

THE EFFECT OF SATISFACTION, BRAND TRUST, BRAND IMAGE ON REPURCHASE INTENTION WITH BRAND COMMITMENT AS A MEDIATION

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Abstract

The purpose of this research is to analyze the effect of Satisfaction, Brand Trust, Brand Image on Repurchase Intention with Brand Commitment as Mediation. The data are obtained directly from the distribution of questionnaires with google docs and whatsapp to consumers who have bought products in Ikea. The sample of respondents in this study was 220 employees. The results of the questionnaire were processed using structural equation model (SEM) with the help of AMOS 23.0. software. Hypothesis testing results show that Satisfaction has no effect on Brand Commitment, Brand Trust has a significant effect on Brand Commitment, Brand Image has a significant effect on Brand Commitment, Brand Commitment has a significant effect on Repurchase Intention, Satisfaction has no significant effect on Repurchase Intention with Brand Commitment as mediation, Brand Trust has a significant effect on Repurchase Intention with Brand Commitment as mediation, Brand Image has a significant effect on Repurchase Intention with Brand Commitment as mediation

Keywords: Satisfaction, Brand Trust, Brand Image, Brand Commitment, Repurchase Intention

INTRODUCTION

In Indonesia, every consumer is the main target that needs to be considered by producers or companies because each consumer has different perceptions and attitudes towards a product. Customer satisfaction occurs when a service or product meets or exceeds the consumer's expectations (Tolba et al., 2015). To achieve company success IKEA needs to make a dedicated effort to build trust in Indonesia, as local products already dominate the Indonesian market. And its marketing strategy is tailored to the characteristics of the Indonesian population. Customer satisfaction is a positive response from customers to the products they purchase. This positive response is created by their satisfaction with a product. Consumers will choose products with brands that have given them satisfaction, which will lead to repurchase intentions (Listiani, 2012). One of the reasons behind someone's interest in buying a product is satisfaction. Consumer satisfaction will create emotions towards the brand. Therefore, both consumers and producers will benefit if satisfaction occurs. Brand commitment (Brand commitment) is the degree to which a consumer is emotionally attached to a particular brand. Brand commitment involves the relationship between the brand and the consumer. To create commitment to a brand, companies can create a sense of trust. Trust is one factor in developing brand commitment, which will create repeat purchasing behavior, thus creating commitment to a brand (Rodrigues & Rahanatha, 2018). With trust, repeat purchasing intentions occur, which are inseparable from the brand image. Ayed (2017) stated that customers will feel satisfied with good service, friendly workers, and a comfortable place, thus forming a brand image that is embedded in the customer's mind. Previous research is Chiu and Won (2015), regarding consumer brand relationship in sport products and repurchase intention, the second research is Li, Robson, and Coates (2014) regarding luxury brand commitment: a study of Chinese consumers. This research is about **The Influence of Satisfaction, Brand Trust, and Brand Image on Repurchase Intention with Brand Commitment as a Mediator at the Ikea Company in Indonesia**

Research purposes

1. To find out whether Satisfaction has a positive influence on Brand Commitment
2. To find out whether Brand Trust has a positive influence on Brand Commitment
3. To find out whether Brand Image has a positive influence on Brand Commitment
4. To find out whether Brand Commitment has a positive effect on Repurchase Intention
5. To find out whether Satisfaction has a positive effect on Repurchase Intention with Brand Commitment as a mediator.
6. To find out whether Brand Trust has a positive influence on Repurchase Intention with Brand Commitment as a mediator.
7. To find out whether Brand Image has a positive influence on Repurchase Intention with Brand Commitment as a mediator.

Research Limitations

A limitation of this study is that it only examined the variables of Satisfaction, Brand Trust, Brand Image, Brand Commitment, and Repurchase Intention. This study specifically examined the IKEA Department Store industry in Indonesia. So that it can provide deeper insight into the development and continuation of consumer relationships with brands in products offered by IKEA from a long-term perspective.

THEORETICAL REVIEW AND CONCEPTUAL FRAMEWORK AND HYPOTHESES

Theoretical Review

Consumer satisfaction depends on product performance in providing relative value to consumer expectations, if a product's performance is in accordance with consumer expectations the perceived impact will be large, when product performance is lower than consumer expectations then consumers are not satisfied. According to (Westbrook and Reily, 2015) consumer satisfaction is a feeling felt by consumers both in positive and negative terms towards a product or service when the level of expectations or hopes they have has been met by the purchase and use of the goods or services. According to Lau and Lee in (Harisky 2013) "consumer trust in a brand (Brand Trust) is defined as the consumer's desire to believe in a brand despite the risks faced because of expectations that the brand will lead to positive outcomes". Trust is an important construct in relational exchange because relationships characterized by trust are highly valued. To increase the level of trust, companies must focus on keeping customer promises and consistently bringing their best interests to heart (Jumaev and Hanaysha, 2012).

Consumers evaluate brand image subconsciously, based on their own feelings rather than general product criteria. Brands are values and create an image of how the brand appears to consumers (Foroudi, Gupta, Kitchen, and Nguyen, 2016). Brand image is a series of brand associations that are linked in consumers' memories, leading to perceptions about the brand. An individual who is loyal to a brand tends to maintain the relationship and work towards commitment (Wong and Gao, 2014). Brand commitment can indicate a consumer's positive attitude toward a brand and a desire to establish a relationship with a product or service (Albert and Merunka, 2013). Commitment is an attitude that reflects the intention to maintain a long-term relationship because the relationship is perceived as valuable and beneficial. Ghalandari and Nourozi (2012: 1168) explain that "the intention to purchase a product can lead to repurchasing a product." The intention to repurchase the same product or brand in the future (future purchasing intentions) is highly anticipated by producers because repurchases indicate that the product produced by the producer is acceptable to the public. According to Kotler, Bowen, and Makens (2014), purchasing intention arises after an alternative evaluation process. In the evaluation process, a person will make a series of choices regarding the product to be purchased based on brand and interest.

Conceptual Framework

Based on the research variables that influence repurchase intention conducted by Jao Hong Cheng et al. (2018), Simon Ayo and Ejechi (2018), the conceptual framework used in this study is described as follows:

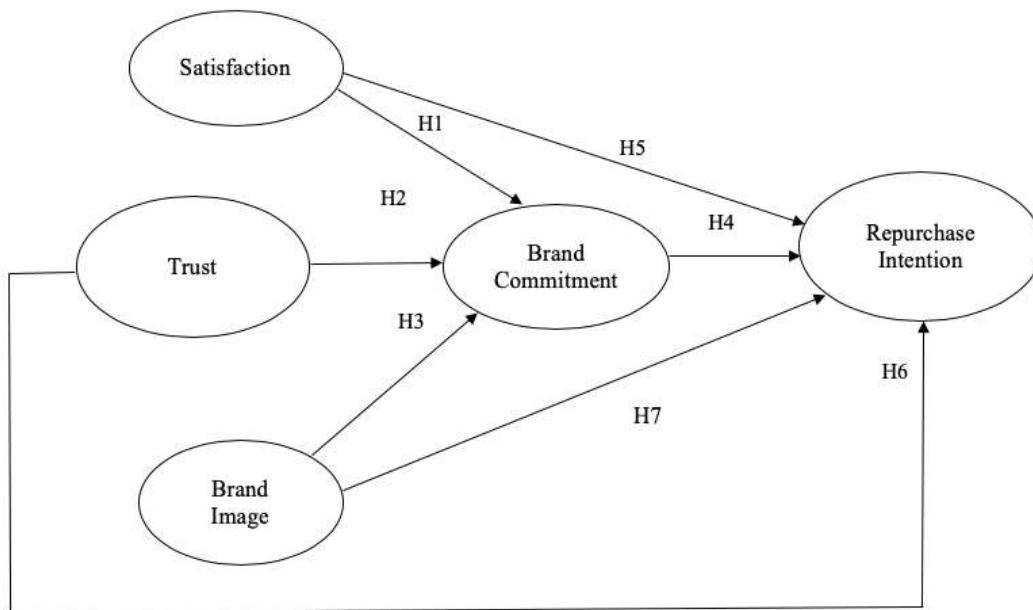


Figure 1. Conceptual Framework

Research Hypothesis

Consumer satisfaction significantly influences consumer commitment. A high level of consumer satisfaction will re-energize the purchase, creating a commitment that demonstrates an emotional bond. Consumers with high commitment develop strong relationships with brands, as well as a tendency to establish satisfying relationships (Walsh et al., 2010). Satisfaction was found to have a significant and positive influence on brand commitment. This finding is fully consistent with the results of Li and Petrick (2008), Sung and Campbell (2009), and Sung and Choi (2010). This indicates that satisfaction is the basic threshold that a brand must achieve to develop brand commitment.

H1: Satisfaction has a positive effect on brand commitment.

Trust is very important for buyers when deciding to invest effort into a relationship. Brand trust is a sense of security felt by consumers and can meet consumer consumption expectations. It can be said that consumer trust in a brand is defined as the trust that a product or service provider can be relied upon to behave in such a way that the consumer's long-term interests will be served (Chieh-Ping Lin. 2011:457). Trust is a precursor to commitment, where trust has a positive influence on a person's brand commitment. Yasin and Amjad (2013) stated that brands have an important role in the consumer selection process, the stronger the commitment, the stronger the intention to repurchase.

H2: Brand trust has a positive effect on brand commitment.

Brand image placement in the minds of consumers must be done continuously so that the created brand image remains strong and can be received positively. The better the brand image built by the company, the more customer commitment will increase or conversely, the worse the brand image, the lower customer commitment will be. The results of this study are in line with research by Ogbu and Tan (2009) which states that brand image can influence customer commitment. Meaning that the better the brand image, the more brand commitment will increase.

H3: Brand image has a positive effect on brand commitment.

Commitment can be a contributing factor to the potential growth of trust, although the impact of social ties may differ depending on the customer segment. Commitment is the desire to maintain valued relationships, and can be based on many aspects (Martensson and Neij, 2013). To purchase a product or service is known as consumer purchase intention, consumer approach and attitude towards a product or service or any store influences consumer purchase intention. Purchase intention is known as a predictor to assess consumers (Das, 2014). Brand commitment was found to have a positive influence on repurchase intention, a finding consistent with previous reports (Fullerton, 2005; Kim et al., 2008; Li and Petrick, 2008). When individuals become committed to a product, they tend to have a substantial relationship with it, and are more likely to persist and maintain their relationship with the product.

H4: Brand commitment has a positive effect on repurchase intention.

Research conducted by Oyedele et al., (2018) states that if young customers are satisfied with the product, they will intend to buy the product again. Commitment will not occur if one or both parties feel that the relationship is not profitable, the behavior of using information services, according to research results, is directly influenced by the user's commitment to maintain a connection, so that commitment will have consequences for loyalty (Setiawan and Ukudi, 2007:218). Companies can encourage purchase intention by proactively responding to customer feedback (Nwulu and Asiegbu, 2015) and by providing value-added services to the customer experience. A consumer will be highly satisfied with a product they purchased, leading to a strong sense of commitment to the brand. High brand commitment will lead to repurchase intentions, as consumers feel satisfied and committed to the brand.

H5: Satisfaction has a positive and significant effect on repurchase intention with brand commitment as a mediator.

Brand trust refers to consumers' expectations about a brand's reliability in risky situations or consumers' willingness to rely on a brand (Albert and Merunka, 2013). Brands are an important link between producers and consumers to offer a number of features for customers that meet their needs, the main thing that consumers consider in purchasing a product or service is trust. Yasin and Amjad (2013) suggest that brands play an important role in the consumer selection process, the stronger the commitment, the stronger the repurchase intention. The existence of trust in a brand, the level of commitment to the brand will be high. Consumers believe that a particular store or brand can meet their needs and goals, so they will have a positive view of the product.

H6: Brand trust has a positive and significant effect on repurchase intention with brand commitment as a mediator.

The impact of brand image on explicit and implicit commitment can increase consumer satisfaction to repurchase. Brand image has a positive and significant effect on brand commitment, meaning that consumers have the perception that brand image results in a commitment for consumers to become loyal customers (Kim, AJ, Ko, E., 2012). According to Khan, et al., (2012) purchase intention is defined as an individual's intention to purchase a specific brand where the individual wants to buy a brand that has been chosen for themselves after evaluation. Purchase intention is obtained from a learning process and a thought process that forms a perception, and creates a motivation that is continuously recorded in the minds of consumers. So it becomes a very strong desire when a consumer must fulfill the need to actualize what is in his mind.

H7: Brand image has a positive and significant effect on repurchase intention with brand commitment as a mediator.

RESEARCH METHODOLOGY

Research Design

The descriptive research conducted was a single cross-sectional study, measuring only one sample from the population at a specific point in time. The method chosen for this descriptive research was survey research, which collected primary data to test the research hypothesis. The primary data was obtained from consumers who had previously purchased Ikea products.

Variables and Measurement

Primary data was obtained through questionnaires distributed to respondents and the collection of the obtained questionnaire results. Measurements were made using a Likert scale, a format for viewing and determining values. The Likert scale has five answer options:

- 1) Strongly Disagree
- 2) Disagree
- 3) Neutral
- 4) Agree
- 5) Strongly Agree

Population

A population is a subset of individuals or objects obtained from all individuals or objects (Lind et al., 2007). The target population in this study was consumers who had previously purchased a product using an online questionnaire. This study was conducted in Jakarta and Tangerang because the IKEA retail company is located in Indonesia and is competing with other retail companies.

Sample

To determine the sample in this study, the formula was used (Hair et al., 2010). The minimum sample size is 5 times the number of questions in the questionnaire. The indicators in this study are 35, consisting of 5 independent variables and 1 dependent variable with the formula $5 \times 35 = 175$. The sample size set was 200 people to reduce errors.

Data collection technique

Data was collected using a questionnaire technique, namely by providing written questions using an online questionnaire from Google Form using WhatsApp or social media, then respondents provided responses to the questions given.

Data Analysis Methods

Data analysis requires several testing requirements, including data validity and reliability tests, to ensure the quality of the data carried out:

1. Validity testing is a test of the accuracy of the measurement instrument used in research, ensuring its reliability as an accurate and reliable data collection tool. This test is intended to determine the extent to which the research instrument accurately and precisely reveals the symptoms being measured, thus providing accurate information about what it is intended to measure.

2. Reliability is a condition where a research instrument will still produce the same data even if it is distributed to different samples and at different times. According to Sekaran (2013), the basis for making decisions regarding reliability testing is as follows:

- a. If the Cronbach's Alpha coefficient $\geq 0.6 \rightarrow$ then Cronbach's Alpha is acceptable (construct reliable).
- b. If the Cronbach's Alpha coefficient $< 0.6 \rightarrow$ then Cronbach's Alpha is poor acceptable (construct unreliable).
- c.

SEM (Structural Equation Models) Analysis

The collected data was analyzed using the Structural Equation Models (SEM) method with AMOS software version 23. Amos stands for Analysis of Moment Structures, which is used as a general approach to data analysis in causal modeling. Using Amos will speed up the creation of specifications, viewing, and modifying models graphically using simple tools.

Before analyzing the proposed hypothesis, a goodness-of-fit model test was first carried out on the proposed model with the help of AMOS software ver 23. The model suitability test was carried out by looking at several criteria, namely (Hair et al., 2010):

1. The Absolute Fit Test measures the overall model fit, both structurally and simultaneously.
2. Incremental Fit Measures are measures to compare the proposed model with other models specified by the author.

DISCUSSION OF RESEARCH RESULTS

Research result

Validity and Reliability Testing in SEM

Validity testing is carried out using factor analysis by looking at the factor loading of each measurement indicator of each variable with the criteria that an indicator is said to be valid if it has a factor loading. Judging from the results of 220 respondents, the minimum limit value of the factor loading is 0.4. So if the calculated value of the factor loading > 0.4 is valid and if < 0.4 is declared invalid Hair et al., (2010).

Hypothesis Testing

The results of the hypothesis test calculations regarding the direct and indirect influences between the variables carried out are presented in the following table.

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Direct and Indirect Effect Estimation Results of SEM Model				
Hypothesis	Description	Estimate	p-value	Conclusion
H1	Satisfaction has a positive effect brand commitment	0.003	0.985	H1 is rejected
H2	Trust has a positive influence towards brand commitment	0.484	0.000	H2 accepted
H3	Brand image has a positive influence on brand commitment	0.446	0.000	H3 is accepted
H4	Brand commitment has a positive effect on repurchase intention	0.768	0.000	H4 accepted
H5	Satisfaction has a positive effect and significant on repurchase intention with brand commitment as a mediator	0.002	0.49	H5 is rejected
H6	Brand trust has a positive and significant effect on repurchase intention with brand commitment as a mediator	0.372	0.016	H6 is accepted
H7	Brand image has a positive influence and significant on repurchase intention with the brand commitment as mediation	0.343	0.023	H7 accepted

Hypothesis 1

H1: There is no influence between satisfaction and brand commitment

Based on the hypothesis test values in the table above, the first hypothesis has an estimated value of 0.003 with a p-value of $0.985 > 0.05$, which means the hypothesis is not supported. Therefore, it can be concluded that Satisfaction does not have a positive influence on Brand Commitment. This result is inconsistent with the research of Weisheng Chiu et al., (2015) in Kotler and Keller (2016, 153) who stated that satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived performance of a product (or result) with the expected expectations. Therefore, this hypothesis cannot be tested for truth.

Hypothesis 2

H2: There is a positive influence between brand trust and brand commitment

Based on the hypothesis test values in the table above, the second hypothesis has an estimated value of 0.484 with a p-value of $0.000 \leq 0.05$, indicating that the hypothesis is supported. Therefore, the conclusion is that brand trust has a positive influence on brand commitment. Trust has a significant relationship with commitment (Abosag and Lee, 2013) in accordance with previous theory that trust is very important for buyers when deciding to invest effort into a relationship brand trust, as a sense of security felt by consumers and can meet consumer consumption expectations.

Hypothesis 3

H3: There is a positive influence between brand image and brand commitment

Based on the results of the third test, the hypothesis has an estimated value of 0.446 and a p-value of $0.000 \leq 0.05$, indicating that the hypothesis is supported. The conclusion is that there is a positive influence of brand image on brand commitment. When a brand has a strong and positive image among consumers, the brand will always be remembered, and the possibility of consumers purchasing the brand in question is very high.

Hypothesis 4

H4: There is a positive influence between brand commitment on repurchase intention

Based on the results of the fourth test, it shows that the estimated value is 0.768 and the p-value is $0.000 \leq 0.05$, which means the hypothesis is supported. Therefore, it can be concluded that there is a positive influence of Brand Commitment on Repurchase Intention. This result is in line with (Wong and Gao, 2014) brand commitment refers to the level of loyalty

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an individual feels towards the relationship with the brand they like. An individual who is loyal to a brand tends to maintain the relationship and work to commit.

Hypothesis 5

H5: Satisfaction does not have a positive effect on Repurchase Intention with Brand Commitment as a mediator.

Based on the results of the fifth test, it shows that the estimated value is 0.002 and the p-value is $0.049 \leq 0.05$, which means the hypothesis is not. Therefore, it can be concluded that there is no positive influence of Satisfaction on Repurchase Intention with Brand Commitment as a mediator. This result is not in line with the research of Weisheng Chiu et al., (2015) in Lovelock (2011, 74) who stated that customer satisfaction can be interpreted as an attitude like an assessment based on consumption experience. This result is not supported because customer satisfaction with Ikea products is currently very limited due to the COVID-19 outbreak, so customer satisfaction with commitment is not in line with the research.

Hypothesis 6

H6: Brand trust has a positive influence on Repurchase Intention with Brand Commitment as a mediator.

Based on the results of the sixth test, the estimated value is 0.372 and the p-value is $0.016 \leq 0.05$, which means the hypothesis is supported. Therefore, the conclusion is that there is a positive influence of Brand Trust on Repurchase Intention with Brand Commitment as a mediator. This result is in line with Yasin and Amjad (2013) who stated that brands have an important role in the consumer selection process, the stronger the commitment, the stronger the repurchase intention. Brand commitment shows a positive effect on consumers' emotional attitudes to make repurchases. The existence of trust in a brand, the level of commitment to the brand will be high.

Hypothesis 7

H7: Brand image has a positive influence on Repurchase Intention with Brand Commitment as a mediator.

Based on the results of the sixth test, it shows that the estimated value is 0.343 and the p-value is $0.0232 \leq 0.05$, which means the hypothesis is supported. So it can be concluded that there is a positive influence of Brand Image on Repurchase Intention with Brand Commitment as a mediator. This result is in line with (Kim, AJ, Ko, E., 2012) Brand image has a positive and significant influence on brand commitment, meaning that consumers have the perception that brand image produces a commitment for consumers to become loyal customers. Purchase intention is obtained from a learning process and a thought process that forms a perception, and creates a motivation that continues to be recorded in the minds of consumers. So it becomes a very strong desire when a consumer must fulfill the need to actualize what is in his mind.

CONCLUSION, IMPLICATIONS, AND SUGGESTIONS

Conclusion

Based on the results of the analysis and discussion regarding the influence of Satisfaction, Brand Trust, Brand Image on Repurchase Intention with Brand Commitment as mediation in the IKEA company, the following conclusions are obtained: 1. brand trust and brand image, this is due to the relationship of previous factors that support each other and influence each other. The benefits of trust and brand image can be felt when or after using products from Ikea so that they can provide an assessment, positive benefits felt by consumers to provide reviews telling each other about their experiences, and increasing someone to commit to repurchasing the product, because the experience obtained is in accordance with consumer expectations. 2. Satisfaction has not been proven to have a significant effect on brand commitment, most respondents are workers, where satisfaction has not provided positive results because satisfaction is not the main factor felt by consumers. So that there is no commitment to an item in Ikea, because it is not proven to have a significant effect, the tendency to repurchase products in Ikea will have a big impact on the company.

Implications

Based on the conclusions obtained, the results of this study will be useful for marketing managers, especially for marketing managers of Ikea in Indonesia, in increasing consumer trust and improving Ikea's brand image in the future so that consumers have the intention to repurchase the products offered by Ikea. This can be done by implementing a marketing strategy that utilizes website or social media facilities, both managed by the company itself and from consumer reviews. By implementing sales on the website and social media, it is hoped that it will increase consumer trust and improve Ikea's brand image. The results of this study are proven to influence repurchase intention towards Ikea.

Suggestion

By referring to the limitations of previous research that made the results of this study less in-depth, in future research it is hoped that the number of research samples will be even greater, which can include all IKEA consumers both domestically and in other countries, so that the results of future research can be more in-depth and represent the behavior of Ikea consumers as a whole. Meanwhile, related to the limitations of variables, suggestions for further research that can influence repurchase intention by adding other variables such as promotion to brand commitment so that the results can be one of the considerations for company managers in adjusting marketing strategies to continue to increase repurchase intention in the future, in accordance with Narteh's research (2017).

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