Hume and Mort (2010), which states that the quality of online services has a positive and significant effect on repurchase interest. Similarly, according to the results of research by Fiona and Hidayat (2020) stated that the perception of online service quality has a positive and significant effect on repurchase interest. The results show that the OVO e-wallet has formed a good perception of the quality of online services because the OVO application is easy to access, the application functions well, has various features needed, guarantees to protect users' personal data, provides fast response, provides compensation, and provides compensation. contact service as access to contact customer service.

Promotional mix has a positive and significant effect on Repurchase Intention. Based on the results of the second hypothesis test which states that the promotion mix has a positive and significant effect on repurchase intentions, it is accepted. These findings are in line with the findings of Chung and Lee (2003) that promotion has a positive and significant effect on consumers' repurchase intentions. Coupon strategies and promotional prices are strategies that can increase consumers' repurchase intentions. Moslehi and Haeri (2016) price promotion has a relationship that can affect repurchase intention. Likewise, the research findings of Padilah and Madiawati, (2020) stated that the promotion mix was in the good category and had a partial influence on repurchase intentions. Silaen and Prabawani, (2019), also stated that there was a positive and significant effect between promotions and repurchase intentions. The findings of Luthfiana and Hadi, (2019), state that sales promotions have a positive and significant influence on repurchase intentions. The results have explained that the OVO e-wallet promotion mix has good advertising appeal, often provides promos to customers, uses Brand Ambassadors to socialize OVO as a digital transaction tool to potential customers, often becomes a sponsor for various ways, and provides OVO Booth outlets for promote directly as a digital transaction tool to potential customers. Brand Awareness has a positive and significant effect on Repurchase Intention. Based on the results of the third hypothesis test which states that brand awareness has a positive and significant effect on repurchase intention, it is accepted. The findings of Razak, et al (2019), show that brand attitude moderates the relationship between brand awareness and repurchase intention, so that when brand attitude is high, the relationship between brand awareness and repurchase intention is positive, and vice versa when brand attitude is low, the relationship between brand awareness is positive. brand and repurchase intention is negative. Furthermore, the results reveal that brand awareness and brand attitude have a positive relationship to repurchase intention. The results of this study are supported by Padilah and Madiawati, (2020), explaining that brand awareness is in the good category and has a direct influence on repurchase intentions. Similarly, Pranata and Permana, (2021), stated that brand awareness had a positive impact on increasing repurchase intentions significantly, The results of this research on OVO e-wallet customers have found that there is high brand awareness in customers, because the OVO application has customers who are aware of the OVO brand, know the OVO brand, easily remember the OVO brand, and have the top of mind in the customer's mind.

CONCLUSION

Based on the results of data analysis that has been carried out by researchers, it can be concluded for the results of this study as follows:

Perceptions of Online Service Quality have a positive and significant effect on Repurchase Intention.

Promotional mix has a positive and significant effect on repurchase intention.

Brand Awareness has a positive and significant effect on Repurchase Intention.

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