THE EFFECT OF BRAND POPULARITY, BRAND AWARENESS, PERCEIVED QUALITY ON THE REPURCHASE INTENTION OF HYUNDAI ELECTRIC CAR

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Abstract
The aim of this study to examine the relationship between brand popularity, brand awareness, perceived value, and brand loyalty on repurchase intention in Hyundai electric car consumers. This study uses quantitative research methods with purposive sampling, the owners, or users of Hyundai cars. Data collection in this study used a questionnaire distributed using a google form electronic questionnaire. The data that was collected was 203 respondents who filled in validly for 3 months from August to October 2021. The data was then processed using the SmartPLS software test tool. This study tested the validity of the indicators, the reliability of the variables and tested the form of the research model with R2, Q2, and rms tetha. The results of this study indicate that the variable brand popularity has no effect on brand loyalty, and brand awareness has no effect on repurchase intention. Meanwhile, brand awareness and perceived quality affect brand loyalty. Meanwhile, brand popularity, perceived value, and brand loyalty influence purchase intention. These results indicate that the experience of using a Hyundai car will give consumers a separate assessment so that they are more interested in buying a Hyundai electric car.

Keywords: Brand popularity; brand awareness; perceived value; brand loyalty; repurchase intention

BACKGROUND

Economic growth and the development of the times that are so fast have had such a big impact on technological developments. One of the industries that is feeling the impact of growth and development in the field of technology is the automotive industry. Currently, the development of the automotive world is marked by the presence of energy-efficient cars that run on electricity or better known as electric cars. One of the world's big players for electric cars is the Tesla Motor company based in the United States with its leader Elon Musk. Along with the introduction and growth of electric cars initiated by Tesla, the electric car market in the world is still dominated by Tesla Motors. However, until now, there have been many electric car manufacturers competing to create more convenience at relatively more affordable prices compared to Tesla electric cars (Dananjaya, 2020).

Indonesia is one of the countries that continues to adapt and follow the development of the electric automotive industry because Indonesia has enormous resources that support the needs of one of the instruments in electric cars, namely the battery. Indonesia is said to be one of the countries with the largest nickel reserves in the world, where nickel is one of the raw materials for the manufacture of electric car batteries. Not only nickel, Indonesia also still has a large area of land that has a strategic location to provide factory land as well as a production system and distribution system that can reach other countries more easily.

One of the investors who have now expressed their willingness to build an electric car factory is an automotive company from South Korea, Hyundai. In addition to building an electric car factory, the company is also interested in mining raw materials and manufacturing batteries that support the production of the electric car itself. As mentioned above, the government's commitment to invite foreign investors to invest in electric cars in Indonesia does

not only talk about Indonesia's economic and human growth, but also the government's commitment to reduce CO2 emissions by 29% by 2030. (Hyundai Mobil Indonesia, 2021)

The Hyundai company continues to complement the product variants offered, of course with environmentally friendly technology standards. As a form of support from the company and the government, currently, the company continues to increase its electric vehicle charging station facilities in collaboration with the private sector and full support from the government. One of the refuelling stations for electricity has also begun to be provided in several rest areas on the Jakarta-Surabaya toll road and vice versa in collaboration with PT Jasa Marga Related Bisnis. (Kurniawan, 2020)

Technological developments with the presence of electric cars in Indonesia can certainly be a momentum for the government and society to be able to switch from cars with fossil fuels to cars with electric fuel. However, today, since the launch of the Hyundai Ioniq and Kona cars in November 2020 to November 2021, the sales growth of this electric car product has still reached 600 cars. When compared with the growth in sales of fossil fuel cars, according to Astra International (ASII) it recorded as many as 343,837 units. When compared to the two figures, sales of electric cars are still far from expectations for people to switch to electric cars. Even when compared to fossil fuel cars from the Hyundai brand itself, the number of sales of the two electric cars when compared to the Hyundai Palisade car which was just launched in early 2021 has been able to record sales of 1200 units. (Panji, 2021)

This is a challenge for the government to find ways to succeed in selling electric cars, especially Hyundai, so that the government's goal to no longer depend on the use of fossil fuel consumption and reduce CO2 emissions can be achieved. The desire of the public to want to buy something or repurchase similar products is of course based on the consumer's assessment of the product that has been experienced. This is certainly expected to have an influence on the wishes of Hyundai car users who have experienced using Hyundai cars so that this experience can influence consumers to reuse Hyundai electric cars (Saleem et al., 2015). However, based on the sales data mentioned above, sales of Hyundai electric cars are still far from expectations even when compared to sales of all Hyundai electric cars against one type of Hyundai car (Palisade) with prices far above Hyundai electric cars (Kona and Iona). This study wants to see whether the perceived experience and presence of the Hyundai brand that has existed for a long time in Indonesia can influence the desire of car users, both those who have experienced and are still using Hyundai fossil fuel cars or those who no longer have Hyundai fossil fuel cars to buy. electric car of the same brand, Hyundai.

The experience of using certain products will encourage the formation of higher consumer loyalty (Jang & Ha, 2014). In addition, when talking about the popularity of Hyundai cars, the presence of Hyundai cars since 1995 certainly has influenced the popularity of the Hyundai brand among national automotive lovers. The consumer's preference for a brand depends on the consumer's personality according to the brand's personality. In research conducted by (Filieri et al., 2019) it is stated that the popularity of a brand has a large positive impact on consumer assessments of the level of awareness and desire to buy a product from that brand. This is of course a big capital for Hyundai to be able to market Hyundai electric car products from Hyundai car users who have had the experience of using fossil fuelled Hyundai cars.

Brand Awareness

Brand name is the most important element in a brand awareness (Davis, Golicic & Marquardt, 2008). As a result, brand awareness will influence purchasing decisions through brand associations, and when a product has a positive brand image, it will help in marketing activities (Keller, 1993). A brand name offers a symbol that can help consumers to identify service providers and predict service outcomes (Herbig & Milewicz, 1993; Janiszewski & Van Osselaer, 2000; Turley & Moore, 1995). Brand awareness can help consumers to recognize the

brand of a product category and make purchasing decisions (Percy & Rossiter, 1992; Macdonald & Sharp, 2000). Brand awareness also plays an important role in consumer purchase intentions, and certain brands will accumulate in consumers' minds to influence consumer purchasing decisions. A product with a high level of brand awareness will receive a higher consumer preference because it has a higher market share and evaluation of quality (Dodds et al., 1991; Grewal et al., 1998)

Perceived Quality

Perceived quality is the consumer's assessment of the cumulative benefits of the product and subjective feelings of product quality (Zeithaml, 1988; Dodds et al., 1991). Aaker (1991) argues that perceived quality can indicate a prominent differentiation of a product or service and become a selective brand in the minds of consumers. The reason why perceived quality is different from actual quality is because (a) the bad image of a previous product will affect consumers' assessment of product quality in the future. In addition, even though the quality of the product has been changed, consumers will not trust the product because of their unpleasant experiences in the past (Aaker, 1996), (b) producers and consumers have different views in assessing the dimensions of quality (Morgan, 1985; Aaker, 1996). , 1996), (c) consumers rarely have sufficient information to evaluate a product objectively. Even if consumers have sufficient information, they may not have sufficient time and motivation to carry out further assessments, and in the end, they may select only a small amount of important information and make quality evaluations (Aaker, 1996; Wan, 2006). In addition, perceived quality is a relative concept that has situational, comparative, and individual attributes. Perceived quality will be influenced by factors such as previous experience, level of education, and perceived risk and situational variables such as purchase objectives, purchase situation, time pressure, and social background of the consumer (Holbrook & Corfman, 1985).

Brand Loyalty

Aaker (1996) assumes that a loyal customer base represents a barrier to entry, a basis for price premiums, time to respond to competitors, and a bulwark against damaging price settlements, and brand loyalty is a core dimension of brand equity. In addition, brand loyalty is the ultimate goal of brand management, and if a company wants to test the weaknesses or strengths of its customer loyalty, it can easily check whether consumers still like its products compared to competitors. Brand loyalty is a consumer's attitude towards brand preferences from previous use and shopping experiences of a product (Deighton, Henderson, & Neslin, 1994; Aaker, 1991), and can be measured by the level of repurchase of the same brand. Assael (1998) defines brand loyalty as consumers who satisfy their past experience of using the same brand and induce repurchase behavior. Brand loyalty means brand preference that consumers will not consider other brands when they buy a product (Baldinger & Rubinson, 1996; Cavero & Cebollada, 1997). Brand loyalty is a repeat purchase commitment in future purchases that promises consumers will not change their brand loyalty in different situations and continue to buy the brand they like (Oliver, 1999). Brand loyalty includes behavioral factors and attitude factors. Behavioral loyalty represents repurchase behavior, and attitude loyalty means psychological commitment to a brand (Aaker, 1991; Assael, 1998; Oliver, 1999; Prus & Brandt, 1995; Farr & Hollis, 1997). Thus, purchase frequency is not the same as loyalty. For example, consumers repurchase a product not because they like it but because of convenience or variation-seeking behavior to buy certain products on a regular basis (Tseng, Liao, & Jan 2004).

True brand loyalty can be called when consumers are equally inclined to these two factors, otherwise it can only be called fake brand loyalty if only attitude or behavior factors are found (Baldinger & Rubinson, 1996). Loyalty can also be separated from short-term loyalty

and long-term loyalty. Short-term loyalty is not true brand loyalty because long-term customers will not buy other brands even though there are better choices (Jones & Sasser, 1995). In addition, Bloemer and Kasper (1995) argue that true brand loyalty should include brand preference and repurchase behavior that is present in long-term commitment, brand commitment, and psychological processing functions (decision making and evaluation) while Fornell (1992) proposed that Brand loyalty can be measured from the customer's repurchase intention and price tolerance. Consumers with a strong commitment to a particular brand will continue to seek any marketing activity related to that brand (Brown, 1952; Barwise & Ehrenberg, 1987; Chaudhuri, 1995; Baldinger & Rubinson, 1996; Bandyopadhyay, Gupta, & Dube, 2005). Furthermore, brand loyalty can be measured in two dimensions: affective loyalty and action loyalty. Affective loyalty is a particular brand's preference from accumulative satisfaction to previous user experience. However, effective loyalty only represents repurchase intention. This does not mean that consumers will make a purchase action. It is very difficult to say that consumers hold brand loyalty (Jacoby & Chestnut, 1978; Oliver, 1999; Kan, 2002). Action loyalty shows that consumers not only have a preference for certain brands but also make purchases repeatedly, and become inertia of action (Jacoby & Chestnut, 1978; Oliver, 1999; Kan, 2002, Lin, 2005).

Brand Popularity

Brand popularity can be defined as the extent to which a brand is widely purchased by the general public (Kim & Chung, 1997). It is often defined operationally as the market share of a product (Hellofs & Jacobson, 1999). Therefore, previous research has focused mainly on analyzing the influence of market share as an indicator of brand popularity on perceived quality; however, the direction of the effects varied (Dean, 1999). Hellofs and Jacobson (1999) examined the relationship between market share and perceived quality for 85 brands across 28 product categories. They conclude that market share tends to negatively affect perceived quality due to loss of exclusivity and congestion problems. However, the authors also mention that market share can positively affect perceived quality when the exclusivity of a product is not important. Furthermore, high market share leads consumers to expect positive indirect network externalities. Indirect networks involve virtual networks (eg, Chevrolet owners network) rather than physical networks (eg, telephone networks; Katz & Shapiro, 1986). Consumers tend to believe that a greater number of buyers will indicate higher product quality, because producers will be forced to improve products by reflecting feedback from many customers (Liebowitz & Margolis, 1994). Dean (1999) uses “most popular” as an advertising cue instead of market share and examines its effect on perceived quality in the context of offline shopping. Unexpectedly, the popularity effect turned out to be insignificant. Based on the theory of use of cues, the authors explain that the results may arise from inappropriate experimental conditions. In particular, participants may have too much knowledge and involvement with TV sets as a product of stimulation. Thus, participants may have evaluated them based on intrinsic cues rather than claims of popularity as extrinsic cues (Petty et al., 1983). In this study, the construct of “brand popularity” is defined as the extent to which a brand is popular in a product category offered by a particular internet mall. The popularity of the brand is expressed based on the sales of a particular shopping center. Therefore, despite the mixed results of previous studies, brand popularity is expected to positively affect perceived quality in the context of internet shopping. First, unlike market share claims made in the total market, popularity claims in a particular mall will not cause congestion problems. In addition, luxury brands whose exclusivity is considered important are less likely to be distributed through internet malls. In addition, consumers perceive greater risk when making purchasing decisions at internet malls than in offline malls (Tucker & Zhang, 2011); hence, they need more

information to reduce risk and thus use extrinsic and intrinsic cues (Richardson, Dick, & Jain, 1994).

Repurchase Intention

Repurchase intention measures whether a customer will buy an item in the future. This is different from purchase intention, where the customer is considering making an initial purchase. Lee et al. (2011) discuss customer purchase intention based on eight factors: perceived value, perceived ease of use, perceived usefulness, company reputation, privacy, trustworthiness, reliability, and functionality. If a customer returns a product and goes through the return process, they will likely have greater clarity about these eight factors, as they apply to the retailer and their reputation. For example, customers will better understand the value of the product, the accuracy of the company's product descriptions, and the actual vs. customer service the company promises before and after the sale. This higher level of knowledge implies that there is likely to be less risk on the part of consumers due to less disconfirmation of expectations that may occur when first purchasing a product from a new e-tailer (Connelly et al., 2011).

If high customer service is experienced after the purchase of a product, this can lead to a customer's repeat purchase intention that exceeds the level of first-time purchase intention. For example, Griffis et al. (2012) found that companies that provide a high degree of leniency tend to have more satisfied customers and greater repeat purchases. Mollenkopf et al. (2007) document three important elements that influence repurchase intentions based on the return process: high levels of customer effort have a negative impact on repurchase considerations, consistent service quality, and service recovery quality.

The relationship between brand popularity and brand loyalty

Loyalty from consumers describes the strength created by the relationship between consumers and producers so that it creates a desire to make repeated purchases. The consumer's preference for a brand depends on the consumer's personality in accordance with the personality of a brand. Consumers always assume that certain brands used describe the suitability of the individual personality of the consumer itself (Farhat et al., 2020). Research on how to build and maintain loyalty to a brand has been done for a long time (Erdoğmuş & içek, 2012). In a study conducted by Filieri et al., (2019), it is stated that the popularity of a brand has a large positive impact on consumer assessments of the level of awareness and desire to buy a product from that brand. From the results of research examining the popularity of smartphones in China, it shows that the popularity of a brand affects consumer loyalty to the brand. From research conducted by Luan et al. (2019) states that the popularity of a brand can help consumers understand, process and choose and make decisions. Another study also conducted by Filieri et al. (2017) regarding the popularity of a smartphone brand among early adopters in China shows a positive influence on consumer loyalty.
H1: Brand popularity affects brand loyalty

The relationship between brand awareness and brand loyalty

Brand awareness is recognized as one of the assets of a brand that contributes to increasing the value of a brand (Aaker, 1996; Keller, 2003). High brand awareness has an attraction to reuse products from that brand. Previous research conducted by Gisbey (2016) stated that brand awareness is a strong indicator of the quality of the products produced by the brand. Brand awareness can also be used as an indicator of product reliability, market acceptance, and prestige for using products from certain brands. Aaker (1996) defines brand awareness as the importance of the brand in the minds of consumers. Keller (2003) identified brand recognition and brand recall as dimensions of brand awareness. Recognition of a brand

reflects the ability of consumers to confirm their past experiences with a particular brand, the power of recalling a brand indicates the ability of consumers to spontaneously recall a brand quickly from their memories (Hoeffler & Keller, 2002). Keller (2003) emphasizes that one of the advantages of developing strong brand awareness is that it can influence consumers to include the brand in a series of alternatives that can be considered for future purchasing decisions. Previous studies revealed that brand awareness has a positive effect on brand loyalty (Asif et al., 2015; Pike & Bianchi, 2016).
H2: Brand awareness affects brand loyalty

The relationship between perceived quality and brand loyalty

The antecedent of brand loyalty talks about changing consumer behavior towards brand loyalty attitudes and behavior (Saleem et al., 2015). Perceived quality is also one of the factors that can influence consumer behavior after consuming. Better perceived quality will encourage the formation of higher consumer loyalty (Jang & Ha, 2014). From research conducted by Nazar Khan et al. (2016) who examined the relationship between quality and brand loyalty in 100 respondents of fast food restaurant consumers in America showed that the relationship was correlated and significant. An increase or decrease in quality will lead to an increase or decrease in brand loyalty. From other studies conducted by Reich et al, (2006) obtained the same results in the fast food restaurant industry. In a study conducted by Laura et al. (2016) who examined the same relationship in the telecommunications industry in Cameroon also found that quality had an effect on brand loyalty.
H3: Perceived quality affects brand loyalty

The relationship between brand popularity and repurchase intention

The level of popularity of a brand more or less has an influence on consumer behavior. Based on research conducted by Kim and Min (2016) on the measurement of brand popularity in foreign markets in Korean society, it was found that brand popularity has an effect and is significant on repurchase intention. Brand popularity is expressed as a condition of consumers who buy a number of products so that the product is widely accepted. Consumer preferences are formed on a product that is informed by the popularity of the product. Popular brands tend to gain favorable evaluations by increasing customer trust when evaluating products whose features are not easy to compare with alternatives. Brand popularity has an influence on company values by increasing the efficiency and effectiveness of marketing programs, brand extensions, and so on (Kim, 1995). This can reduce consumer uncertainty by deciding to buy popular brands (Magnini et al., 2013). Popular brands can be trusted, so consumer evaluations are influenced by brand popularity (Kim & Min, 2014; Whang et al., 2015). When a brand is popular, consumers assume a certain level of trust and confidence in the brand, thereby reducing their level of uncertainty [Dean 1999].
H4: Brand popularity has an effect on repurchase intention

The relationship between perceived quality and repurchase intention

Products with a good level of quality with lower quality competitor products can achieve a larger market share (Richardson et al., 1996). One of the most important factors of a product is perceived quality (Sethuraman, 2005). In a study conducted by Corstjens and Lal (2000) on how to build a brand in a store, it shows that the quality of a store brand can be an instrument for distributors to produce store differentiation, store loyalty, and store profitability through purchasing decisions from consumers. By considering the product and the brand together, research conducted by Steenkamp et al., (2010) proposed that brand development should reduce the quality gap between competitors, which will contribute to brand awareness and purchase decisions. Research conducted by Bao et al., (2011) believes that consumers want to

buy products offered by brands that have high quality. In a study conducted by González-Benito and Martos-Partal (2014) proposed that perceived quality is more important than price sensitivity when determining purchases. Previous research revealed a positive relationship between perceived quality and repurchase intention (Beneke et al., 2015; do Vale et al., 2016; Sheau-Fen et al., 2012). Konuk (2018) also finds that perceived quality has a positive influence on consumers' repurchase intentions.
H5: Perceived quality affects repurchase intention

The relationship between brand awareness and repurchase intention

Brand awareness has a significant role for consumers in choosing the best product on the market. Manufacturers can focus on promoting products that are produced sustainably so that the products offered can be identified and remembered by consumers (Hassan et al., 2016). In building consumer awareness of a brand, it takes a long time and requires repetition and reinforcement in observation. Consumers will make repeat purchases because they feel comfortable and familiar with the brand they are buying. The assumption arises that those who are comfortable and familiar in the minds of consumers are reliable brands so that known brands will often be chosen to buy (Panchal et al., 2012). Previous research has empirically shown that brand awareness perceived by consumers can accelerate WOM and purchase intention (Kim et al., 2015). According to research conducted by Hutter et al., (2013) on social media, showing the engagement of Facebook fan pages on a product's brand has a positive impact on consumer brand awareness, which leads to repurchase decisions.
H6: Brand awareness affects repurchase intention

The relationship between brand loyalty and repurchase intention

It is important to assess the relationship that exists between brand loyalty and repurchase intention. In a study conducted by Lanza (2008) on the automotive industry which looked at the relationship between brand loyalty and purchase intention, found that there was a significant positive correlation between brand loyalty and purchase intention. In a different study conducted by Said (2014) on the smartphone industry formed a significant positive correlation between brand loyalty and purchase intention. Thus, it can be said that brand loyalty will have a positive influence on purchase intention. In a study conducted by Mehdi et al., (2013) on the level of consumption of Iranian society investigated the effective factors on brand loyalty and purchase intention. They found that brand loyalty was positively correlated with purchase intention.
H7: Brand loyalty has an effect on repurchase intention

RESEARCH MODEL

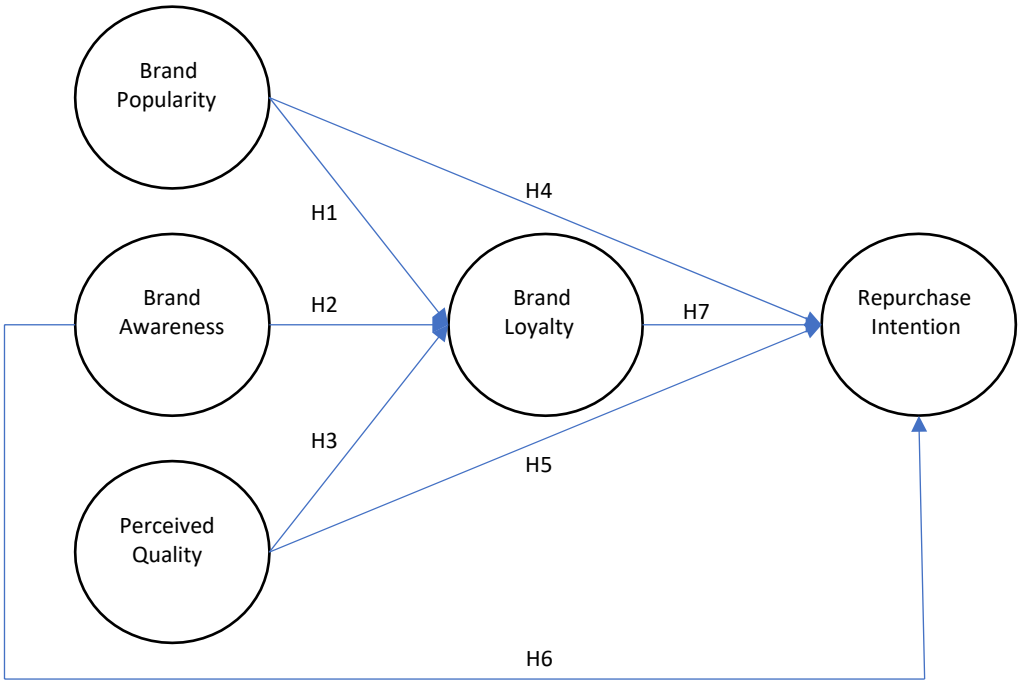

Figure 1. Research Model
Source: Modification of Chinomona and Maziriri research (2017)

This study is a modification of the research conducted by Chinomona and Maziriri (2017) which examined brand awareness, brand association and product quality on brand loyalty and repurchase intention in the cosmetics industry in South Africa with consumers specifically for men. From this research, there are modifications made by replacing brand association with brand popularity and the industry to be researched is automotive. The article that becomes a reference for additional hypotheses in this research modification is the research conducted by Filieri et al. (2017) on the smartphone industry in China with respondents being an early adopter generation of technological changes in the smartphone field.

In this study, the research object is respondents who want to have a Hyundai electric car with an age range of 21 years to 45 years. Respondents are also domiciled in the areas of Jakarta, Bogor, Depok, Tangerang, and Bekasi. In this study, the level of analysis used is individual. Respondents or individuals studied are respondents who have or have owned a Hyundai electric car, both those who already have a Hyundai brand fossil fuel car and those who have not.

In this study, the sampling used is non-probability sampling with sampling that has a purpose. In this study, the respondents who want to be targeted are groups who already have a Hyundai car and want to have a Hyundai electric car in the age range of 21 years to 45 years. The minimum number of respondents used in this study was 19 total indicators x 10 or 190 respondents (Sekaran & Bougie, 2016). In this study collected as many as 203 respondents so that it can be said to have met the minimum sample of respondents.

Table 1. Statistic Descriptive

Description		Quantity
Gender	Man	125
	Woman	78

Description		Quantity
Age	< 21 y.o	13
	21-25 y.o	45
	26-30 y.o	10
	31-35 y.o	7
	36-40 y.o	6
	41-45 y.o	17
	> 45 y.o	105
Domicile	Jakarta	125
	Bogor	30
	Depok	4
	Tangerang	28
	Bekasi	6
	Outside Jabodetabek	10
Occupation	Professional	16
	Private Employee	44
	State Employee	0
	Entrepreneur	87
	Students	41
	Retirement	15
Education	Junior High	3
	Senior High	60
	Undergraduate	112
	Graduate	25
	Doctoral	3
Monthly income	< Rp 10.000.000	57
	Rp 10.000.000 - Rp 20.000.000	31
	Rp 20.000.001 - Rp 30.000.000	17
	Rp 30.000.001 - Rp 40.000.000	21
	> Rp 40.000.000	77

Source: Processed data, 2021

Table 2. Construct Validity

	Average Variance Extracted (AVE)	
Brand Awareness	0.681	Valid
Brand Loyalty	0.884	Valid
Brand Popularity	0.756	Valid
Perceived Quality	0.865	Valid
Repurchase Intention	0.854	Valid

Source: Processed data, 2021

From the table above, it can be seen that the AVE value obtained by each variable is above 0.5. The values obtained indicate that the variables in this study can be said to be valid so that they can be continued to the next research stage. Next is to test the validity of each indicator that represents a variable where the lower limit of the resulting value should be greater than 0.7.

Table 8. Composite Reliability

	Composite Reliability	
Brand Awareness	0.894	Reliable
Brand Loyalty	0.958	Reliable
Brand Popularity	0.925	Reliable
Perceived Quality	0.962	Reliable
Repurchase Intention	0.946	Reliable

Source: Processed data, 2021

From the table above, it can be seen that the composite reliability value of each variable is found to exceed the upper limit of 0.7 so that these variables can be said to be reliable.

Table 9. R^2

	R Square
Brand Loyalty	0.616
Repurchase Intention	0.723

Source: Processed data, 2021

From the table above, it can be seen that the value of R2 on the brand loyalty variable is 0.616, meaning that this value explains that brand popularity, brand awareness, and perceived quality are able to explain brand loyalty of 61.6%. Meanwhile, the R2 value for repurchase intention is 0.723. This means that the variables of brand popularity, brand awareness, perceived quality and repurchase intention are able to explain the repurchase intention of 72.3%. The two R2 values for the two variables are in the moderate (61.6%) and strong (72.3%).

Table 10. Q^2

	SSO	SSE	Q^2 (=1-SSE/SSO)
Brand Awareness	812.000	812.000	
Brand Loyalty	609.000	306.636	0.496
Brand Popularity	812.000	812.000	
Perceived Quality	812.000	812.000	
Repurchase Intention	609.000	262.705	0.569

Source: Processed data, 2021

From the table above, it can be seen that the Q2 value for the brand loyalty variable of 0.496 can be said to be strong so that the brand loyalty variable has a strong predictive level. Then for the repurchase intention variable, the Q2 value of 0.569 can be said that the repurchase intention variable has a strong predictive level as well. The next stage is to test with Goodness-of-Fit (GoF) where this test tool is used to see how well the theoretical structure has been determined to represent reality as conveyed by the collected data. To determine GoF in a study, it is necessary to test the standardized room mean residual (SRMR), normal fit index (NFI), and RMS theta by determining the limit value on the SRMR below 0.1. If the SRMR value is above 0.1, it can be said that there is a problem with the suitability of the study. For the value on the normed fit index (NFI) which is used to see incremental compatibility with a value range of 0 to 1 where the value for the perfect fit model is 1. (Hair et la., 2018). Then the value on RMS-tetha with a limit value below 0.12 indicates a good suitability (Hair et al., 2017).

Table 11. Goodness of Fit

	Saturated Model	*Estimated Model*
SRMR	0.056	0.059
d_ULS	0.529	0.589
d_G	0.420	0.446
Chi-Square	511.763	528.340
NFI	0.864	0.860
rms Theta		0.187

Source: Processed data, 2021

Based on the results shown in the table above, it is found that the SRMR values for the Saturated Model and Estimated Model are obtained by values of 0.058 and 0.078. This means that the value obtained is included in the category of rules of thumb where the limit value is <0.1 so it can be said that the research model does not find compatibility problems or the research model can be said to be good. Then the NFI value on the Saturated Model and Estimated Model of 0.864 and 0.860 is included in the category between 0 to 1. The results show that the research model is almost perfect because it is close to the value of 1. While the RMS-tetha value is 0.187 where this value means that there is a model discrepancy. However, with indicators on SRMR and NFI that are already in the good category, this research model can be said to be good. Next is to see the test of the relationship between variables or the hypothesis by looking at the Path Coefficient table.

Table 12. Path Coefficient

		Original Sample (O)	T Statistics (|O/STDEV|)	P Values	
H1	Brand Popularity -> Brand Loyalty	0.188	1.939	0.053	Not Supported
H2	Brand Awareness -> Brand Loyalty	0.308	4.668	0.000	Supported
H3	Perceived Quality -> Brand Loyalty	0.380	4.374	0.000	Supported
H4	Brand Popularity -> Repurchase Intention	0.340	4.289	0.000	Supported
H5	Perceived Quality -> Repurchase Intention	0.292	3.550	0.000	Supported
H6	Brand Awareness -> Repurchase Intention	0.069	1.350	0.178	Not Supported
H7	Brand Loyalty -> Repurchase Intention	0.253	3.831	0.000	Supported

Source: Processed data, 2021

DISCUSSION

In this study, the hypothesis that brand popularity affects brand loyalty is not supported. This result is different from the results obtained in previous studies conducted by (Filieri et al., 2017) and (Luan et al., 2019) where the result is the influence of brand popularity on brand loyalty. For the automotive industry with respondents who already own a Hyundai car and are dominated by respondents aged over 45 years, they no longer emphasize the popularity of a brand anymore to be loyal but are more about proof of durability, convenience and function. Maybe different results will be obtained if the respondents are dominated by respondents aged 10 to 20 years younger or the current millennial generation. The popularity of a brand in the

automotive industry, especially for Hyundai which provides electric cars, still needs to convince consumers about the functions and features offered by their electric cars so that consumers who own Hyundai cars who are in the age range above 45 years, decision makers to buy, are more interested in buying. Changes in usage and maintenance habits are a challenge for respondents who are in the age group above 45 years, but purchasing decisions are most influenced by this age group as well.

For the second hypothesis, namely that brand awareness has an effect on brand loyalty, the results are supported. These results are in line with research conducted by (Asif et al., 2015) and (Pike & Bianchi, 2016). Although the industry is different, the relationship between these variables has the same result. With brand awareness perceived by consumers, Hyundai car owners can trigger consumer loyalty to continue using other Hyundai car products, including electric cars. The form of loyalty created here is consumer confidence in the quality of Hyundai products.

For the third hypothesis, namely perceived quality has an effect on brand loyalty, the results are supported. These results are in line with research conducted by (Jang & Ha, 2014) and (Nazar Khan et al., 2016). From these results, it can be seen that the perceived quality perceived by consumers by using Hyundai car products with fossil fuels can shape the perception of the quality of electric car products produced by Hyundai as well. This is a strong capital for Hyundai to introduce other Hyundai electric car products with enhanced features. As stated in the discussion in the first hypothesis, the knowledge transfer process plays an important role for companies to convince consumers of the convenience and practicality of using Hyundai electric cars

For the fourth hypothesis, namely that brand popularity has an effect on repurchase intention, the results are supported. These results support previous research conducted by (J. H. Kim & Min, 2014; Magnini et al., 2013; Whang et al., 2015). From the results of previous studies, it is stated that brand popularity gives preference to consumers to repurchase the same product or brand. Products with brand popularity increase consumer confidence when comparing products on the market to choose a particular product. Likewise with Hyundai electric car products, where Hyundai fossil fuel car products have long existed in Indonesia and have been tested for reliability in Indonesian conditions. This is certainly an advantage for Hyundai, especially for Hyundai fossil fuel car users who have experienced using Hyundai cars. This makes it easier for Hyundai to emphasize the same or even better product quality with improvements to Hyundai's electric cars. With the popularity of the Hyundai brand for its car products, it will increase trust and desire to buy back Hyundai electric car products.

For the fifth hypothesis, namely perceived quality has an effect on repurchase intention, the results are supported. These results support research conducted by (Bao et al., 2011; Beneke et al., 2015; do Vale et al., 2016; González-Benito & Martos-Partal, 2014; Konuk, 2018; Sheau-Fen et al., 2012; Steenkamp et al., 2010). The results of this study indicate that a good perceived quality that is formed in the minds of consumers who have tasted the product, especially Hyundai's fossil fuel car will be more directing consumers to buy products from similar brands. The experience of using Hyundai car products with fossil fuels supported by official workshops for Hyundai car maintenance standards will add to the perceived quality of Hyundai's electric car products in the eyes of consumers.

The sixth hypothesis in this study, namely that brand awareness has an effect on repurchase intention, is not supported. These results do not support the research conducted by (Hassan et al., 2016; Hutter et al., 2013; S. J. Kim et al., 2015; Panchal et al., 2012). In the automotive industry, brand awareness alone is not enough to convince consumers to repurchase. Other factors such as perceived quality and brand popularity such as the previous hypothesis have a greater influence on the desire to repurchase products from the same brand. Experience and infrastructure support are another supporting factor for consumers in choosing

the product or brand they want to buy. So that Hyundai can emphasize infrastructure support capital, namely workshops and skilled mechanics who are ready to support the presence of Hyundai electric cars so that consumers are more confident in buying Hyundai electric cars.

For the seventh hypothesis, namely that brand loyalty has an effect on repurchase intention, the results are supported. These results support previous research conducted by (Lanza, 2008; Said, 2014; Seyyed Mehdi et al., 2013). With loyalty to Hyundai car products, consumers' desire to repurchase electric car products from Hyundai will be even greater. The loyalty created is based on the experience and support of the Hyundai company while in Indonesia to provide comfort for Hyundai consumers. The convenience of using fossil fuel cars will affect the desire to buy back Hyundai electric cars.

MANAGERIAL IMPLICATIONS

From the results of this study, it is hoped that Hyundai Motor Indonesia can be more confident in its electric car products that have been marketed in Indonesia. The advantage that Hyundai Motor Indonesia has is that the parent company of Hyundai Motor Company has included Hyundai cars since 1995 so that Indonesian consumers have known this brand for more than 25 years. The experience of Indonesian consumers using Hyundai's fossil fuel car products is a reference for consumers to assess the quality of the products produced by the Hyundai Motor Company. Hyundai electric cars certainly come with improvements from previous products so that they can increase consumer comfort when they want to use Hyundai electric cars. This is in line with the results of this study which produces a supported hypothesis, namely that there is a positive relationship between brand awareness and perceived quality that has been felt by Hyundai consumers in Indonesia on consumer brand loyalty and repurchase intention.

To support awareness of the presence of electric cars, Hyundai Motor Indonesia as a subsidiary of Hyundai Motor Company needs to provide knowledge transfer regarding the habit of using electric cars compared to fossil fuel cars. In terms of price, Hyundai's electric car won to compete with the famous electric car manufacturer from the United States Tesla. In addition, government policies that help electric car manufacturers by providing zero percent import duty tax relief can reduce the selling price of Hyundai electric cars in Indonesia. This will certainly attract consumers to have an electric car cheaper and easier to get a Hyundai electric car in Indonesia. The collaboration that has been built with local governments by turning Hyundai electric cars into operational cars for regional officials also helps Hyundai Motor Indonesia campaign for ease and convenience in using Hyundai electric cars apart from saving electricity costs when compared to fuel consumption of ordinary cars. Hyundai Motor Indonesia is also working with other private parties to continue to build charging station infrastructure to make it easier for consumers to recharging their electric cars.

Continuous socialization through various channels will make consumers more familiar with the habits that must be done if they want to own a Hyundai electric car. When they are used to it, consumers will find it easier to move using electric cars. In terms of quality, Hyundai consumers who use fossil fuel cars have no doubts about the quality of Hyundai Motor Company's products. Information on ease, convenience and savings in use conveyed through various social media channels and automotive events will bring Hyundai closer to its consumers.

LIMITATIONS OF RESEARCH AND SUGGESTIONS

This study still has limitations, such as respondents who are only located in the Greater Jakarta area. The development of supporting infrastructure for electric cars in the Greater Jakarta area may be different from other areas. So that the next research can involve consumer perceptions from other regions. Another limitation is the age of the respondents, which in this

study were dominated by the age group above 45 years. It is true that the majority of purchasing decisions are influenced by this age group, but now there are also many young business actors, professionals who fall into the age group of 25 to 35 years. This age group also needs to be looked at to see the perception of this age group towards the use of Hyundai electric cars, whether the perception of the quality and popularity of a brand is still valid or not.

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