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Impact of E-Service Quality, Brand Awareness, Advertising, and Brand Image for Repurchase Intention on The Specialty Store

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ABSTRACT

This study aims to examine the effect of e-service quality, brand awareness, advertising in influencing the brand image of the specialty store on the behavior of consumers' decisions to repurchase specialty store products. The sample of this study was taken from the consumer population in the Greater Jakarta area. This study uses a questionnaire to measure the effect of the relationship between independent variables (e-service quality, brand awareness, advertising), and mediating variable (brand image) on the dependent variable (repurchase intention). The research results were analyzed using Partial Least Square (PLS) tools. Based on the results of the study, it was found that e-service quality and brand awareness had a significant effect on brand image, while advertising did not have a significant effect on brand image. For the brand image itself has a significant influence on repurchase intention. The results show that the level of e-service quality and brand awareness plays an important role in improving the brand image in specialty stores. Therefore, to increase the achievement of sales targets, a specialty store needs to improve its brand image because it has an impact on consumer repurchase decision behavior. In this study, the variable e-service quality is used which is a digital-based service through the internet network where previous studies have tested service quality on brand image, but have not focused on digital-based services.

1. Introduction

In the grocery industry, customers can differentiate different brands in a variety of ways, primarily through their shopping experience. Customers will not choose a store just because of the product, but they will choose it because it provides a comfortable and useful experience (Morgan, 2020). In 2010 globally, specialty stores accounted for approximately $483 billion. It is listed as the most profitable specialty store market segment where annual growth is 2% from 2006 to 2010 (MarketLine, 2011). Over time, specialty stores have become the customer's choice in finding needs because they provide personalized services for more specific product needs (Gagliano and Hathcote, 1994;

Turner, et al., 2015).

The specialty store commonly has its own target consumers, unlike the general grocery store which caters to customers at all levels, and has a wide variety of products. Specialty store consumers have special characteristics, usually they prefer specialty stores when they want to buy something specific of they need.

This study examines the effectiveness of specialty store businesses in Indonesia in attracting consumer repurchase. The wholesale (retail) industry referred to by the researcher refers to specialty stores that sell chicken, eggs, frozen food, and processed products in Indonesia, such as Prima Freshmart (PFM), Japfa

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Comfeed and Best Meat. Currently, specialty stores have spread throughout Indonesia. One way to attract customers' attention is to sell high-quality products, such as popular brand products, at lower prices than regular retail stores. Specialty stores are currently expanding there service by utilizing the digital capabilities by developing websites and using e-commerce to provide better access and interaction with customers. In addition to direct sales through stores, specialty stores also sell and promote their product online from the website and using e-commerce platforms such as Shopee, Grab, Gojek and Tokopedia. Every year, specialty store players continue to add stores, but from the data the average sales per year have not met the company's sales targets or expectations. One of the focuses of this research is to improve the brand image which will ultimately affect the repurchase intention of the customer.

Because specialty stores have physical and online stores, it can be said that they are very accessible or make it easier for customers to find them, so this study also considers measurements related to store brand image. In carrying out the promotion of its products, it is necessary to use various channels so that it can be conveyed quickly to customers, whether it is done through online or offline advertising media, so this research also needs to consider measurements regarding offline & online advertising. In addition, the role of purchase intention can significantly affect the success of sales in a product. Therefore, it is very important for companies to fully carry out marketing and sales activities to the fullest. Based on the findings of previous researchers that the higher the perception of store brand image, the positive impact on purchase intention in a store brand (Ni and Ning, 2018). It is also similar to the results of previous studies where the higher the store brand image, the higher the purchase intention for customers who tend to have a higher perceived value to produce higher purchase intentions when facing the preferences of a brand

(Razy and Lajevardi, 2015).

If customers are already aware of a brand, there is a possibility that a higher level of brand awareness can make purchase intention because this awareness will help them in eliminating doubts about the brand (Ansari et al., 2019). Companies should try to increase the number of advertisements but that does not mean that by increasing the number of advertisements produced will help companies influence purchase intention, so the company's marketing team in designing advertising campaigns needs to discuss directly by involving various participants to get more responses in attracting customers directly on purchase intention positive (Abbas et al., 2020). In increasing repurchase intention to customers, excellent service quality is needed in providing customer satisfaction (Ellyawati, 2017; Wen et al., 2011). In increasing online buying interest, we need to provide the best service to online customers (Ribbink et al., 2004; Lee and Lin, 2005; Lau et al., 2011). There are still few studies that examine the effect of e-service on brand image and its effect on purchase intention. In this study we also analyze the effect of e-service quality on brand image. Therefore, the purpose of this study is to analyze the effect of e-service quality on brand image, the effect of advertising on brand image, the effect of brand awareness on brand image and the effect of brand image on repurchase intention.

2. Literature Review
Theory of reason action

Martin Fishbein and Icek Ajzen in 1980 first introduced the Theory of Reason Action (TRA). This theory explains the relationship of belief (belief), will (intention), attitude (attitude) and behavior (behavior). The Theory of Reasoned Action (TRA) explains that humans will consciously considervarious information and also the implications of the actions they take. This study uses the application of Theory of Reasoned Action (TRA) which will investigate the factors that influence purchase intention. The Theory of Reasoned

Action (TRA) method is suitable for use in this study to explain the relationship or influence between e-service, brand awareness, advertising & brand image
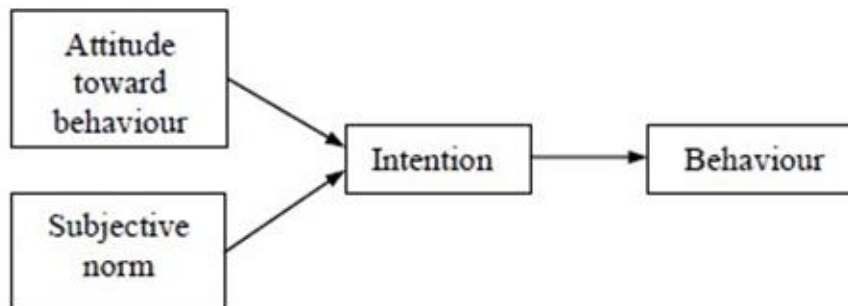
variables on repurchase intention.

Figure 1. The theory of reasoned action
Source: Fishbein and Ajzen, 1975

Specialty store

A specialty store is a retail store that sells products from a certain type of product line. Specialty stores are more focused on the various products they have. Examples of specialty stores are Prima Freshmart, K-24 pharmacy drugstore, Gramedia bookstore, etc. Specialty stores only offer a more limited range of products, thus offering only a portion of the product line. Therefore, specialty stores usually only offer specialty products. The products offered are regular products and shopping products. Specialty stores have their own target consumers based on their marketing knowledge. This is different from department stores and single-line stores, which target markets at all levels of society, selling various products to meet consumer needs (Alma, 2005).

E-Service quality

E-service quality is a service that effectively and efficiently supports shopping, procurement and distribution activities through the internet network media (Wu, 2014). E-service quality is a measure of the efficiency and effectiveness of a website in facilitating shopping, purchasing, and delivery of products or

services to consumers (Parasuraman et al., 2005). Meanwhile, according to Bressolles and Durrieu (2011), e-service quality has different characteristics. Compared to traditional services, the quality of electronic services has different characteristics. Electronic service quality prioritizes the difficulty of obtaining information between consumers and electronic-based service providers. However, online website services have challenges in providing online services, such as server problems, connection problems, or data backup problems, etc. Based on the above opinion, we can draw a conclusion that e-service quality is a service provided by a company in fulfilling and facilitating service to consumers virtually so that it can assist in serving consumers in meeting their needs.

Advertising

In conveying about a product or service to consumers can use advertising media. Advertising is a communication technology used by marketers to convey information to consumers. Advertising is a way to convey announcements and promotional messages through a space or time purchased in various media (Bovee and Thill, 2011). According to De Chernatony

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et al. (2010) said that advertising is currently widely used and makes real contact with consumers. Advertising can communicate the functional and emotional value of brands and products to consumers, thereby creating strong, profitable and unique brand relationships in consumers' minds. A consumer tends to choose a brand that is familiar to them, this indicates a high level of consumer awareness of the brand (Hsu and Hsu, 2014).

Brand awareness

Brand Awareness can reduce time and risk to consumers and shorten the time in searching for products during purchase transactions (Verbeke et al., 2005). Social media can push the boundaries of time and space in business interactions with potential customers and promote products so that potential customers feel closer (Mersey et al., 2010). Promotions carried out in product sales can affect purchase intention (Akhter et al, 2014). The effectiveness of an advertisement has a positive and significant influence in increasing brand awareness (Charanah and Njuguna, 2015). Social media such as Facebook can have a significant impact on consumer purchase intentions (Duffet, 2017). The more promotion and advertising channels on social media, the more influence it will have in increasing brand awareness (Schivimski and Dabrowski, 2014). The higher consumers are aware of a brand, the more it will influence consumer decisions in purchasing a brand or product (Shahid et al., 2017).

Brand image

In winning the hearts of customers, a strong and positive image is needed. The brand image of the product being sold is one of the factors that determine the decision to repurchase at a specialty store. (Kotler and Armstrong, 2012). Brand image is the most important part of the product, because the brand image reflects the product. In purchasing decisions by consumers are influenced by a better and positive brand image. Consumer behavior in purchasing decisions needs to be understood by the company, this is a condition that must be met in order to win the competition. Saputri and Pratana (2014) explain the influence of brand image on product loyalty.

According to Schifman and Kanuk (2010), brand image is a long-lasting and relatively consistent perception that is formed through experience. Brand image has an influence on consumer attitudes and behavior towards the brand. In buying a product, one of the things that motivates consumers is the brand image. The better the brand image, the greater the consumer's interest in buying the product, a good brand image will make consumers trust and be safe in buying the product.

Facts have proven that brand image has an impact on the effect of repurchase intention. Chen & Hsieh (2011) show that the higher the brand image perceived by consumers, the higher the consumer's repurchase interest.

Repurchase intention

It is not easy to understand the needs and wants of consumers in reality. Customers can change their minds at the last second, and of course marketers want customers to be positive, i.e. willing to buy the goods offered. To attract or increase customer buying interest, marketers must first understand how customers make decisions. According to Assael Sukmawati and Suyono quoted in Pramono (2015), buying interest is a stage that consumers go through before planning to buy a product. Consumer buying interest reflects the desire and desire of consumers to buy products (Tjiptono, 2015). Meanwhile, according to Kotler and Keller (2016), buying interest is a movement from one brand to another by looking at the possibility of consumers buying brands and services. If the benefits outweigh the sacrifices to obtain it, the higher the incentive to buy. According to Jakada et al. (2016), repurchase intention is a real action of a customer in buying or using the same product. When

customers buy a product, they have the potential to repeat their purchase (Peyrot & Doren, 1994).

Research model and hypothesis development

Based on the research problems above, the research model developed is as follows:
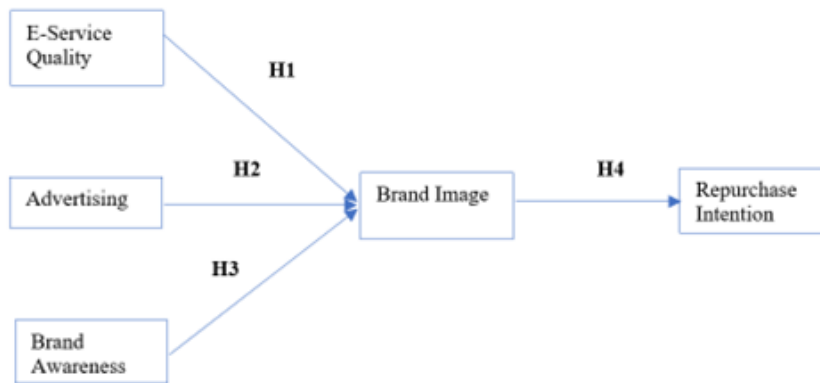

Figure 2. Research framework
Source: Primary data, 2021

Based on the understanding and research model above, the researcher developed four hypotheses to test, as follows:

H1: There is a significant effect between e-service quality on brand image.

H2: There is a significant effect between advertising on brand image.

H3: There is a significant effect between brand awareness and brand image.

H4: There is a significant effect between brand image on repurchase intention.

3. Methods
Study design

Research design is a procedure and plan for conducting research. Decisions on extensive consideration of detailed data collection and analysis methods (Creswell, 2009). In conducting research, we can use various types of research methods and designs according to the objectives, characteristics and problems. In research, the researcher determines the design as a plan that will be used for research related to the research objectives.

The use of descriptive research is to identify between previously unrecognized phenomena or part of a wider study involved in an analysis so as to explain conditions and diagnose problems (Loeb et al., 2017). In order to express the perceived reality and realize a positive correlation between structures, it is necessary to understand the theoretical structure. Exploratory, cross-sectional and correlational research are the initial empirical pathways (Silva, 2017).

This study uses a descriptive quantitative method which measures and analyzes the causal relationship on each variable. Quantitative research is carried out using data measurement methods and through statistical analysis processes. Descriptive research is a type of conclusive research to explain something which is usually related to market characteristics or functions (Malhotra, 2010).

Operational variable

There are dependent variables, independent variables and moderating variables. The dependent variable is influenced by the independent variable. The

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independent variable is a variable that affects changes in the dependent variable. The moderating variable affects the relationship between the independent variable and the dependent variable into an indirect relationship that cannot be observed and measured. The intermediary between the independent variable and the dependent variable is a moderating variable that affects the dependent variable indirectly (Sekaran and Bougie, 2013; Parwati and Widelia, 2018). The independent variables in this study are the quality of e-service quality, advertising, and brand awareness. The dependent variable in this study is the desire to repurchase. The moderating variable in this study is the brand image.

Questionnaire development

The questionnaire distributed consisted of 26 question indicators which included e-service quality, advertising, brand awareness, brand image & repurchase intention. This questionnaire uses a Likert scale where the scale (1) strongly disagrees and (5) is strongly agree. This Likert scale has the following information:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

According to Simamora (2005), in determining the criteria for respondents' answers, a rating scale and measurement of variable categories are used by making a scala range as follows:

SR = (m-n)/b

Where:

SR = Scala Range

m = Highest possible value

n = lowest possible value

b = number of classes

With 5 Likert scale measurements, the scala range is:

SR = (5-1) / 5 = 0.8

Population and sampling

This research is included in descriptive research using quantitative methods. The research population is consumers who shop at specialty stores, and the unit of analysis survey is male and female individual consumers in Jabodetabek. In increasing the representativeness of the sample to ensure that the characteristics taken are relevant in sufficient numbers, it is called purposive sampling (Cooperand Schindler, 2008). The sampling method from a population is applied so that everyone in the population has an equal opportunity to be selected (Kerlinger, 2006).

The population in this study are consumers who are in Jakarta, Bogor, Depok, Tangerang and Bekasi (Jabodetabek) which are considered to have the largest food consumption level when compared to other cities.

Sampling and data collection

The primary data source in this study was obtained by distributing questionnaires to consumers in Greater Jakarta based on a database at one of the specialty stores in Indonesia. While secondary data was obtained from social media and the website of the specialty store company as well as other related websites as well as literature studies relevant to this research. The time dimension used in this study is cross-sectional, this means that this research was conducted within a certain period of time where data was collected only once (Saifuddin et al., 2018). The sample was drawn based on the population. The sampling approach was non probability-purposive sampling. The criteria for the respondents were set to be: consumer of specialty store that shopped through online application during period of 2020 to March 2021, lived in Jabodetabek area and have monthly income. According to Malhotra (2010) the determination of the number of respondents in a study is as follows:

n = N X 5

n = minimum sample size

N = Number of questions

From the above formula, this study determined the minimum sample to be: n = 39 X 5 = 195 respondents. The questionnaire distribution was conducted between April 2021 to May 2021 and was able to collect 317 valid respondents.

Data analysis

Data analysis was carried out with validation and reliability tests. Hypothesis testing will be carried out using the partial least square regression (PLS) method. The research is classified into associative research. According to Sugiyono (2015) in Parwati and Widelia (2018), research to determine the relationship between two or more variables is associative research. The independent variables in this study are E-service Quality, Advertising and Brand Awareness, while Brand image is the mediating variable and Repurchase Intention as the dependent variable. The purpose of this study was to determine the relationship between the independent variable and the dependent variable. Validity and reliability

Validity is a technique for measuring a concept (Sekaran and Bougie 2013, Parwati and Widelia, 2018). Therefore, the validity test was used to measure the invalidity of the questions in the questionnaire. Validity test is used to determine irrelevant questions so that they can be discarded. By using PLS, the validity value can be determined from the average variance extract (AVE), it is said to be valid if the AVE value is greater than 0.5. If the loading factor value is greater than 0.7, then the validity is proven. PLS analysis

The data analysis technique in this study used partial least squares (PLS). PLS is an equation model from Structural Equation Modeling (SEM), which uses a structural equation modeling method based on

variance or components. PLS is a strong analytical method because it does not assume that the current data has a certain measurement scale and can be used for a small number of samples (Ghozali, 2011). The model in this study is relatively complex and the sample size is limited, so the SmartPLS software is suitable for data analysis. Smart PLS uses the bootstrap method or random multiplication. So the assumption of normality is not a problem. In addition, with the application of bootstrapping, a minimum sample size of SmartPLS is not required, so this method can be applied to studies with small sample sizes. The outer and inner model are used for measurement. According to Ghozali (2011) there are three categories in PLS obtained from parameter estimates; 1) Weight estimation which aims to assess latent variables, 2) Estimation of paths for connecting latent variables and their indicator blocks, 3) Relationship with mean and regression constant values for indicators and latent variables.

To get the three estimates in the research, PLS there are three stages of the iteration process in PLS to produce estimates or estimates for each iteration. The first stage produces weight estimates, the second stage produces inner and outer model estimates, and the third stage produces mean and position estimates (constant).

4. Results

This section consists of data collected from questionnaires obtained from 317 respondents and then an analysis is carried out starting with the validity test using Average Variance Extracted (AVE) and reliability using Cornbach's alpha. Hypothesis testing using multiple regression analysis techniques.

Validity and reliability testing

Table 1. Validity and reliability results

Variable	Item	Factor Loading	Cronbach's Alpha	AVE	Composite Reliability
E-Service Quality	EQ1	0.785	0.929	0.703	0.943
	EQ2	0.878			
	EQ3	0.861			
	EQ4	0.876			
	EQ5	0.865			
	EQ6	0.868			
	EQ7	0.0724			
Advertising	AD1	0.834	0.955	0.691	0.961
	AD2	0.793			
	AD3	0.821			
	AD4	0.822			
	AD5	0.860			
	AD6	0.840			
	AD7	0.807			
	AD8	0.854			
	AD9	0.838			
	AD10	0.835			
	AD11	0.840			
Brand Awareness	BA1	0.838	0.904	0.723	0.929
	BA2	0.837			
	BA3	0.810			
	BA4	0.880			
	BA5	0.885			
Brand Image	BI1	0.849	0.934	0716	0.946
	BI2	0.782			
	BI3	0.847			
	BI4	0.882			
	BI5	0.872			
	BI6	0.805			
	BI7	0.882			
Repurchase Intention	RI1	0.883	0.939	0.703	0.943
	RI2	0.918			
	RI3	0.914			
	RI4	0.906			
	RI5	0.861			

Source: Output smartPLS 3.2.9

Based on the results in table 1 shows the results of the validity and reliability test of the data analysis. The validity value can be determined from the Average Extracted Variances (AVE) where if the AVE value is more than 0.5, it can be stated that the data is valid. Validity can also be proven if the loading factor value is more than 0.7. Table 1 shows that all questionnaire items are declared valid because the factor loading value for each item is more than 0.7. In Table 1 also shows that the questionnaire items have met the validity testing standards with an AVE score of more than 0.5. The reliability test is declared valid if the composite reliability value is more than 0.7. Based on the results of the analysis in table 1, it can be stated that all questionnaire items give a value of more than 0.7, which means that the questionnaire items are valid.

Table 2. Discriminant validity testing results

	Advertising	Brand Awareness	Brand Image	E-service quality	Repurchase Intention
Advertising	0.831				
Brand Awareness	0.773	0.850			
Brand Image	0.542	0.526	0.825		
E-service quality	0.777	0.992	0.488	0.839	
Repurchase Intention	0.763	0.811	0.578	0.019	0.897

Source: Output smartPLS 3.2.9

In the results of the discriminant validity test, the value of each variable is greater than the construction correlation value shown in table 2, which means that all variables are discriminant and valid. Discriminatory validity is carried out by comparing the square root value of the extracted average variance (AVE) in each structure with the correlations between other structures in the model. If the value of the AVE structure is greater than the correlation of all other structures, it is said to have good discriminatory validity. If the AVE measurement is greater than 0.50, it is considered good (Ghozali & Latan, 2015).
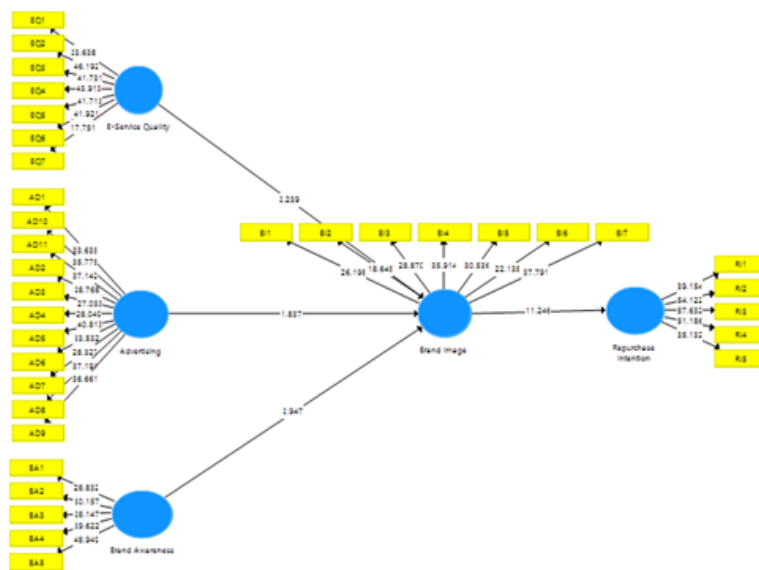

Figure 3. Full structural model
Source: Output smartPLS 3.2.9

Hypothesis testing results

Based on the results of data analysis using SmartPLS 3.2.9 software on all hypotheses, it was found that 3 hypotheses were accepted and one hypothesis was not accepted as shown in table 3. This study uses a 95% confidence level where if the p-value <0.05 then the hypothesis has a significant effect for each variable, but if the p-value> 0.05 then the hypothesis has no significant impact.

In Hypothesis 1, e-service quality has a significant effect on brand image. Based on the results of data analysis, it can be concluded that hypothesis 1 is

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accepted because the p-value is 0.025 so the p-value is < 0.05. The results of this analysis, it shows that e-

service quality has a significant effect on brand image.

Table 3. Hypothesis testing results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Results
E-Service Quality -> Brand Image	0.175	0.175	0.078	2.239	0.025	Accept H1
Advertising -> Brand Image	0.197	0.199	0.107	1.837	0.066	Reject H2
Brand Awareness -> Brand Image	0.271	0.269	0.092	2.947	0.003	Accept H3
Brand Image -> Repurchase Intention	0.578	0.579	0.051	11.246	0.000	Accept H4

Source: Output smartPLS 3.2.9

In Hypothesis 2, advertising has a significant effect on brand image. Based on the results of data analysis, it can be concluded that hypothesis 2 is rejected because the p-value is 0.066 so the p-value is > 0.05. The results of this analysis, it shows that advertising has no significant effect on brand image.

In Hypothesis 3, brand awareness has a significant effect on brand image. Based on the results of the data analysis, it can be concluded that Hypothesis 3 is accepted because the p-value is 0.003, so the p-value < 0.05. From the results of the analysis, it can be seen that brand awareness has a significant effect on brand image.

In Hypothesis 4, brand image has a significant effect on repurchase intention. Based on the results of data analysis, it can be concluded that Hypothesis 4 is accepted because the p-value is 0.000 so the p-value is < 0.05. From the results of this analysis, it can be seen that brand image has a significant effect on repurchase intention.

5. Discussion

E-service quality and brand awareness are 2 variables that have a significant influence on brand image. However, brand image is not influenced by advertising variables. Consumer purchase intention

has a significant influence on brand image.

The results of the research on the e-service quality variable, which showed a significant influence on brand image, were the same as previous research which stated that service quality could have an effect on improving brand image (DAM, 2021).

In contrast to the e-service quality variable, the advertising variable shows an insignificant effect on brand image, but this result is different from previous research such as Nagar (2016) which states that advertising has a significant effect on brand image. These different results can occur because the specialty store has not been maximal in advertising or promotion to its consumers so it is not significant enough to affect the brand image of its specialty store.

Compared to the e-service quality variable, the advertising variable has no significant effect on brand image, but this result is different from previous research, for example, Nagar (2016) shows that advertising has a significant effect on brand image. The reason for these different results is that specialty stores do not maximize advertising or promotion to consumers, so the level of impact on the specialty store brand image is not large enough.

Then brand awareness has a significant influence on brand image. According to Ilyas et al (2020), the

results of this study support previous research where brand awareness affects repurchase intention. It is important for consumers to recognize and remember brands, where brand awareness is an indicator to measure brand strength in consumers' minds (Ambadar et al., 2007).

In addition, the results of this study also show that brand image has a significant effect on repurchase intentions or repurchase decisions. According to Kotler and Keller (2011), consumer purchasing decisions are discoveries about how individuals or groups buy goods or services to meet their needs and desires. Therefore, in order to increase the desire to repurchase specialty stores, it is necessary to improve the brand image which can have a significant impact. Brand image has a positive and significant effect on repurchase intention, which is in line with previous research (Sari and Santika, 2017).

6. Conclusion

The results show that e-service quality and brand awareness have a significant influence in influencing the brand image of specialty stores. However, advertising does not have a significant influence in influencing brand image. This result can occur because the specialty store has not been maximized in advertising or promotion to its consumers so that it is not significant enough to affect the brand image. Brand image has a significant influence on the consumer's decision to repurchase a specialty store. In addition, to increase consumer attractiveness, the company needs to improve its brand image first because it has a significant impact on consumer purchasing decisions.

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