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EFFECT OF PROMOTION, BRAND IMAGE, AND PRODUCT QUALITY ON RE-PURCHASE INTEREST THROUGH CUSTOMER SATISFACTION AS INTERVENING ON ERIGO APPAREL PRODUCTS

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Abstract: Through Customer Satisfaction as an Intervention on Erigo Apparel Products, this study will examine the effect of promotion, brand image, and product quality on repurchase interest. The study's subject was an Erigo Apparel customer. A total of 94 students and schoolgirls from Negeri 7 South Tangerang City participated in the study. Simple random sampling technique is used to determine sample size. The Structural Equation Model (SEM) with the Smart-PLS analysis tool was employed in this investigation. According to the findings of this study, promotion has a positive and significant impact on customer satisfaction, brand image has a positive and significant impact on customer satisfaction, product quality has a positive and significant impact on customer satisfaction, promotion has a negative but significant impact on repurchase interest, brand image has a positive and significant impact on repurchase interest, and product quality has a positive and significant impact on repurchase interest. Customer satisfaction can mediate marketing against re-purchase interest, but it can't mediate brand image against re-purchase interest. Customer satisfaction can mediate product quality against re-purchase interest, and it can influence re-purchase interest positively and considerably.

Keywords: Promotion, Brand Image, Product Quality, Customer Satisfaction, Repurchase Interest.

INTRODUCTION

The Covid-19 pandemic has been considered as one of the world's tragedies. Covid-19 continues to be a hot topic in the media, both domestically and internationally. This has ramifications in a variety of areas, including health, education, social society, and economic aspects of society. As a result, some creative thinking is required to restore the system with a variety of new system adjustments (Arifqi and Junaedi, 2021).

According to data collected by academics in 2019, the creative economy sector contributed roughly 5.10 percent to Indonesia's overall GDP and employed 19.01 million people. Furthermore, the creative economy sector has a total export value of 22.07 billion dollars. The results of the performance achievement in 2019 revealed that while the Strategic Targets of Labor Absorption and Export Value of Creative Products were met, the GDP Growth of the Creative Economy did not. This is due to the fact that national economic growth is slowing, which has a negative impact

on the creative economy's growth. The new National Economy grew at a rate of 5.08 percent, exceeding the 5.3 percent target (Bekraf and BPS, 2019).

According to the Creative Economy Agency, the development centered on the 16 subsectors of the creative economy's flagship and priority subsectors. The creative economy's flagship subsectors are industries that make a significant contribution to national GDP. Kriya, gastronomy, and fashion are examples of creative economic sectors covered in the flagship subsectors (Kemenparekraf.go.id, 2020). In 2016, the increase of Creative Economy GDP in the Fashion subsector was 4.05 percent greater than the previous two years. In 2017-2018, the Fashion subsector increased its presentation by 3.85 percent in 2017, while it declined by 4 percent in 2018. (Creative Economy Agency, 2020).

The COVID-19 Pandemic, which struck the world, including Indonesia, in 2020, caused alterations in everyday fashion trends. Its first goal is to seem stylish, but it gradually expands its functionality. During a pandemic, fashion trends emerge not only to keep individuals fashionable, but also to keep them comfortable and well-cared for. 2020 (swa.co.id). Because of the rapid development of the industrial business world, companies in the fashion industry are now facing increased business competition. This is defined by a competition between numerous businesses — a competition to suit the wants and aspirations of consumers, spanning from the selection of good ingredients through the manufacturing process, with the goal of producing a high-quality product (Fathurahman and Ruswanti, 2017). Erigo is an Indonesian fashion label that focuses on style and comfort for travelers. This fashion business began on November 28, 2010, with the creation of a brand called "Selected and Co." The brand was renamed "Erigo" over time. The Erigo brand begins its product development by creating casual batik (swa.co.id, 2016). On the Shopee and Tokopedia platforms, Erigo offers promotions in the form of discounts, cashbacks, and vouchers. Erigo always participates in enlivening specific occasions, and no advertising obligations are always a special attraction (www.shopee.co.id, 2021). (www.tokopedia.com, 2021).

According to Suistiani Research (2017), businesses must be able to offer or improve product quality above that of competitors through sales promotions in order to raise consumer interest in the products offered. According to Physical Research (2020), brand image refers to a product's reputation as a guideline for consumers to try and consume various items or services. Then, according to research by Nyarmiati and Astuti (2021), the products produced should be of high quality. Products are the focal point for companies conducting marketing activities, and consumer response can reveal an enterprise's success. As a result, the higher the product's quality, the higher the degree of client happiness will be.

LITERATURE REVIEW
Marketing

Marketing is defined as a process in which businesses engage customers, build strong customer connections, provide customer value, and capture value from customers in return (Kotler and Armstrong, 2018)

Marketing Management

Marketing management is a comprehensive commercial activity system that aims to develop, price, and distribute products, services, and ideas that meet the needs of the target market while also achieving organizational objectives (Tjiptono, 2015).

Promotion

A seller's effort to communicate with his target consumer in order to affect consumer attitudes by dividing information, ideas, and feelings is known as promotion (Alma, 2018).

Brand Image

A brand image is a distinctive collection of associations that marketers must establish or sustain. The brand can be viewed as a symbol of a product's quality. As a result, the brand of a product has long been an image, even a status symbol for things that might enhance the wearer's image (Sangadji and Sopiah, 2013).

Product Quality

The level of performance of a product in carrying out its intended function is referred to as product quality. Products have a value that can satisfy customers physically and psychologically, based on the attributes or characteristics they have. As a result, products and services are created, manufactured, and distributed to satisfy the needs of customers or consumers (Assauri, 2015).
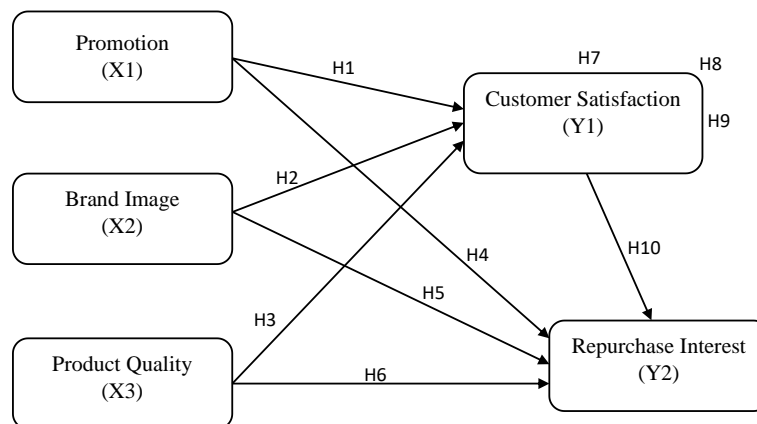
Customer Satisfaction

In business and management, customer happiness is a key idea. Satisfaction can be defined as a feeling of joy or disappointment experienced by a person after comparing the product's performance to what was expected. Customers are disappointed or dissatisfied if product performance falls short of expectations, but happy or satisfied if product performance fulfills expectations (Kotler and Keller, 2016). Customer satisfaction is often viewed as a result of a comparison between consumer expectations and experiences, according to Lestari and Isnawati (2021).

Repurchase Interest

Repurchase (repeat buy) is a purchase activity done more than once or several times, whereas intention can be viewed as an individual's circumstance before doing an action, which can be used as a basis for anticipating the behavior or action (Lestari & Iswati, 2021).

Conceptual Framework

Source: From various sources (2021)
Figure 1. Framework of Thought

Hypothesis

H1: Customer satisfaction is influenced by promotion in a positive and significant way.

H2: Customer satisfaction is influenced by brand image in a positive and significant way.

H3: Customer satisfaction is influenced by product quality in a positive and meaningful way.

H4: Re-purchase interest is influenced by promotion in a positive and significant way.

H5: Re-purchase interest is influenced by brand image in a positive and significant way.

H6: Re-purchase interest is influenced by product quality in a positive and significant way.

H7: The relationship between promotion and repurchase interest is mediated by customer satisfaction.

H8: The relationship between brand image and repurchase interest is mediated by customer satisfaction.

H9: The relationship between product quality and repurchase interest is mediated by customer satisfaction.

H10: Customer satisfaction influences repurchase interest in a positive and significant way.

RESEARCH METHODS

In this study, the authors used quantitative methods with descriptive research approaches because the variables to be researched pertained to such and the goal was to present an overview of the relationships between variables under study. In this study, the data collection process was done by compiling questionnaire instruments created using google form media. The population in this study was Students and Schoolgirls of State High School 7 South Tangerang with the number of 1,498 students and schoolgirls (Bag. SMAN Business Administration 7 South Tangerang City, 2020) (Sekolah.data.kemdikbud.go.id, 2020). The technique of determining sample size is determined using Slovin's formula. In this study the number of samples of 94 students and high school students Negeri 7 South Tangerang were sampled in this study, then the data processed is data from respondents who have already purchased and used Erigo Apparel products. In this study researchers used Google form and Miscroscoft Excel to analyze descriptive characteristics and in its data processing using the Partial Least Square program (Smart-PLS) version 3.0.

FINDINGS AND DISCUSSION

Describe the respondent

Erigo Apparel customers who have purchased and worn Erigo Apparel items were surveyed. The survey had a total of 94 participants. The study's findings based on gender, namely that women outnumber males, had a presentase of 54.3 percent. The responders were largely between the ages of 16 and 17, with 30.9 percent of them being presentase. According to the interviewees, 84 percent of them were Muslim. Class X and XII received the same presentation of 35.1 percent based on the class of responders. IPS received a 59.6 percent presentation based on the most important repoden school. Next, 62.8 percent of respondents chose shopee as their online platform.

Convergent Validity Test

The value of the loading factor in the latent variable with its indicators is the convergent validity value. The expected value is more than 0.7. The concept assessment is evaluated from the perspective of convergent validity while examining each of the constructs. Outer loading and AVE (Average Variable Extracted) metrics are used to determine convergent validity. When the value of an individual reflexive measure is more than 0.7. it is said to correlate with the concept being measured. A measurement scale with a loading factor of 0.5 to 0.6 is deemed sufficient for

research in the early phases of development (Ghozali and Latan, 2015). The Outer Loading values from the outer model utilizing the SmartPLS 3.0 analysis tool are shown below.

Table 1: Results of Convergent Validity Testing

Variable	Indicator	*Outer Loading*	Condition	Information
Promotion	PM2	0.833	> 0.7	Valid
	PM3	0.852	> 0.7	Valid
	PM5	0.836	> 0.7	Valid
	PM6	0.900	> 0.7	Valid
	PM7	0.878	> 0.7	Valid
Brand Image	CM1	0.774	> 0.7	Valid
	CM2	0.803	> 0.7	Valid
	CM3	0.845	> 0.7	Valid
	CM4	0.858	> 0.7	Valid
	CM5	0.926	> 0.7	Valid
	CM6	0.862	> 0.7	Valid
	CM7	0.831	> 0.7	Valid
	CM8	0.860	> 0.7	Valid
Product Quality	KP1	0.841	> 0.7	Valid
	KP2	0.798	> 0.7	Valid
	KP3	0.862	> 0.7	Valid
	KP5	0.825	> 0.7	Valid
	KP6	0.857	> 0.7	Valid
	KP8	0.824	> 0.7	Valid
	KP9	0.853	> 0.7	Valid
	KP10	0.811	> 0.7	Valid
	KP11	0.877	> 0.7	Valid
	KP12	0.804	> 0.7	Valid
Customer Satisfaction	KPE1	0.823	> 0.7	Valid
	KPE3	0.833	> 0.7	Valid
	KPE4	0.801	> 0.7	Valid
	KPE5	0.837	> 0.7	Valid
	KPE6	0.865	> 0.7	Valid
	KPE8	0.896	> 0.7	Valid
	KPE9	0.804	> 0.7	Valid
	KPE10	0.771	> 0.7	Valid
Repurchase Interest	MBU1	0.758	> 0.7	Valid
	MBU2	0.780	> 0.7	Valid
	MBU3	0.799	> 0.7	Valid
	MBU4	0.847	> 0.7	Valid
	MBU5	0.832	> 0.7	Valid
	MBU7	0.814	> 0.7	Valid
	MBU8	0.852	> 0.7	Valid

Source: Processing results with SmartPLS (2021)

Because all indicators had Loading Factor values above 0.70, the results of Convergent Validity testing indicated that they were qualified.

Results of the Average Variance Extracted (AVE) Test

Tabel 2. Test Results Average Variance Extracted (AVE)

Variable	Condition	AVE
Promotion (X1)	> 0.5	0.740
Brand Image (X2)	> 0.5	0.716
Product Quality (X3)	> 0.5	0.698
Customer Satisfaction (Y1)	> 0.5	0.688
Repurchase Interest (Y2)	> 0.5	0.740

Source: Processing results with SmartPLS (2021)

Promotion variables, brand image, product quality, customer satisfaction, and repurchase interest all had AVE values above 0.5, as seen in table 2. As a result, it's safe to say that each of the study's variables has a decent Average Variable Extracted (AVE) value.

Test Results for Reliability

Tabel 3. Results of Reliability Testing (Reliability Construct)

Variable	Cronbach's Alpha	Composite Reliability	Information
Promotion (X1)	0.912	0.934	Reliabel
Brand Image (X2)	0.943	0.953	Reliabel
Product Quality (X3)	0.952	0.959	Reliabel
Customer Satisfaction (Y1)	0.935	0.946	Reliabel
Repurchase Interest (Y2)	0.914	0.931	Reliabel

Source: Processing results with SmartPLS (2021)

Cronbach's alpha > 0.60 and Composite Reliability scores > 0.70 are shown in the table above, indicating that the questionnaire employed in this study is trustworthy, consistent, and deserving of further study.

Test of Structural Models (Inner Model)

Tabel 4. Test Results Coefficient of Determination (R2)

Variable	R Square	Adjusted R Square
Customer Satisfaction	0.942	0.940
Repurchase Interest	0.883	0.878

Source: Processing results with SmartPLS (2021)

Because the model on customer satisfaction variables has a value greater than 0.67, the Structural Model shows that it is strong. Customer satisfaction has an R-square value of 0.942, or 94.2 percent, indicating that promotion, brand image, and product quality can explain 94.2 percent of customer happiness, whereas 5.8 percent can be influenced by unresearched variables. The re-purchase interest variables thus have an R-square value of 0.883, or 88.3 percent, indicating that promotion, brand image, and product quality can explain 88.3 percent of the re-purchase interest variable, while other unresearched variables can effect 11.7 percent.

<div align="center">**Tabel 5. The F-Square Test Result**</div>

Variable	f-Square	Information
Promotion → Customer Satisfaction	0.323	Medium Strong
Brand Image→ Customer Satisfaction	0.085	Weak
Product Quality → Customer Satisfaction	0.160	Medium Strong
Customer Satisfaction → Repurchase Interest	0.122	Weak

<div align="center">**Source: Processing results with SmartPLS (2021)**</div>

<div align="center">**Tabel 6. Hypothesis Testing Results**</div>

	Hypothesis	Original Sample	Standard Deviation	T-Statistics	P Value	Information	Result
H1	Promotion →Customer Satisfaction	0.364	0.092	3.963	0.000	Positive Significant	Accepted
H2	Brand Image →Customer Satisfaction	0.293	0.121	2.421	0.016	Positive Significant	Accepted
H3	Product Quality →Customer Satisfaction	0.338	0.089	3.802	0.000	Positive Significant	Accepted
H4	Promotion →Repurchase Interest	-0.259	0.113	2.286	0.023	Negative Significant	Rejected
H5	Brand Image →Repurchase Interest	0.412	0.172	2.397	0.017	Positive Significant	Accepted
H6	Product Quality →Repurchase Interest	0.290	0.146	1.981	0.048	Positive Significant	Accepted
H7	Promotion →Customer Satisfaction→Repurchase Interest	0.180	0.065	2.774	0.006	Positive Significant	Accepted
H8	Brand Image→Customer Satisfaction→Repurchase Interest	0.145	0.094	1.545	0.123	Positive Not Significant	Rejected
H9	Product Quality→ Customer Satisfaction→Repurchase Interest	0.167	0.074	2.262	0.024	Positive Significant	Accepted
H10	Customer Satisfaction→Repurchase Interest	0.495	0.185	2.676	0.008	Positive Significant	Accepted

<div align="center">**Source: Processing results with SmartPLS (2021)**</div>

Predictive-relevance (Q2) values are used to test the Goodness of Fit of structural models on inner models. The model has predictive relevance if the Q-square value is greater than 0 (zero). The following computations show the R-square values of each endogenous variable in this study:

<div align="center">**Tabel 7. Results of Construct Cross-Validation Redundancy Testing**</div>

Variabel	SSO	SSE	Q^2(=1=SSE/SSO)
Customer Satisfaction	752.000	273.505	0.636
Repurchase Interest	658.000	283.937	0.568

<div align="center">**Source: Processing results with SmartPLS (2021)**</div>

The results of predictive relevance calculations reveal the value Q2 = 0.636 on the customer happiness variable and the value Q2 = 0.568 on the repurchase interest variable, as shown in the table above. The results of the computation show that the model is feasible and has a relevant prediction value of > 0, indicating that the model is viable and has a relevant prediction value.

CONCLUSION AND SUGGESTION
Conclusion
Based on the findings of the research and discussion, the following conclusion can be drawn:

H1: Customer satisfaction is influenced by promotion in a positive and significant way.

H2: Customer satisfaction is influenced by brand image in a positive and significant way.

H3: Customer satisfaction is influenced by product quality in a positive and significant way.

H4: Repurchase interest is influenced by promotion in a negative and significant way.

H5: Repurchase interest is influenced by brand image in a positive and significant way.

H6: Repurchase interest is influenced by product quality in a positive and significant way.

H7: Customer satisfaction mediates the effect of promotion on repurchase interest, which is positive and significant.

H8: Customer satisfaction mediates the effect of brand image on repurchase interest, which is positive and not significant.

H9: Customer satisfaction mediates the effect of product quality on repurchase interest, which is positive and significant.

H10: Repurchase interest is influenced by Customer satisfaction in a positive and significant way.

Suggestions
Future research on repurchase intentions and customer satisfaction with local brands can re-test the variables in this study by adding or modifying some of the variables evaluated. In addition, researchers in Indonesia can add research objects by using a variety of local brand names. The addition of new research items can also enhance the number of research respondents, making the study more generic and representative of Indonesian brand followers. Other characteristics that have not been explored by other researchers, such as brand award winners, celebrity endorsers, word of mouth, and so on, are expected to be added next.

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