



The Effect of Price, Brand Image and Promotion on Easy Shopping Customer Repurchase Intention Mediated By Customer Satisfaction

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Abstract: This study aims to analyze the effect of Price, Brand Image, and Promotion on Customer Repurchase Intention on Easy Shopping with Customer Satisfaction as a Mediating Variable. The population are Easy Shopping's customers and numbers of samples are 170. The analytical method used in this study is the SEM, with data analysis method by Partial Least Square (PLS). Primary data is obtained by distributing Google Form questionnaire to respondents. The results shows that Price, Brand Image, and Promotion have a significant effect on Customer Satisfaction, Customer Satisfaction has a significant effect on Customer Repurchase Intention and can mediate the effect of Price in the partial mediation category, Brand Image, and Promotion in the full mediation category on Customer Repurchase Intention. Research suggestions for Easy Shopping, they can set more reasonable price policy for customers, particularly for member customers who have loyally purchase with certain amounts on Easy Shopping catalog products.

Keywords: Price, Brand Image, Promotion, Customer Satisfaction, Customer Repurchase Intention

INTRODUCTION

Easy Shopping founded in 2015 under the name of PT Karisma Bahana Gemilang is engaged in the non-store retail category by using Mail Order intermediaries or ordering products remotely through courier services to process the delivery of promotional materials and products ordered by customers. The use of this method is claimed to be the first and the only one in Indonesia (<https://easy-shopping.co.id/>).

As a non-store retail company that has been operating in Indonesia for 7 years, Easy Shopping has applied a direct marketing strategy to each of their promotional materials. Easy Shopping sends promotional materials to potential customers' addresses by using promotional flyers, gift vouchers for purchases, and product catalogs to reach markets. Apart from that, telemarketing or what they call Outbound Sales Calls is also included in the marketing strategy as a part of direct marketing tools.

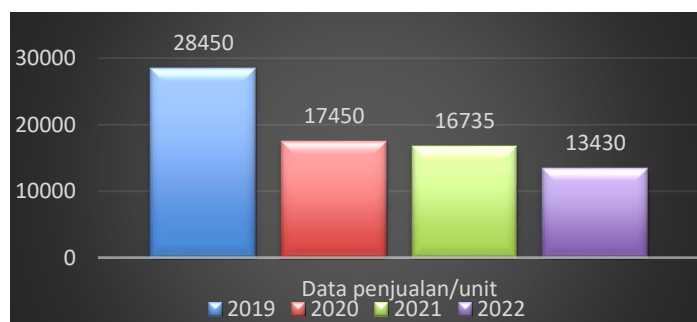
Easy Shopping puts their position in the niche market competition which is intended to avoid direct competition with established companies. Meanwhile, to survive in the retail business competition in Indonesia, Easy Shopping offers prizes from hundreds of millions to billions of rupiah in cash to increase shopping transactions.



Source: Company's Primary Data

Picture 1. Comparison of Home Shopping Market Share in 2022

Several home shopping retail brands are in the same type of business, namely Lejel, Jaco, DRTV, MNC Shop and Gogomall. The process of brand recognition/brand awareness with the right strategy can influence product purchasing decisions (Kotler and Keller, 2016). The largest market share is obtained by Lejel Home Shopping with a percentage value of 39.90 percent while the Easy Shopping brand is known to be the smallest with a percentage value of 5.10 percent. Thus, based on these data, it shows that Easy Shopping has an unsatisfactory existence compared to other competing home shopping retail brands.



Source: Company's Primary Data

Picture 2. Easy Shopping Sales Data

Furthermore, the sales decline occurred in 2022 happens along with a decrease in numbers of loyal customers. This phenomenon is worrying for Easy Shopping's wheel of business because loyal customers are the main source to gain profit. This decline certainly results a domino effect on a decreasing sale as well as profit which affect the continuity of the company's operational business.

As a basis for identifying problems and determining research variables, previous research and pre-survey data on Easy Shopping customers are used as the references. This aims to determine the independent variable (independent) to be able to examine the underlying reasons for the decrease in repurchasing.

The first variable is Price which is in line with the results of a research by Nurfitriana and Iriani (2018), which finds that price has a positive effect on product repurchase intention.

The second variable is Brand Image which is in line with Hapsari's research (2022) which finds brand image to have a positive and significant effect on repurchase intention. The third variable is Promotion which influences repurchase intention, in line with research from Permatasari, Luthfiana, Pratama, and Ali (2022). The fourth variable is Customer Satisfaction which is in line with the results of research from Mensah and Mensah (2018).

LITERATURE REVIEW

Marketing

According to (Kotler and Keller, 2016), "Marketing is about identifying and meeting human and social needs. One of the shortest, good definitions of marketing is meeting needs profitably" which can be interpreted that marketing is a human activity as social beings that is mutually beneficial.

Marketing Management

According to (Kotler and Armstrong, 2018), marketing is a process carried out by a company to create a value for consumers and build strong relationships with them with the aim of taking material valuable benefits in return.

Marketing Mix

According to (Kotler and Keller, 2016), Marketing Mix is a set of marketing tools that companies use to achieve their marketing objectives to the target market.

Retailing

According to (Levy, Weitz and Grewal, 2015) "Retailing is a series of business activities aimed at adding value to goods and services sold to consumers for personal or household consumption".

Retail Marketing Mix

According to (Levy, Weitz and Grewal, 2015), retail mix (retail mix marketing) is a marketing strategy that applies several variables, where retailers can combine them to become an alternative in an effort to attract consumers.

Price

According to (Kotler and Keller, 2016), price is one of the elements of the marketing mix that generates income, while the other elements generate costs. Many consumers set price considerations as an indicator of the quality of a product. This has encouraged a number of global brands that produce luxury goods such as cars, perfumes, clothes, and so on to be able to set high standards for the prices offered to consumers by considering their quality and reputation.

Furthermore, the dimensions according to Kotler and Armstrong (Pirri, 2020): (1) Price Affordability; customers tend to choose the final price and decide to receive the appropriate value as expected; (2) Discounts; as a reward for certain purchases which are certainly profitable for the seller; (3) Payment Methods; ease of payment can be a consideration for customers to make purchasing decisions.

Citra Merek

According to (Shimp, 2008) brand image is a dimension of brand knowledge based on consumers, which represents certain associations when thinking about certain brands. The dimensions used are according to Heriyati dan Septi (Prihatini, 2020): (1) Recognition; The level of recognition of a brand by consumers, if a brand is not known then products with must be sold

by relying on the lowest price such as logo recognition, tagline, product design or other things as the identity of the brand; (2) Reputation; It is a fairly high level of reputation or status for a brand because it has a good track record, a brand that is liked by consumers will be easier to sell and a product that is perceived as having high quality will have a good reputation. Such as the perception of consumers and product quality; (3) Affinity; the emotional relationship that arises between a brand and its consumers can be seen from the price, customer satisfaction and the level of association.

Promotion

According to (Tjiptono, 2018), Promotion is a marketing communication that aims to disseminate information and influence the target market to be willing to accept, buy, and be loyal to the products offered by the company.

The dimensions used are according to Kotler and Keller (Pirri, 2020): (1) Advertising; forms of non-personal presentation and promotion that require a fee regarding ideas, goods or services by a clear sponsor; (2) Sales Promotion; short-term incentives to encourage the purchase or sale of a product or service. (3) Events and Experiences; company-sponsored activities and programs designed to create distinctive brands; (4) Public Relations and publicity; building a good relationship with the company's various publics in several ways, in order to obtain favorable publicity, build a good corporate image, and handle or rectify unfavorable rumors, stories and events (5) Direct Marketing; direct relationships carefully targeted individual customers for the purpose of both obtaining an immediate response and for fostering lasting customer relationships (use of telephone, fax, e-mail, internet, and other tools to communicate directly with specific consumers; (6) Interactive Marketing; direct activities and programs designed to attract customers' attention aimed at increasing awareness, improving image, and increasing sales of products and services either directly or indirectly (7) Personal Selling; personal presentation by a company's sales force for the purpose of making sales transactions and building customer relationship.

Customer satisfaction

According to Tse and Wilton (Tjiptono, 2012), customer satisfaction is a relative concept and depends on what customers expect. Customer satisfaction is often interpreted as a response from customers to evaluate the perception of a product for the difference between initial expectations before purchase and those perceived after using or consuming the product.

Furthermore, according to Oliver in Agussalim and Ali (Pirri, 2017): (1) Expectations; Customers are satisfied only when the reality of the product they have purchased matches or exceeds their expectations or expectations. A good product is a product that is able to meet customer expectations or expectations, so that customers will have a positive experience after buying the product; (2) Subjective Disconfirmation; customers are satisfied if there are no things or reasons related to product non-conformity that are subjective (3) Performance Outcomes; customers are satisfied with the overall performance of the product they purchases and gets optimal benefits according to what they want.

Repurchase Intention (Repurchase Intention)

According to (Nurhayati and Murti in Adiputra, 2016), repurchase intention is the desire and action of consumers to repurchase a product, because of the satisfaction received as desired from a product, a brand that is already embedded in the customer's heart will cause the customer to continue repurchasing.

The dimensions used are according to Ghassani (Pirri, 2020): (1) Transactional interest; the tendency of consumers to always re-purchase the products they have consumed; (2) Referential interest; the willingness of consumers to recommend products they have consumed

to others; (3) Preferential interest; consumer behavior that makes the product they have consumed the main choice; (4) Explorative interest; consumers' desire to always look for information about the product they are interested in.

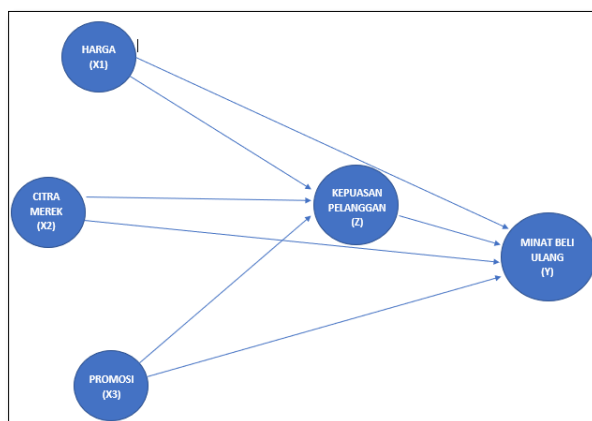
FRAMEWORK

Customers will be satisfied with the brand image of products they used (Ramadhan et al., 2017). It is in line with research by (Pratama et al., 2021) which finds that brand image has a significant effect on customer satisfaction. Customer satisfaction is the main factor for customers to have repurchase intention (Nguyen, Nguyen, Tan, 2020).

Promotion has an important role in winning the market in any business, so every company needs to find out the extent to provide varied promotion campaigns to customers and lead them to repurchase. Therefore, promo needs to be continually developed through continuous research on customers' needs as well. It is in line with the finding of the research conducted by (Moslehi and Haeri, 2016) who find that there is a positive and significant effect of promotion campaign on repurchase intention.

Price is used as customer's consideration in determining their choice of products on the market. The consistent usage of price has an impactful effect on customer satisfaction. It will influence a significant reason for customer to be loyal and increase repurchase intention with the same brand. This is in line with the findings of research conducted by (Salsabila et al., 2022) and (Pratama dan Santoso, 2018) who found that there is a positive and significant effect of price on repurchase intention.

Customer satisfaction is a mediating variable intervening endogenous variables to repurchase intention. If the relationship between price, brand image, and promotion with satisfaction is positive, then it will lead customer to have intention repurchasing products.. Several studies say that customer satisfaction can be formed from price, brand image, promotion (Utama and Ambarwati, 2022); (Rohwiyati and Praptiestrini, 2019); (Evi Permatasari et al., 2022); (Yayuk Yuniarti, 2020); (Mensah and Mensah, 2018); (Nguyen et al., 2018).



Picture 2. Conceptual Framework

Based on the description, there are following hypothesis of the research:

- H1: Price has a positive and significant effect on repurchase intention.
- H2: Brand image has a positive and significant effect on repurchase intention.
- H3: Promotion has a positive and significant effect on repurchase intention.
- H4: Price has a positive and significant effect on customer satisfaction.
- H5: Brand image has a positive and significant effect on customer satisfaction.
- H6: Promotion has a positive and significant effect on customer satisfaction.
- H7: Customer satisfaction has a positive and significant effect on repurchase intention.

H8: Price has a positive and significant effect on Easy Shopping customer repurchase intention mediated by customer satisfaction.

H9: Brand image has a positive and significant effect on Easy Shopping customer repurchase intention mediated by customer satisfaction.

H10: Promotion has a positive and significant effect on Easy Shopping customer repurchase intention mediated by customer satisfaction.

RESEARCH METHODS

This study aims to examine the effect of price, brand image, promotion, on customer satisfaction with customer satisfaction as the mediator. The population is Easy Shopping customers who have made 1 order minimum with its sample of 170 respondents. The research uses an associative causality quantitative approach, with explanatory methods. According to the research objectives, the data analysis method used is Structural Equation Modeling (SEM), while the data is collected by Call and/or Google Form and calculated by using Smart PLS software. The test is done by examining direct effects and indirect effects.

FINDINGS AND DISCUSSION

Discussion of Instrument Quality Test

Table 1. Modified Convergent Validity Test Score

Variable	Indicator	Outer Loading	Result
Price	HG1	0.727	Valid
	HG2	0.78	Valid
	HG3	0.876	Valid
	HG4	0.795	Valid
	HG5	0.842	Valid
	HG6	0.838	Valid
	HG8	0.792	Valid
Brand Image	CM3	0.863	Valid
	CM4	0.889	Valid
	CM5	0.803	Valid
	CM6	0.797	Valid
Promotion	PM1	0.77	Valid
	PM2	0.858	Valid
	PM3	0.808	Valid
	PM4	0.762	Valid
	PM5	0.816	Valid
	PM6	0.848	Valid
Customers Satisfaction	KP1	0.808	Valid
	KP2	0.821	Valid
	KP3	0.713	Valid
	KP4	0.712	Valid
	KP5	0.816	Valid
	KP6	0.767	Valid
	KP7	0.807	Valid
	KP8	0.831	Valid
Repurchase Intention	MU1	0.91	Valid
	MU2	0.752	Valid
	MU3	0.902	Valid
	MU4	0.791	Valid
	MU5	0.753	Valid
	MU6	0.714	Valid

Based on the test of the Price instrument quality, there is one low loading factor instrument obtained with its loading factor is 0.683 and it needs to be dropped. As the result, the test obtains modified loading factor of each instrument, from the lowest is 0.727 to the highest was 0.876. It means that the loading factor of all items is above 0.7. Thus, the Price instrument is reliable.

Based on the test of the Brand Image instrument quality, there is two low loading factor instruments obtained with loading factors are 0.518 and 0.624 and both need to be dropped. As the result, the test obtains modified loading factor of each instrument, from the lowest is 0.797 to the highest is 0.889. It means that the loading factor of all items is above 0.7. Thus, the Brand Image instrument is reliable.

Based on the test of the Promotion instrument quality, it obtains the lowest loading factor is 0.762 and the highest is 0.858. It means that the loading factor of all items is above 0.7. Thus, the Promotion instrument is reliable.

Based on testing the quality of the Repurchase Intention instrument, the lowest loading factor is obtained from 0.714 to the highest 0.902. The loading factor of all items is above 0.7. Thus, the Repurchase Intention instrument is reliable.

Goodness of Fit Model (GoF)

According to the results of the calculations that have been carried out, the value of the suitability of the model/Gof is 0.782. It can be concluded that the fit of the model in this study is considered large because it is more than 0.36 (Ghozali and Latan, 2015).

Discussion of Hypothesis Test Results

Table 2. Direct Indirect Effect Score Test

Construct	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Price→ Repurchase Intention	0.328	0.336	0.061	5.403	0
Brand Image → Repurchase Intention	-0.031	-0.03	0.063	0.49	0.625
Promotion → Repurchase Intention	-0.048	-0.05	0.058	0.826	0.41
Customer Satisfaction → Repurchase Intention	0.629	0.625	0.065	9.709	0
Price→ Customer Satisfaction → Repurchase Intention	0.26	0.263	0.044	5.876	0
Brand Image→ Customer Satisfaction → Repurchase Intention	0.14	0.14	0.04	3.486	0.001
Promotion→ Customer Satisfaction → Repurchase Intention	0.228	0.234	0.041	5.588	0

Based on the results of direct tests obtained among three endogenous variables (X1-X3), one exogenous variable (Y), and one mediating variable (Z), it can be concluded that Price (X1) has a positive and significant effect on Repurchase Intention (Y). It is explained by the test result of original sample value of 0.328 which is close to +1 and has a T-Statistics value of 5.403 (>1.96) and a P Value of 0 (>0.05).

Next, it can be concluded that Citra Marek (X2) has a statistically insignificant effect on Repurchase Intention (Y). This is known by the results of show an original sample value of -0.031 which is close to -1, a T-statistics value of 0.49 (<1.96) and a P Value of 0.625 (<0.05).

Another one, it can be concluded that Promotion (X3) has a statistically insignificant effect on Repurchase Intention (Y). It can be explained from the test results of original

sample value of 0.048 which is close to -1, a T-Statistics value of 0.826 (<1.96), and a P Value of 0.41 (>0.05).

The last direct effect, it can be concluded that Customer Satisfaction (Z), has a positive and significant effect on Repurchase Intention (Y). This is shown by the test results between the two variables which show an original sample value of 0.629 which is close to +1 and has a T-Statistics value of 9.709 (>1.96) and a P value of 0 (>0.05).

Meanwhile, based on the results of indirect tests among those mentioned variables, it can be concluded that Price (X1) has a positive and significant effect on Repurchase Interest (Y) through Customer Satisfaction (Z). This is shown by the test results which show an original sample value of 0.26 which is close to +1 and has a T-Statistics value of 5.876 (>1.96) and a P value of 0 (>0.05).

Further, it can be concluded that Brand Image (X2) has a positive and significant effect on Repurchase Intention (Y) through Customer Satisfaction (Z). This is shown by the test results which show an original sample value of 0.14 which is close to +1 and has a T-Statistics value of 3.486 (>1.96) and a P value of 0 (>0.05).

Moreover, it can be concluded that Promotion (X3) has a positive and significant effect on Repurchase Interest (Y) through Customer Satisfaction (Z). This is shown by the test results which show an original sample value of 0.228 which is close to +1 and has a T-Statistics value of 5.588 (>1.96) and a P Value of 0 (>0.05).

Table 3. Hypothesis of Mediating Test Effect Result Mediation Research

Effect Among Variables	Direct Effect	Indirect Effect	Result
Price → Customer Satisfaction → Repurchase Intention	Significant	Significant	Partial Mediation
Brand Image → Customer Satisfaction → Repurchase Intention	Unsignificant	Significant	Full Mediation
Promotion → Customer Satisfaction → Repurchase Intention	Unsignificant	Significant	Full Mediation

Based on the results of direct effect and the Indirect Effect test, it can be inferred that Customer Satisfaction can mediate the effect of Price on Repurchase Intention with the Partial Mediation category. Meanwhile, the influence of Customer Satisfaction in mediating Brand Image and Promotion on Repurchase Intentions is in the Full Mediation category.

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the study, it is known that price has a significant effect on repurchase intention. The higher price is set by Easy Shopping, the lower customer will have Repurchase Intention. Meanwhile, the lower price is set, the higher customer's repurchase intention is.

Furthermore, Brand Image has a statistically insignificant effect on increasing customer Repurchase Intention. Although the secondary data in this study explains that a good brand image can convince customers to feel satisfied because they have bought products from the right company and guaranteed quality, on the contrary, from the study, it is known that Brand Image is still not able to increase Customer Repurchase Intention significantly.

In addition, Promotion has a statistically insignificant effect on increasing Customer Purchase Interest. In other words, even though the company offers more promotional programs to customers, it is not enough to directly stimulate Customer Repurchase Intention.

On Customer Satisfaction, it is known to have a significantly direct influence on Customer Purchase Intention. This means that the higher customers feel satisfied with the

service and product quality, the stronger customers' behavior to make repurchases in Easy Shopping catalog will be.

This study finds price has a positive and significant effect on customer satisfaction. Considering the reasonable price that needs to be paid by customers, this can give a good impression to the company so that it is able to present Customer Satisfaction after shopping from Easy Shopping catalog.

Then, this study finds Brand Image has a significant direct effect on Customer Satisfaction. According to the results of this study, customers who have a positive image in addition to past good experiences with Easy Shopping will create customer satisfaction.

From this study, it can be inferred that Promotion has a significant direct effect on Customer Satisfaction. It was found that promotional programs implemented by Easy Shopping could be a strong factor influencing Customer Satisfaction.

Further, the result of the study shows that Price has a significant effect on Repurchase Intention which is mediated by Customer Satisfaction in the partial mediation category. By considering reasonable pricing and in accordance with products which customers obtained, it will give a good impression to the company so that customers feel satisfied and can generate interest in repurchasing.

Moreover, Brand Image has a significant effect on Repurchase Intention which is mediated by Customer Satisfaction in the full mediation category. By starting a branding strategy by either online or offline channels, it can attract various customers segment to become regular buyers with consistent transactions can create consumer satisfaction and become an important factor in generating Customer Intention in making repeated purchases.

The finding of this study also explains that Promotion has a significant effect on Repurchase Intention which is mediated by Customer Satisfaction in the full mediation category. Some efforts to increase sales are utilizing promotions through social media, using brand ambassadors more optimally as agents of engagement, increasing unique promotional concepts. Particularly in the case of premium product samples, it is hoped that more attention will be paid because some respondents have never received premium samples from Easy Shopping.

Suggestion

Easy Shopping management is suggested to be able to set a reasonable price policy. This can be done by formulating it at strategic meetings involving all Easy Shopping stakeholders so that the decisions taken reflect the right price for consumers. It is hoped that this method can provide added value for consumers to continue to repeatedly purchase products from the Easy Shopping catalog.

Furthermore, Easy Shopping management can improve their brand image so that the market segment becomes wider and more sustainable business continuity. Various channels to be implemented on social media such as Instagram, Facebook, Twitter and Tiktok. Selection of Brand Ambassadors or influencers can also help change or improve Easy Shopping's good name to attract the attention of a wider diverse market segment.

In addition, Easy Shopping should diversify its promotional programs. Campaign promotion offering money prizes that are held periodically need to be packaged attractively following trends involving marketing channels in the digital era, utilizing social media, maximizing brand ambassadors or influencers, it is hoped that this will bring satisfaction to customers who have shopped before.

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