

THE INFLUENCE OF INTEGRATED MARKETING COMMUNICATION STRATEGY IN THE FROZEN FOOD INDUSTRY IN SAMARINDA ANALYSIS OF REPURCHASE INTENTION, BRAND AWARENESS, CUSTOMER SATISFACTION AND CUSTOMER TRUST

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Abstract

This study aims to analyze and prove the Influence of Integrated Marketing Strategy in the Frozen Food Industry in Samarinda Analysis of Repurchase Intention, Brand Awareness, Customer Satisfaction, and Customer Trust. This study used a questionnaire with a sample of 162 respondents in Samarinda City. This study uses a quantitative approach using path analysis processed with IBM SPSS Statistic 23 software and Structural Equation Modeling (SEM) with a sampling technique of accidental random sampling. The measurement scale used in this study uses a Likert scale with a score of 1 to 5. In this study, the researcher conducted an instrument test, namely a validity test and a reliability test as well as a classical assumption test such as a normality test and a multicollinearity test which were then carried out an estimation test and a structural model fit test. Based on the structural model used in this study

Keywords: *Repurchase Intention, brand awareness, customer satisfaction, customer trust, frozen food, Samarinda*

1. Introduction

Indonesia has experienced various advances in the industrial sector, one of which is the retail industry which trades many daily necessities. Indonesia has the 4th largest population in the world, this is the reason why the retail industry continues to grow and develop to meet the needs of the community, especially basic needs. The most basic and primary need for the community is food/food that continues to provide various sources of nutrition for survival. The development of food technology has created the latest innovation, namely frozen food that is ready to eat to meet the community's nutrition. Frozen food is present as a form of ready-to-eat complementary food and lasts a long time if stored frozen. Frozen food is very easy to process and can be cooked in a short time and can be adjusted according to the instructions on the packaging. The advantage of frozen food is indeed in its practical way and the community needs to know the types and how to process it, for example types of frozen meat, seafood, nuggets, dim sum, to vegetables.

Both the food and retail industries continue to implement strategies and efforts to meet the needs of the community, especially changes in modern and practical lifestyles and increasingly complex market taste demands. The frozen food market in Samarinda continues to increase significantly, this can be seen from the community's consumption patterns which are very practical and the community's trust in healthy frozen foods that provide benefits for the community's consumption needs. Researchers conducted a study to see research that supports significant or insignificant results. In addition, to find out what factors make consumers consume frozen food. With the background that has been explained above, it is concluded that the title of this study is "The Influence of Integrated Marketing Communication Strategy in the Frozen Food Industry in Samarinda Analysis of Repurchase Intention, Brand Awareness, Customer Satisfaction, and Customer Trust".

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2. THEORETICAL FRAMEWORK AND EMPIRICAL STUDIES

2.1.1. Online Marketing Theory

According to (Kienan, 2001) says that e-marketing is doing online business, the most obvious form of which is selling products to consumers online. Simply put, it is creating, managing, and expanding commercial relationships online. The word e in e-marketing means electronic, which means that the marketing activities in question are carried out electronically via the internet or cyber network. (Kotler & Keller, 2012) Online marketing is an effort to market products and services and build customer relationships over the internet, which can be interpreted as efforts to market products and services and build relationships with customers through the internet media. (Kotler & Armstrong, 2018) e-marketing is a company's effort to market products and services and build relationships with customers through the internet.

2.1.2. Marketing Mix

A fundamental concept in marketing that refers to a set of elements or tools that companies use to influence consumer decisions and meet market needs effectively. These elements are known as the 4Ps, which consist of Product, Price, Place/Distribution, and Promotion. The marketing mix formula involves arranging and coordinating these elements to create an effective marketing strategy. For example:

- A. **Products:** Designing products or services that suit market needs.
- B. **Price:** Determine competitive prices and in accordance with the value perceived by customers.
- C. **Place:** Ensure product availability in the right locations, both physically and digitally.
- D. **Promotion:** Using marketing communications such as advertising, promotions, or public relations to increase consumer awareness and interest.

2.1.3. Marketing strategy

Marketing strategy is a way for a company to market a product or service, by introducing a trademark as widely as possible with the aim of achieving a target of visitors and sales of a company. Tjiptono (2007) stated that marketing strategy is a plan to be carried out by a marketing manager. This action plan is based on an analysis of the situation and goals of the company and is a way to achieve goals. According to Ali H (2013) a good marketing strategy must be built on a strong understanding of the business, combined with an understanding of the needs and desires of visitors, competitors and skills, and core business including suppliers and distributors. According to Chandra (2002), marketing strategy is a plan that describes the company's expectations of the impact of various marketing activities or programs on the demand for products or product lines in a particular target market.

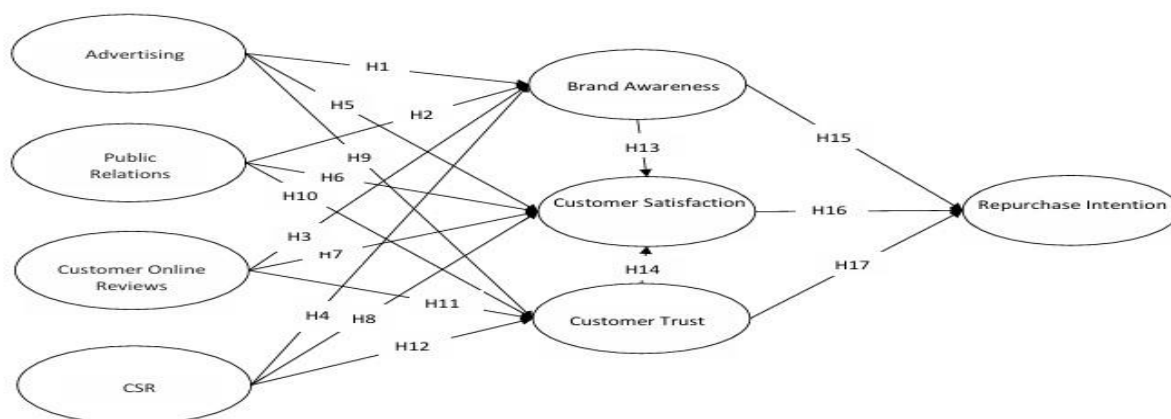


Figure 1. Conceptual Framework Model

Based on the image above, the hypothesis that supports this research model is assumed to be:

Hypothesis 1: Advertising has a significant effect on Brand Awareness

Hypothesis 2: Public Relations has a significant effect on Brand Awareness

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- Hypothesis 3: Customer Online Reviews have a significant effect on Brand Awareness
- Hypothesis 4: CSR has a significant effect on Brand Awareness
- Hypothesis 5: Advertising has a significant effect on Customer Satisfaction
- Hypothesis 6: Public Relations has a significant effect on Customer Satisfaction
- Hypothesis 7: Customer Online Reviews have a significant effect on Customer Satisfaction
- Hypothesis 8: CSR has a significant effect on Customer Satisfaction
- Hypothesis 9: Advertising has a significant effect on Customer Trust
- Hypothesis 10: Public Relations has a significant effect on Customer Trust
- Hypothesis 11: Customer Online Reviews have a significant effect on Customer Trust
- Hypothesis 12: CSR has a significant effect on Customer Trust
- Hypothesis 13: Brand Awareness has a significant effect on Customer Satisfaction
- Hypothesis 14: Customer Trust has a significant effect on Customer Satisfaction
- Hypothesis 15: Brand Awareness has a significant effect on Repurchase Intention
- Hypothesis 16: Customer Satisfaction has a significant effect on Repurchase Intention
- Hypothesis 17: Customer Trust has a significant effect on Repurchase Intention

3. RESEARCH METHOD

The data collection technique used in this study was to distribute a list of questions in the form of statements, or written questionnaires with closed answers. The scale used in compiling the questionnaire was the Likert Scale. Sugiyono (2010:132). In this study, the population is frozen food consumers in Samarinda City. Hair et.al., (1995:637) suggested that the appropriate sample size for the SEM analysis tool is between 100-200 respondents with the intention that it can be used in estimating interpretation with SEM. In addition, the determination of the maximum number of samples for SEM according to Hair et.al. (2006) depends on the number of research variables multiplied by 15 to 20. This study used 8 variables consisting of 4 exogenous variables, 3 intervening variables, and 1 exogenous variable with 27 indicators. Number of samples = 27 x 6 = 162 respondents.

The study entitled The Influence of Integrated Marketing Communication Strategy in the Frozen Food Industry in Samarinda Analysis of Repurchase Intention, Brand Awareness, Customer Satisfaction, and Customer Trust. There are 4 types of variables used in this study, namely exogenous variables where exogenous variables consist of Advertising as X1, Public Relations as X2, Customer Online Review as X3 and CSR as X4. Next is the intervening variable or can be called a variable that acts as an intermediary between variables between exogenous variables and endogenous variables where the intervening variable will be influenced or directed by the exogenous variable and influence or directed the endogenous variable. Where in this study the intervening variable consists of two variables, namely Brand Awareness (Y1), Customer Satisfaction (Y2), Customer Trust (Y3).

4. DATA ANALYSIS AND DISCUSSION

4.1. Pilot Test

Table 1 Validity Test and Reliability Test

| Variables | Indicator | Code | Correlation Coefficient | Caption | Reliability |
|-----------------------|----------------------|------|-------------------------|---------|------------------|
| Advertising (X1) | Product Information | X1.1 | 0.707 | Valid | 0.698 (Reliable) |
| | Media advertising | X1.2 | 0.835 | Valid | |
| | Effectiveness | X1.3 | 0.821 | Valid | |
| Public Relations (X2) | Publication | X2.1 | 0.768 | Valid | 0.836 (Reliable) |
| | Promotion | X2.2 | 0.778 | Valid | |
| | News | X2.3 | 0.787 | Valid | |
| | Community | X2.4 | 0.782 | Valid | |
| | National information | X2.5 | 0.771 | Valid | |
| Customer online | Fact | X3.1 | 0.860 | Valid | 0.828 |

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|----------------------------|-----------------------|------|-------|-------|------------------|
| review (X3) | Compliance | X3.2 | 0.877 | Valid | (Reliable) |
| | Accurate | X3.3 | 0.853 | Valid | |
| CSR (X4) | Ethics | X4.1 | 0.818 | Valid | 0.717 (Reliable) |
| | Legality | X4.2 | 0.870 | Valid | |
| | Economic Factors | X4.3 | 0.726 | Valid | |
| Brand Awareness (Y1) | Existence | Y1.1 | 0.781 | Valid | 0.782 (Reliable) |
| | Logo Identity | Y1.2 | 0.861 | Valid | |
| | Recognition | Y1.3 | 0.860 | Valid | |
| Customer Satisfaction (Y2) | Product Variations | Y2.1 | 0.880 | Valid | 0.848 (Reliable) |
| | Product Information | Y2.2 | 0.890 | Valid | |
| | Purchase | Y2.3 | 0.863 | Valid | |
| Customer Trust (Y3) | Production | Y3.1 | 0.831 | Valid | 0.799 (Reliable) |
| | Manufacturing | Y3.2 | 0.856 | Valid | |
| | Process | Y3.3 | 0.849 | Valid | |
| Repurchase Intention (Y4) | Positive Impression | Y4.1 | 0.851 | Valid | 0.879 (Reliable) |
| | Buy back | Y4.2 | 0.858 | Valid | |
| | Attention when buying | Y4.3 | 0.905 | Valid | |
| | Attention to choosing | Y4.2 | 0.820 | Valid | |

Source: Created by researchers, 2024

4.2. Descriptive Analysis

Table 2. Respondent Description

| No. | Gender | Frequency | Percentage |
|-----|---|-----------|------------|
| 1 | Male | 23 | 14.2% |
| 2 | Female | 139 | 85.8% |
| No. | Age | Frequency | Percentage |
| 1 | <20 Years | 43 | 26.5% |
| 2 | 21-25 Years | 107 | 66% |
| 3 | 26-30 Years | 10 | 6.2% |
| 4 | 31-40 Years | 1 | 0.6% |
| 5 | >40 Years | 1 | 0.6% |
| No. | Last Education | Frequency | Percentage |
| 1 | Elementary School/Equivalent | 1 | 0.6% |
| 2 | Junior High School/Equivalent | 0 | 0% |
| 3 | High School/Equivalent | 88 | 54.3% |
| 4 | Diploma | 12 | 7.4% |
| 5 | Bachelor degree) | 60 | 37% |
| 6 | Master (S2) | 0 | 0% |
| 7 | Doctor (S3) | 0 | 0% |
| No. | Work | Frequency | Percentage |
| 1 | Students | 134 | 82.7% |
| 2 | Private sector employee | 22 | 13.6% |
| 3 | Businessman | 1 | 0.6% |
| 4 | Indonesian National Armed Forces/Indonesian National Police | 0 | 0% |
| 5 | civil servant | 1 | 0.6% |

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| 6 | Housewife | 2 | 1.2% |
|-----|----------------------------|-----------|------------|
| 7 | Other | 2 | 1.2% |
| No. | Income | Frequency | Percentage |
| 1 | < Rp1,000,000 | 109 | 67.3% |
| 2 | Rp1,000,000 – Rp5,000,000 | 43 | 26.5% |
| 3 | Rp6,000,000 – Rp10,000,000 | 9 | 5.6% |
| 4 | ≥ Rp10,000,000 | 1 | 0.6% |
| No. | Visiting Frequency | Frequency | Percentage |
| 1 | 1 time | 68 | 42.0% |
| 2 | 2 times | 72 | 44.4% |
| 3 | 3 times | 22 | 13.6% |

Source: Created by researchers, 2024

Based on the available data, the majority of respondents were women (85.8%) compared to men (14.2%). In terms of age, the majority of respondents were in the 21-25 year age range (66%), followed by the age group under 20 years (26.5%). The highest level of education was high school or equivalent (82.7%). The majority of respondents had a monthly income of less than IDR 1,000,000 (67.3%). The highest frequency of visits was three times or more (42%), indicating that most respondents were relatively frequent visitors.

4.3. Hypothesis Testing Results

Hypothesis testing is conducted to answer whether the temporary assumptions made in this study as previously written can be proven or not. Therefore, with the large amount of data that has been collected, statistical tests are then carried out with the help of statistical software. A hypothesis can be stated to have a significant effect if the critical ratio (CR) value is above 1.96 or the probability (p) is below 0.5. The results of the hypothesis testing can be briefly seen in Table 4. as follows

Table 3. Hypothesis Testing Results

| Influence of Variables | Standardized Path Coefficient | (Critical Ratio) | Probability | Information |
|------------------------|-------------------------------|------------------|-------------|-----------------|
| Ads → Bass | 0.575 | 3.422 | *** | Significant |
| PR → Bass | -0.186 | -1.338 | 0.181 | Not Significant |
| COR → Bass | 0.284 | 2.458 | 0.014 | Significant |
| CSR → Bass | 0.230 | 2.170 | 0.030 | Significant |
| Ads → CS | 0.170 | 1.355 | 0.175 | Not Significant |
| PR → CS | -0.029 | -0.286 | 0.775 | Not Significant |
| COR → CS | 0.083 | 0.878 | 0.380 | Not Significant |
| CSR → CS | 0.219 | 2,565 | 0.010 | Significant |
| Ads → CT | 0.034 | 0.258 | 0.796 | Not Significant |
| PR → CT | 0.271 | 2.128 | 0.033 | Significant |
| COR → CT | 0.320 | 2,990 | 0.003 | Significant |
| CSR → CT | 0.368 | 3,744 | *** | Significant |
| Bass → CS | 0.292 | 2.614 | 0.009 | Significant |
| CT → CS | 0.380 | 3.383 | *** | Significant |

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|------------|-------|-------|-------|-------------|
| Bass → RPI | 0.270 | 2.227 | 0.026 | Significant |
| CS → RPI | 0.492 | 2,561 | 0.011 | Significant |
| CT → RPI | 0.298 | 2.313 | 0.021 | Significant |

Source: AMOS version 23 data processed, 2024

After conducting data analysis and hypothesis testing using SEM analysis tools with the help of AMOS software version 23. From table 4.25 it states that from 17 hypotheses raised previously, the results shown are 12 accepted hypotheses, namely the Relationship between Advertising, COR, and CSR to Brand Awareness. The relationship between CSR and Customer satisfaction. The relationship between PR, COR, CSR to Customer trust. The relationship between Brand awareness and Customer trust to Customer satisfaction. The relationship between Brand awareness, customer satisfaction, and customer trust to Repurchase intention. There are 5 hypotheses that are not accepted in this study, namely the relationship between PR and Brand awareness. The relationship between Advertising, PR, and COR to Customer Satisfaction.

5. CONCLUSIONS, RECOMMENDATIONS, AND LIMITATIONS

Based on the analysisresearch data conducted on Amazone visitors in Samarinda City, in Chapter V and Chapter VI, it can be concluded that the research is Advertising, Customer Online, and CSR have a significant effect on Brand Awareness in the Frozen food industry in Samarinda City. Public Relations does not have a significant effect on Brand Awareness. Advertising, Public Relations, Customer Online do not have a significant effect on Customer satisfaction in the Frozen food industry in Samarinda City. CSR has a significant effect on Customer satisfaction. Advertising does not have a significant effect on Customer Trust in the Frozen food industry in Samarinda City. Public Relations, Customer Online, and CSR have a significant effect on Customer trust.

Brand Awareness significantly influence Customer Satisfaction and Repurchase Intention in the Frozen food industry in Samarinda City. Customer Trust has a significant influence on Customer Satisfaction and repurchase intention in the Frozen food industry in Samarinda City. The influence of Customer satisfaction has a significant influence on Repurchase intention in the Frozen food industry in Samarinda City. The results of this study indicate that there are 5 insignificant hypotheses out of 17 research hypotheses, namely Public Relations on Brand Awareness; Advertising, Public Relations, and Customer Online Review on Customer Satisfaction; and Advertising on Customer Trust. Therefore, further researchers must look for exogenous variables that are more closely related to endogenous variables.

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