Effect of Brand Positioning and Brand Awareness on Repurchase Intention and Consumer Satisfaction (Study on Online Marketplace)

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Abstract

This study was conducted to assess the effect of Brand Positioning, Brand awareness on Consumer Satisfaction and Repurchase Intention in the Online Marketplace. This study uses 100 respondents aged 18-35 years old that already have used the Online Marketplace e-commerce platform and are domiciled in the Jakarta, Bogor, Depok, Tangerang, Bekasi area. This study uses primary quantitative research methods to make the data obtained more accurate. This study uses the PLS-SEM data processing technique and is supported by SmartPLS 3.0 software that uses the outer and inner models. This study's results indicate each variable's effect on the intention to repurchase at Online Marketplace. The results of this study have implications for Online Marketplace to see what factors need to be considered that affect the intention to repurchase at Online Marketplace.

Keywords: Brand Positioning, Brand Awareness, Consumer satisfaction, Repurchase Intention, Online Marketplace.

1. INTRODUCTION

The development of today's all-digital era also impacts the opening of complete shopping access using online marketplace or e-commerce services. When viewed from the other side, the development of today's all-digital age encourages business people also to digitize the goods or products being sold. Therefore, making Indonesia an important market for e-commerce companies and digital marketing startups. This study is aimed to investigate the relationship between variables. The importance of Brand Positioning in a company in helping business actors position their brand to be the most preferred by consumers. When the company creates a good and accurate positioning, there is a psychological state in consumers who will use the product/service repeatedly. This is because consumers tend to choose products or services from brands they know, which increases sales. Based on the data from the Ministry of Communication and Information data, it is stated that online business players in Indonesia have reached 78%, which means that Indonesia is in the first rank with the highest growth in the world. Ministry of Communication and Informatics of Indonesia also revealed that data sourced from Bank Indonesia stated that the value of transactions in e-commerce during the first semester of 2021 reached Rp. 186.75 trillion or grew by 63.36% compared to last year. Based on data sourced from similar web in the second quarter, Online Marketplace is Indonesia's most visited e-commerce platform. Objectively, this study aims to analyze the role of brand positioning and awareness in influencing repurchase intention and consumer satisfaction, either directly or indirectly. This study changed the research object from the Shopee e-commerce application to Online Marketplace and added a new variable, brand positioning. Thus, to undertake a modification study of the earlier research model in this study.

2. LITERATURE REVIEW

2.1 Brand Positioning

Brand positioning is about creating an optimal location in the minds of existing and potential consumers so that they think of the brand the right way Keller, Lane (1999). Brand positioning is a promise made by a brand, product, or business to customers to build and earn their trust of consumers. Brand position renewal responds to target market fit, customer changes, market dynamics and trends, and company goals and objectives. (Amanda & Zulfebriges, 2016). According to Philip Kotler in Mark Plus & Co (2005:57), Brand Positioning is the act of designing the company's offerings and image to occupy a special place in target customers, benefits, and prices. According to Bloom and Boone in Muhammad Tody Arsyanto and Rahmawati (2018), brand positioning aims to create a distinctive image to present the company and its products in the minds of consumers (Astana, I Gusti, Awaratara, 2019). Positioning is a strategy that aims to create a unique distinction in customers' minds. So that a brand image is formed or the product outperforms a competitor's brand or product, Fandy Tjiptono, (2008:109) (Muttaqin & Wiwaha, 2020). So Brand Positioning is a way for companies to create and lead consumers to understand what we expect; the understanding we make is the consumer's thinking so that in the end, our company has a specific place in the hearts or minds of consumers.

2.2 Brand Awareness

Brand awareness is a super definition, including brand recognition, potential presence to be remembered, and information and ideas about products (Ozkul & Bilgili, 2015). Ekhveh and Darvishi (2015) show that brand awareness is associated with information nodes in memory with the customer's ability to recognize the brand under various conditions reflecting consumer brand awareness. Jamil & Wong (2010) define brand awareness as brand recognition and recall of a brand or brand (Chinomona & Maziriri, 2017). Brand awareness has several levels starting from the low level, namely, not about the brand and brand recognition, the top of the mind stage of remembering. Brand awareness can signify a significant presence, commitment and core for a company. So, if the brand knowledge is high, then the brand's existence can always be felt. Several factors usually cause a brand to gain heightened brand awareness by being advertised continuously and related to the presence and distribution of products that reach various circles (Mashur et al., 2019). A well-managed brand can improve customer satisfaction and value (Emma K. Macdonald, 2000). Brand awareness is a potential buyer's ability to recognize or recall that a brand is part of a particular product category. Consumers tend to buy already known brands because they feel safe and comfortable with something known beforehand. In other words, known brands have the possibility of dependence, stability in business, and quality that can be accounted for. According to Ikhsani, the definition of brand awareness is the ability of consumers to perceive or remember that a brand is related and is a member of a particular product so that customers who have an awareness of a brand will automatically be able to describe the elements of the brand without having to be helped (Ali, 2019). Brand awareness is an essential component of brand equity. The first step to building brand equity is to create brand awareness, according to Aaker (1991) in (Awad Alhaddad, 2015). Brand awareness generates brand equity in four different ways, firstly creating a brand in consumers' memories, secondly giving the brand a feeling in the minds of consumers, thirdly giving the brand a race of trust, and fourthly providing a sufficient reason to consider the brand (Gil et al., 2007). And according to (Sasmita & Mohd Suki, 2015), brand awareness is how consumers associate brands with specific products that the brand wants.

2.3 Consumer Satisfaction

As a result of previous purchasing experiences, consumer satisfaction is a strong predictor of brand loyal behaviour (O'Cass & Viet Ngo, 2011). Under normal circumstances. In Hackman's research, it is considered that there is a positive relationship between customer e-satisfaction and online purchase intention (Hackman et al., 2006). Firdaus Khan and Noura Al Jahwari (2018), in their study of the factors influencing online shopping customer satisfaction in Oman, concluded that the perception of youth confirms product quality & service assurance affects online customer convenience and satisfaction (Sanyala & Hisamb, 2019). Organizations must be consumer-oriented in a global economic and business environment where competition is fierce because otherwise, they will suffer fatal consequences (Firman et al., 2020). Defines consumer satisfaction as a person's feeling of pleasure or disappointment resulting from comparing product performance and quality with expected expectations. Producers are said to be able to provide satisfaction if the performance of services or products can meet consumer desires. Consumer satisfaction results from perceptions, evaluations, and psychological reactions to experiences gained from consuming goods or services. Thus, it can be said that happiness is relative. The only thing that can measure satisfaction with a product is the consumer who uses or consumes the product (Benoit et

al., 2020). The fulfilment of consumer satisfaction becomes an exciting dynamic for marketers because of the non-standard expectations that must be met for every product. From consumer satisfaction, an assessment of the product consumed will be formed so that consumers can decide whether the product is suitable for consumption in the future. Perceived satisfaction with the performance of a product can also make consumers recommend the product to others (Mashur et al., 2019). Thus, the intention to repurchase or repurchase intention can also be done through other people. This makes researchers choose consumer satisfaction as a mediator variable in this study.

2.4 Repurchase Intention

According to Solomon (2009), interest is a state in which a person, before taking action, can be used as a basis for predicting behaviour or activity. Interest will affect consumers in making decisions about the final choices that consumers will make. Buying interest can lead to buying or not the product or service (Fatmedya & Hadi, 2020). Repurchase intention is the possibility that buyers have the intensity to repurchase a product (Dodds et al., 1991). repurchase intention results from a study of consumer behaviour on the performance of the products consumed. Repurchase intention is a decision-making process by consumers after purchasing products offered or needed by consumers (Anoraga, 2000). Repurchase intention is considered essential in influencing customer attitudes towards product repurchase (Dick & Basu, 1994). Retaining customers is a critical determinant of the success rate, which is considered an essential determinant of a company's marketing strategy (Cronin et al., 2000). Increasing competition between companies will attract new customers and attracting new customers will require more time and cost. So many companies follow a defensive strategy. They focus on protecting existing customers or getting them to repurchase rather than focusing primarily on new customers and increasing market share. Repurchase intention is good and shows a deep commitment from customers to a particular brand (R.L., 1999). Repurchase intention is a behaviour that comes from that customer loyalty, which means that the customer is very loyal to the brand, perhaps to introduce the brand or its products to others. Especially if the service is reliable and satisfying, customers will have higher loyalty and continue to buy from the company next time.
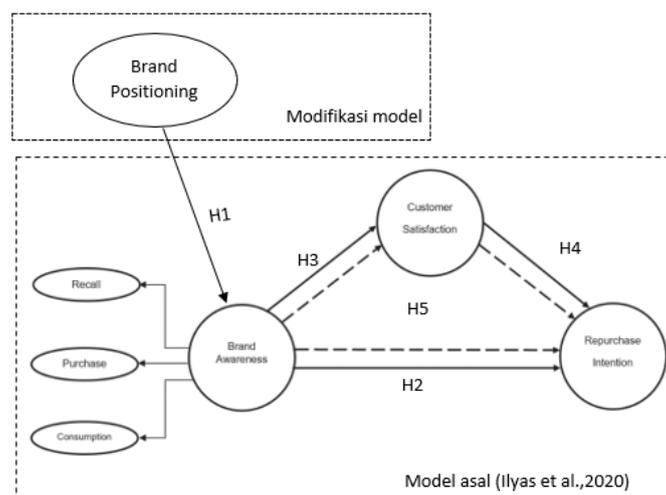

Figure 1 Research Framework Model

4. RESULTS AND DISCUSSION

4.1 Measurement Model Analysis (Outer Model)

4.1.1 Validity and Reliability Test

4.1.1.1 Validity Test

Measurement of validity is done by analyzing the respondent's data as many as 100 respondents which gives results on Outer Loading, Cross Loading and AVE. When performing calculations, the software used to perform this analysis is SmartPLS 3.0. The following is a table of analysis of the results of the Validity Test.

Table 1 : Validity Test Results

Variable	Indicator	*Outer Loading/Cross Loading*	Conclusion	*AVE*	Conclusion
Brand Positioning	N1	0,824	Valid	0,642	Valid
	N2	0,766	Valid		
	N3	0,818	Valid		
	KN1	0,776	Valid		
	KN2	0,798	Valid		
	KR1	0,822	Valid		
	KR2	0,775	Valid		
	KR3	0,806	Valid		
	KB1	0,810	Valid		
	KB2	0,753	Valid		
	KS1	0,860	Valid		
Brand Awareness	RC1	0,840	Valid	0,563	Valid
	RC2	0,706	Valid		
	RC3	0,746	Valid		
	PC1	0,702	Valid		
	PC2	0,735	Valid		
	CO1	0,708	Valid		
	CO2	0,805	Valid		
Costomer Satisfaction	*CS1*	0,883	Valid	0,682	Valid
	CS2	0,752	Valid		
	CS3	0,838	Valid		
Repurchase Intention	*RI1*	0,901	Valid	0,724	Valid
	RI2	0,817	Valid		
	RI3	0,865	Valid		
	RI4	0,819	Valid		

Table 1 explains the results of the validity test, all measuring instruments are brand positioning, brand awareness, consumer satisfaction and repurchase intention. All measuring instruments meet the requirements and can be concluded in this study are valid and meet the rule of thumb.

4.1.1.2 Reliability Test

Respondents from this study were Online Marketplace consumers who had shopped at Online Marketplace as many as 100 respondents, this study used SmartPLS. The table below will show the results of the data that has been processed through the SmartPLS 3.0 software. The limit value is declared reliable if > 0.7 for Conbach's Alpha and Composite Reability, the table below describes the results of Conbach's Alpha and Composite Reability as follows:

Table 2 : Reliability Test Results

Variable	*Conbach's Alpha*	*Composite Reability*	Criteria
Brand Positioning	0,944	0,952	Reliabel
Brand Awareness	0,870	0,900	Reliabel
Consumer Satisfaction	0,765	0,865	Reliabel
Repurchase Intention	0,874	0,913	Reliabel

Table 2 explains the results of the reliability test that all measuring tools in this study, namely brand positioning, brand awareness, consumer satisfaction and repurchase intention have a value of > 0.7. These results state that all variables are declared reliable.

4.2 Structural Model Analysis (Inner Model)

4.2.1 R-Square Value Analysis

The R-Square value can show how much exogenous variables can explain the endogenous variables from the 0-1 term, the closer to 1 the higher the level of prediction accuracy (Hair et al., 2014). The table below describes the results of the R-Square as follows:

Table 3 : Results of R-Square Value

Variabel	R-Square	R-Square *Adjusted*
Brand Awareness	0,571	0,567
Consumer Satisfaction	0,646	0,642
Repurchase Intention	0,673	0,667

The data presented in table 3 shows the value of the Brand Awareness variable of 0.571. This shows that the Brand Awareness variable with an R-Square (R2) value of 0.571 can be explained by the Brand Positioning variable of 57% while the remaining 43% is explained by other variables. The R-Square value of the Consumer Satisfaction variable is 0.646. This shows that the Consumer Satisfaction variable can be explained by the Brand Awareness variable of 64% and 36% can be explained by other variables. The R-Square value of the Repurchase Intention variable is 0.673. This can indicate that the Repurchase Intention variable can be explained by the Brand Awareness and Consumer Satisfaction variables.

4.2.2 F-Square Value Analysis

The value of effect size (f^2) can determine how big the effect of the path is, based on the value of effect size (f^2) that 0.02 has a small effect, 0.15 has a moderate effect, and 0.35 has a large effect, if below 0,02 has no effect, while above 0.35 has a large effect (Hair et al., 2014).

Table 4 : F-Square . Value Test Results

Variabel	*Brand Positioning*	*Brand Awareness*	*Consumer Satisfaction*	*Repurchase Intention*
Brand Positioning		1,334		
Brand Awarenes			1,823	0,647
Consumer Satisfaction				0,004
Repurchase Intention				

Based on table 4 above, it can be seen that the Brand Awareness path to Consumer Satisfaction has a strong effect, then other than that all paths have a strong effect as well, and the Consumer Satisfaction path to Repurchase Intention has the smallest effect among other pathways.

4.2.3 Q-Square Value Analysis

The value of Q^2 is used to see how well the structural model produces observation values, if the value of Q^2 is greater than 0 then the latent variable has predictive relevance (Q^2) to show the PLS path model for the construct (Hair et al., 2014).

Table 5 : Q-Square Value Test Results

Variabel	SSO	SSE	Q2(=1-SSE/SSO)
Brand Positioning	1100.000	1100.00	
Brand Awareness	700.00	483.391	0,309
Consumer Satisfaction	300.00	169.821	0,434
Repurchase Intention	400.00	217.170	0,457

The data in table 5 shows that all latent variables have a Q^2 value of more than 0, so it can be concluded that this research model has a relevant predictive value.

4.3 Hypothesis Testing Results

The overall model has variables that have causality between endogenous and exogenous variables. Hypothesis testing is carried out to find out whether the research hypothesis is accepted or not, to find out whether the hypothesis is accepted or not, the Bootstrapping procedure can be carried out by looking at the Path Coefficient and T-Statistic values (Hair et al., 2014). there is a vulnerable value of -1 to +1, which indicates where the closer to +1 the positive relationship is getting stronger, on the contrary if it is getting closer to -1, the negative relationship is getting stronger (Hair et al., 2014). And for the T-Statistic value that is in the range of -1.96 to +1.96, the hypothesis will be rejected or give a negative relationship (Hair et al., 2014).

Table 6 : Hypothesis Test Results (Bootstrapping)

Hubungan	Original Sample (O)	T Statisik	P Value	Kesimpulan
Brand Positioning -> Brand Awareness	0,756	6,202	0,00	H1 Accepted
Brand Awareness-> Consumer Satisfaction	0,804	15,127	0,00	H2 Accepted
Brand Awareness-> Repurchase Intention	0,772	4,556	0,00	H3 Accepted
Consumer Satisfaction-> Repurchase Intention	0,059	0,292	0,770	H4 Not Accepted
Brand Awareness->Consumer Satisfactin-> Repurchase Intention	0,047	0,291	0,771	H5 Not Accepted

Based on table 6 the analysis of each hypothesis can be concluded as follows:

1. Based on the data in table 6, it can be seen that the relationship between Brand Positioning and Brand Awareness was found to have an Original Sample (Path Coefficient) value of 0.756 and a T Statistic value of 6.202. So it can be concluded that the Brand Positioning hypothesis on Brand Awareness has a positive and significant influence.
2. Based on table 6, it can be seen that the relationship between Brand Awareness and Consumer Satisfaction has an Original Sample (Path Coefficient) value of 0.804 and a T Statistic value of 15.127. So that it shows that there is a relationship or a positive and significant influence between Brand Awareness on Consumer Satisfaction.
3. Based on table 6, it can be seen that the relationship between Brand Awareness and Repurchase Intention has an Original Sample (Path Coefficient) value of 0.772 and a T Statistic value of 4.556. So it shows that there is a positive and significant influence between Brand Awareness and Repurchase Intention.
4. Based on table 6, it can be seen that the relationship between Consumer Satisfaction and Repurchase Intention has an Original Sample (Path Coefficient) value of 0.059 and a T Statistic value of 0.292. So that it shows that there is a positive influence between Consumer Satisfaction and Repurhase Intention but does not have a significant influence between Consumer Satisfaction and Repurchase Intention, therefore the fifth hypothesis, namely the influence of Consumer Satisfaction with Repurchase Intention, is not proven.
5. Based on table 6, it can be seen that the relationship between Brand Awareness and Repurchase Intention mediated by Consumer Satisfaction has an Original Sample (Path Coefficient) value of 0.047 and a T Statistic value of 0.771. So that it shows that there is a positive influence between Brand Awareness and Repurchase Intention mediated by Consumer Satisfaction but does not have a significant influence between Brand Awareness and Repurchase Intention mediated by Consumer Satisfaction, therefore for the 5th hypothesis, namely the influence of Brand Awareness with Repurchase Intention mediated by Consumer Satisfaction is not proven.

4.4 Managerial Implications

This study aims to determine whether each variable has a positive and significant influence on other variables such as Brand Positioning and Brand Awareness variables on Consumer Satisfaction and Repurchase Intention. The following is an explanation for the managerial implications for each variable in this study, where the main object is Online Marketplace e-commerce.

1. Brand Positioning Against Brand Awareness
   The Brand Positioning variable is proven to have a positive and significant effect on Brand Awareness, the Online Marketplace study conducted in this study shows that Brand Positioning has a positive and significant influence on the Brand awareness variable. In measuring the Brand Positioning variable on Brand Awareness, the Brand Positioning variable contributed 0.765 or 76.5% of the contribution value to the Brand Awareness variable. It can be said that the Brand Positioning carried out by Online Marketplace increases the Awareness of consumers regarding the Online Marketplace platform as is the case with the free shipping tagline. which increases the memory or awareness of consumers about the shopping platform with free shipping on Online Marketplace which makes this variable have a positive and significant relationship.

2. Brand Awareness Against Consumer Satisfaction
   The Brand Awareness variable is proven to have a positive and significant effect on the Consumer Satisfaction variable. In measuring the Brand Awareness variable on Consumer Satisfaction, the Brand Awareness variable gives a contribution value to the Consumer Satisfaction variable of 0.804 or 80.4%, it can be said that the level of awareness that consumers have about Online Marketplace's e-commerce products is quite good which results in a high level of satisfaction. customers become connected with Brand Awareness such as the characters, logos and colors that characterize Online Marketplace as for things that can make consumers feel satisfied with an online shopping platform, namely the existence of shopping promos and also free shipping for consumers which can make consumers become happy to shop at Online Marketplace. This can indirectly increase consumers' memory and awareness about Online Marketplace, which makes the Brand Awareness variable have a positive and significant relationship to Consumer Satisfaction.

3. Brand Awareness Against Repurchase Intention
   The Brand Awareness variable is proven to have a positive and significant effect on the Repurchase Intention variable. In measuring the Brand Awareness variable on Repurchase Intention, the Brand Awareness variable provides a contribution value to the Repurchase Intention variable of 0.772 or 77.2%, it can be said that the level of awareness that consumers have about an online shopping brand or e-commerce Online Marketplace is indeed proven to increase repurchase intention from consumers, with a sense of awareness of a brand can increase consumer intentions to repurchase an online shopping platform as evidenced in the results of this study which shows the data results that there is a positive and significant influence on the Brand Awareness variable on Repurchase Intention.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

This study aims to examine the effect of Brand Positioning and Brand Awareness variables on the study at Online Marketplace. In this study, there are 3 proven hypotheses and 2 unproven hypotheses. The conclusions that can be drawn from this research are:

1. The Brand Positioning variable contributes 0.756 or 75.6% so Brand Positioning shows that there is a positive and significant influence on Brand Awareness in the Online Marketplace study.
2. The Brand Awareness variable contributes 0.804 or 80.4% so Brand Awareness shows that there is a positive and significant influence on Consumer Satisfaction in the Online Marketplace study.
3. The Brand Awareness variable contributed 0.772 or 77.2% so Brand Awareness showed that there was a positive and significant influence on Repurchase Intention in the Online Marketplace study.

4. The Consumer Satisfaction variable has a contribution value of 0.059 or 5.9%, so the data results reveal that Consumer Satisfaction has been shown to have a positive influence but does not have a significant effect on the study's repurchase intention at Online Marketplace.
5. The Brand Awareness variable has a contribution value of 0.047 or 4.7% so the data results reveal that Brand Awareness is proven to have a positive influence but does not have a significant effect on Repurchase Intention with the mediating variable Consumer Satisfaction in the Online Marketplace study.

5.2 Research limitations

This study can only describe a small part of the consumer characteristics of Online Marketplace e-commerce users in the Jabodetabek area because this study only examines consumers who have used Online Marketplace e-commerce media so that it cannot describe the characteristics of e-commerce consumers. in general. This research can be influenced by consumer bias, because respondents who can fill out the questionnaire are only respondents who have used the Online Marketplace e-commerce platform, so bias against Online Marketplace can occur. This research only focuses on 1 e-commerce platform, namely Online Marketplace, so it cannot cover consumer characteristics from other e-commerce platforms.

5.3 Managerial Advice and Implications

The results of this study can be used as a reference by Online Marketplace and other e-commerce platforms. The research suggestions that can be given are as follows:

Suggestions that can be given to further research is to expand the range of respondents outside Jabodetabek so that they can get different results, try different areas, and can also add or change variables.

Based on the results of research on factors that support Repurchase Intention, the managerial side can pay attention to other factors such as Brand Positioning and Brand Awareness which are proven to have a positive and significant impact on Repurchase Intention in this research conducted to Online Marketplace. Managerial parties must also pay attention to the Consumer Satisfaction factor, which in this study was found to have no relationship with the Repurchase Intention factor from direct or indirect methods on Online Marketplace.

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