

The Influence Of Brand Awareness On Repurchase Intention With Perceived Quality As Mediating Variable On Shopee Indonesia

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Abstrak

Sebagai pengguna platform marketplace tentunya mengharapkan bantuan cepat dari pihak terkait ketika ada masalah, namun dukungan pelanggan dari pihak Shopee sendiri masih kurang. butuh beberapa saat untuk mendapatkan balasan. Terkadang, beberapa kasus pelanggan reply tidak membantu sama sekali sehingga masalah yang seharusnya cepat diselesaikan, lama kelamaan selesai. Untuk menciptakan kesadaran merek yang baik dan memengaruhi niat pembelian kembali mereka. masalah layanan pelanggan dan beberapa produk perlu diselesaikan dan merupakan hal penting yang harus diperbaiki agar kualitas yang dirasakan tetap terjaga agar tercipta rasa nyaman. Penelitian ini bertujuan untuk menjelaskan pengaruh brand awareness terhadap repurchase intention dengan perceived quality sebagai variabel mediasi. Dampak dari proses pembelajaran ini dilakukan oleh analitik data. Penelitian ini menggunakan metode kuantitatif dengan teknik pengumpulan data menggunakan kuesioner dengan skala likert. Metode ini diolah dengan menggunakan SPSS. Jumlah responden dalam penelitian ini adalah 390 responden yang menggunakan Shopee Indonesia. Hasil dari penelitian ini diharapkan dapat menunjukkan bahwa brand awareness dan perceived quality secara parsial berpengaruh positif dan signifikan terhadap niat beli ulang, serta adanya peran mediasi dari perceived quality yang memperkuat hubungan brand awareness.

Keywords-brand awareness, perceived quality, repurchase intention, Shopee, Shopee Indonesia

Abstract

As a marketplace platform user, you expect fast assistance from related parties when there are problems, but customer support from Shopee itself still needs to be improved. It took a while to get a reply. Sometimes, some cases of reply customers don't help, so problems that should be resolved quickly take a long time to complete. To create good brand awareness and influence their repurchase intention. Customer service problems and some products need to be fixed and are essential things that must be improved to maintain the perceived quality to create a sense of comfort. This study aims to explain the influence of brand awareness on repurchase intention with perceived quality as a mediation variable. The impact of this learning process is conducted by data analytics. The phenomenon in this study used a quantitative descriptive method with data collection techniques using a questionnaire with a Likert scale and processed by using SPSS. The number of respondents in this study was 390 respondents using Shopee Indonesia. The results of this study are expected to show that brand awareness and perceived quality partially have a positive and significant effect on repurchase intention and that there is a mediating role of perceived quality, which strengthens the brand awareness relationship.

Keywords-brand awareness, perceived quality, repurchase intention, Shopee, Shopee Indonesia

I. BACKGROUND

In consumers' minds, deciding to buy a product does not just happen naturally but also a process. The decision-making process to purchase a product begins with recognizing a problem, searching for information, and evaluating several alternatives, which create a purchase decision and shape post-purchase behavior.

Consumers also pay attention to a brand's image when making purchasing decisions. Branding is a consumer association or perception based on product memories. Branding is not about strategy, technology, or product type; it comes from advertising, promotions, or users. Image affects a lot more than corporate management. An effective image affects three things: it reinforces the quality of the product and its value, shows a unique quality so that it is not confused with that of the competitor, and creates a strong impression. The mind rather than just the mind. To be effective, this image must be transmitted through all available media and linked to the Kotler and Keller (2016) logo.

One of Shopee's problems is that as a marketplace platform user, you expect fast assistance from related parties when there are problems. However, customer support from Shopee itself is still lacking. It took a while to get a reply. Sometimes, some cases of reply customers don't help, so problems that should be resolved quickly take a long time to complete. To create good brand awareness and influence their repurchase intention. Customer service problems and some products need to be resolved and are important things that must be improved so that the perceived quality is maintained to create a sense of comfort. Therefore, this research will discuss "The Influence Of Brand Awareness On Repurchase Intention With Perceived Quality As Mediation Variable on Shopee Indonesia."

II. LITERATURE REVIEW

A. Brand

According to Aaker (2018), A brand is a distinctive name and/or symbol (such as a logo, stamp, or packaging) that identifies the goods or services of a particular seller or group of sellers so that they can be more easily distinguished from those of a particular seller or group of sellers. goods and services produced by competitors. These brands compete in the minds of consumers to be the best.

According to The American Marketing Association, Kotler, and Keller (2017), A brand is a symbol, sign, name, design, or a combination of these to identify a product or service between a seller's product groups to differentiate them from their competitors. These differences can also be abstract in nature, such as emotional feelings towards a brand.

B. Brand Awareness

According to Peranginangin & Alamsyah (2017) Brand awareness can be used to measure marketing effectiveness. Brand awareness is the degree to which consumers of a particular product or service know a particular brand. Some organizations measure brand awareness by combining several parameters: perception of thoughts, most recently used brands, and future purchase intentions. Some measure it based on the assessment of a panel of experts.

According to Alamsyah, Sofyan, and Nabila (2021) One method to establish brand awareness is to disseminate product information on social media.

C. Repurchase Intention

According to Peter and Olson (2015), it is a purchase that is made multiple times. The satisfaction a consumer receives can encourage someone to make a new purchase, stay loyal to the product or place where they purchased the item so the consumer can say good things to others.

According to Thamrin and Francis (2016) Repurchase Intention is a purchase intention based on our experience of purchases that have been made in the past.

According to Sari and Prasetyo (2018) Trust is built from the beginning of interaction in e-commerce and develops as consumers and sellers communicate with each other, so it will arise when consumers decide to make a purchase.

D. Perceived Quality

According to Keller (2013), Perceived quality is the customer's perception of a product or service's overall quality or superiority compared to alternatives and stated objectives.

According to Choi and Kim (2013) Perceived Quality indirectly affects consumer satisfaction through perceived value or perceived quality directly affects consumer satisfaction.

E. Theoretical Framework

Based on the literature study, the main attributes influencing product repurchase intention among users of Shopee Indonesia are brand awareness and perceived quality. Based on the above relationship, the conceptual model established for this study is shown in Fig. According to the conceptual framework, repurchase intention is the dependent variable, and brand awareness and perceived quality are the independent variables.

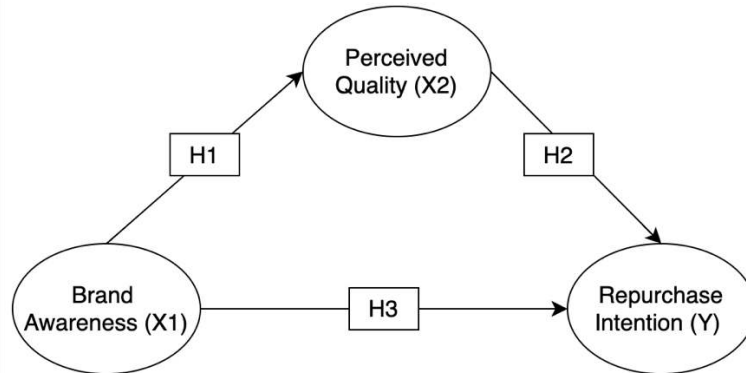


Figure 1. Theoretical Framework
Source: Data Processed by Author, 2023

The research hypotheses to be tested are as follows and are based on perspectives supported by relevant theoretical studies and research:

H1: Brand Awareness significantly affects the Perceived Quality of Shopee for Shopee users.

H2: Perceived Quality significantly affects the Repurchase Intention of Shopee for Shopee users.

H3: Brand Awareness and Perceived Quality simultaneously and significantly affect the Repurchase Intention of Shopee for Shopee users.

III. RESEARCH METHODOLOGY

The method used is quantitative, with data collection techniques and processed using SPSS. According to Indrawati (2015) Quantitative methods are research methods that accurately measure behavior, knowledge, opinions, and attitudes.

The results obtained on the questionnaire will be obtained and produce numerical data with definite results. These figures can provide helpful information for writers in their research. According to Siyoto and Sodik (2015), in the quantitative method, the research data is numerical and analyzed using statistical statistics.

IV. RESEARCH FINDINGS AND CONCLUSIONS

A. Validity and Reliability

According to Sekaran and Bougie (2017), Validity is how far a tool can measure what the researcher wants to measure. It can be concluded that the higher the validity, the more it shows that the object being measured is correct and good for use. This study uses a questionnaire in the data collection process, and each question arranged in the questionnaire is a measuring tool that measures the purpose of this research.

Table 1. Result of the Validity

Item Question	Table R Value	Calculated R Value	Result
X1_1	0.361	0.635	VALID
X1_2	0.361	0.519	VALID
X1_3	0.361	0.916	VALID
X1_4	0.361	0.835	VALID
X1_5	0.361	0.894	VALID
X1_6	0.361	0.852	VALID
X2_1	0.361	0.825	VALID
X2_2	0.361	0.890	VALID
X2_3	0.361	0.904	VALID
X2_4	0.361	0.916	VALID
Y_1	0.361	0.859	VALID
Y_2	0.361	0.700	VALID
Y_3	0.361	0.918	VALID
Y_4	0.361	0.889	VALID
Y_5	0.361	0.938	VALID

The table above shows that the results show Pearson correlation are greater than r- table (0.361), which means Brand Awareness and Perceived Quality affect the Repurchase Intention, instrument validity tests show that all research instrument items are valid so that they can be carried out to the next stage of testing.

Table 2. Result of Reliability Test

No.	Item	Cronbach Alpha	Result
1.	Brand Awareness	0.871	VALID
2.	Perceived Quality	0.903	VALID
3.	Repurchase Intention	0.912	VALID

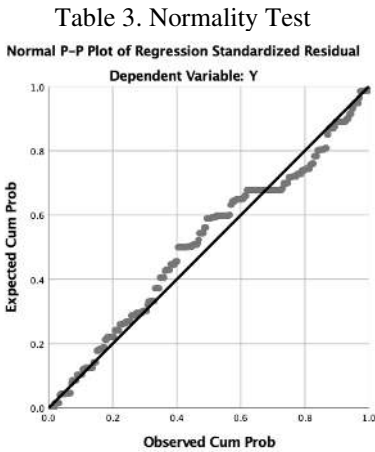
The table above shows that all measuring concepts of each variable from the questionnaire are reliable. Henceforth the items in each of the concepts of these variables are worthy of being used as a measuring tool.

B. Classical Assumption Test

Classical hypothesis testing is performed to determine whether the conditions of the linear regression model are met. Standard assumptions must be met for the model's validity as an estimator. One of the classic assumptions of multiple linear regression is heterogeneity Sugiarto (2019).

1. Normality Test

A normality test is performed to check whether, in the regression model, the independent variable and the dependent variable or both have normal or normal distribution. The statistical test results will decrease if a variable does not have a normal distribution.



Source: Data Analysis (2023)

Table 4. One - Sample Kolmogorov - Smirnov

One-Sample Kolmogorov-Smirnov Test			Unstandardiz ed Residual
N			100
Normal Parameters ^{a,b}	Mean		.0000000
	Std. Deviation		1.87045178
Most Extreme Differences	Absolute		.125
	Positive		.074
	Negative		-.125
Test Statistic			.125
Asymp. Sig. (2-tailed)			.001 ^c
Monte Carlo Sig. (2-tailed)	Sig.		.060 ^d
	99% Confidence Interval	Lower Bound	.000
		Upper Bound	.121

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 100 sampled tables with starting seed 2000000.

Source: Data Analysis (2023)

There are several ways to test this requirement. From the table above, Kolmogorov-Smirnov tests give a significance value that's lower than 0.05, therefore, that means the data is not normally distributed.

2. Multicollinearity Test

Table 5. Coefficients Table

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.111	.671		1.656	.099		
	X1	.357	.036	.382	9.822	.000	.511	1.958
	X2	.616	.046	.524	13.477	.000	.511	1.958

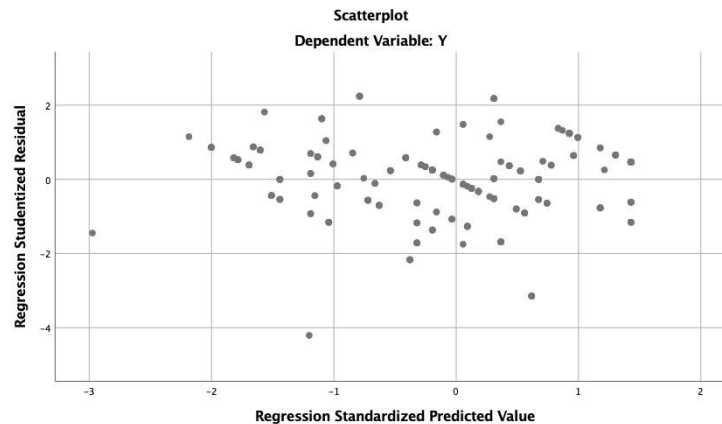
a. Dependent Variable: Y

Based on the table above, the VIF value is < 10 , or the Tolerance value is > 0.01 . So, it means that the multicollinearity does not occur.

3. Heteroscedasticity Test

In this observation, heteroscedasticity can be detected with the Arch test.

Table 6. The Scatterplot of Regression Standardized Predicted Value



Based on the table above, the points spread irregularly and it can be concluded that there is no heteroscedasticity.

Table 7. Coefficients Table

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.734	.427		4.064	.000
	X1	-.044	.023	-.136	-1.921	.055
	X2	.050	.029	.123	1.735	.083

a. Dependent Variable: ABS_RES

Source: Data Analysis (2023)

Based on the table above, the significant value of X1 is 0.055, where it is > 0.05 . So, it can be concluded that the X1 is no heteroscedasticity. The significant value of X2 is 0.083, where it is > 0.05 . So, it can be concluded that the X2 is no heteroscedasticity.

C. Hypothesis Test

1. F Test

Table 8. Anova Table

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3130.097	2	1565.049	453.430	.000 ^b
	Residual	1335.762	387	3.452		
	Total	4465.859	389			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Data Analysis (2023)

From the table, the significant value is 0.000, where the significant value is < 0.05 . So, it can be concluded that X1 and X2 are affected simultaneously.

2. T Test

Figure 8. Coefficients Table

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.300	1.302		-.230	.818		
	X1	.472	.073	.484	6.424	.000	.471	2.122
	X2	.530	.090	.442	5.863	.000	.471	2.122

a. Dependent Variable: Y

Source: Data Analysis (2023)

From the table above, the significant value of X1 and X2 is 0.000, where the significant value is < 0.05 . So, it can be concluded that X1 and X2 are affected.

3. Coefficient of Determinants

Figure 9. Model Summary Table

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.837 ^a	.701	.699	1.85784

a. Predictors: (Constant), X2, X1

b. Dependent Variable: Y

Source: Data Analysis (2023)

The test result of the coefficient of determination is 0.701. The value shows that the influence of independent variables, brand awareness, and perceived quality on the dependent variables of repurchase intention was 70.1%. In comparison, the remaining 29.9% was influenced by other factors not studied in this study.

D. Conclusion

1. Characteristics of Respondent

Based on the results of this study, based on gender, it can be concluded that most respondents were male. Based on age, it can be concluded that most study respondents were 17-25 years old. Based on education, it can be concluded that most respondents in this study were high school students. Based on the work, it can be concluded that most respondents in this study were students. Based on the time using Shopee, it can be concluded that most respondents in this study were aged 3-5 years. Based on the intensity of using Shopee in a week, it can be concluded that most respondents in this study were 1 – 3x.

2. Descriptive Analysis

Descriptive analysis of Brand Awareness explains that most respondents agree with the statements related to Brand Awareness of E-Commerce Shopee with an average value of 4.22. The statement with the highest mean value of 4.53 is in statement 2: "Shopee is an e-commerce that is easy to remember."

Descriptive analysis of Perceived Quality explains that most respondents agree with the statements about the Perceived Quality of E-Commerce Shopee, with an average value of 4.03. The statement with the highest mean value, with a mean value of 4.21, is in statement 1: "Shopee is very convenient and easy to use."

A descriptive analysis of Repurchase Intention explains that most respondents agree with the statements related to the Repurchase Intention of E-Commerce Shopee, with an average value of 4.02. The statement with the highest mean value, with a mean value of 4.22, is in statement 1: "I am interested in buying back a product on Shopee E-Commerce."

3. Brand Awareness on Repurchase Intention

Based on this result, study brand awareness has a positive and significant effect on repurchase intention because it has an f-value and t-value of $< 0,05$.

4. Perceived Quality on Repurchase Intention

Based on the result of this study, perceived quality has a positive and significant effect on repurchase intention because it has an f-value and t-value of < 0.05 .

5. Brand Awareness and Perceived Quality on Repurchase Intention

Based on the result of this study, brand awareness and perceived quality have positive and significant effects on repurchase intention because the result of the coefficient of determination was 70.1%. In comparison, another factor influenced the remaining 29.9%.

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