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THE RELATIONSHIP BETWEEN CONSUMER ETHNOCENTRISM AND PRODUCT NEEDS ON PURCHASE INTENTION IN PERSPECTIVE OF INDONESIAN CONSUMERS FOR CHINESE PRODUCTS ON TOKOPEDIA

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ABSTRACT

The aim for this study is to understand the relationship between consumer attitude towards foreign product on e-commerce which analyzed through consumers ethnocentrism and product needs on purchase intention for Chinese products on Tokopedia. With globalization and technological advances, it is undeniable that e-commerce has become part of living to fulfill daily basis needs. Tokopedia, an Indonesian e-commerce under William Tanuwijaya as CEO has become one of the influences in Indonesian economy. However, even though Indonesia was mentioned to be Tokopedia's largest contributor, Tokopedia falls behind Shopee, a Singapore e-commerce, that ranked number one in terms of monthly web visits and GMV (Gross Merchandise Value). The actual research was conducted on 178 respondents by using online questionnaires and the sampling technique was nonprobability purposive sampling. The subjects of this research are the people who have shopped in Tokopedia using the mobile app, and have the intention to shop again in the future. The data are processed through validity, reliability, and statistical analysis and performed using SmartPLS software. The results of the study indicate that Consumer Ethnocentrism have positive influences towards Attitude towards Foreign Products, this statement against previous research which states that the relationship between these hypotheses is negative.

Keywords: Attitude Towards Foreign Products; Consumer Ethnocentrism; Globalization; mobile app

INTRODUCTION

Today it can't be denied that the world of business really dominates the economics system around the world. The entry of global influence also influences business development in Indonesia. International business encompasses all commercial activities that take place to promote the transfer of goods, services, resources, people, ideas and technologies across national borders.

International trade takes place in a number of ways, moving goods from one country to another (exporting, importing, trading), contractual arrangements allow foreign companies to use products, services and processes (licensing, franchising) from other countries to establish and operate sales, manufacturing, research and development and distribution facilities in foreign markets (Grozdanovska et al., 2017).

With the ease of technology in the palm of our hands, people do business slightly different from the traditional way. The rise of e-commerce has shaped international business to become even bigger and better. Due to international business changing and becoming bigger, it is seen that these recent years, mobile shopping has been on the rise and with customers increasingly using their mobile devices for various online shopping activities.

In 2018, an estimated 1.8 billion people worldwide purchase goods online. During the same year, global e-retail sales amounted to 2.8 trillion US dollars and projections show a growth of up to 4.8 trillion U.S. dollars by 2021 (Statista.com, 2019). E-commerce sales opportunities are rapidly growing. In 2018, e-commerce was responsible for \$2.8 trillion in sales. In 2019, e-commerce was responsible for \$3.3 trillion in sales. In 2020, e-commerce was responsible for \$3.9 trillion and in sales which is expected to be \$4.5 trillion by 2021 (Kinsta.com, 2020).

In Indonesia, the development of the e-commerce market has grown 78 percent per year (Aryanto, 2018). During 2018, transactions from 13,485 e-commerce businesses totaled 24,821,916 transactions with a transaction value of 17.21 trillion rupiah. From this data, on average every e-commerce business conducted transactions during 2018 was 1,841 times with an average transaction value of Rp 694,000 (BPS.go.id, 2019).

E-commerce makes daily basis simpler and easier. Statista reports the number of e-commerce users in Indonesia in 2017 reached 139 million users, then increased 10.8% to 154.1 million users in 2018. In 2019 reached 168.3 million. In 2020 reach 181.5 users and 212.2 million in 2023. The same is true for the level of e-commerce penetration which is always increasing. Until 2023 it is projected to reach 75.3% of the total population of the selected market. The e-commerce sector with the highest revenue is in fashion, which in 2023 is projected to reach US \$ 11.7 billion.

Based on the analysis, it is concluded that one of the functions of e-commerce is to increase the state revenue. In Indonesia, the presence of e-commerce is often claimed to help micro, small and medium enterprises (UMKMs) compete by entering the digital world. However, the facts prove that goods sold in e-commerce are controlled by imported products. This phenomenon occurs because the investment that enters Indonesia is considered of low quality. The majority of investment that enters Indonesia is dominated by market seeking and resource seeking companies (Anwar, 2019).

E-commerce association data shows that 93% of goods sold by the marketplace are imported. This means, local products are only 7%. The rise of imported goods in e-commerce is due to the heavy foreign investment. The investment practice is dominated by "opening shops" in the country instead of producing and exporting (Anwar, 2019). China imports 98% of goods sold in e-commerce in the form of consumer goods (bags, shoes and clothes) (Budiansyah, 2020).

In this study, the researcher will continue to explore the factors affecting more goods imported made in China and consumer repurchase intention in Tokopedia Indonesia. This study is from the journal Cultural Similarity, Consumer Ethnocentrism, and Product Necessity, in Evaluation of Malaysian Product: Indonesian Consumer Perspective.

THEORITICAL FRAMEWORK AND THE DEVELOPMENT OF HYPOTHESES

Consumers Ethnocentrism (CE) and Attitude towards Foreign Product

Consumer's tendency to buy locally made goods over a foreign product is known as consumer ethnocentrism (Ma et al., 2019). The results of recent studies generally show that there is a relationship between ethnocentrism and attitudes towards foreign product (Ramadania et al., 2013). Some experts claim the attitude as an evaluation of the object, and some of the other states that attitude as a response to feelings of affection. Attitude can predict consumer behavior (Ramadania et al., 2013).

Consumers attitudes towards domestic and foreign products have vastly been in consideration in the literature based on world views, political views and sociological notions. Topçu and Kaplan (2015) lists antecedents of country origin effects country images and characteristics, brand attitudes, product knowledge and characteristics, culture, consumer characteristics and consumer ethnocentrism. Therefore, this study explains that the greater the sense of ethnocentrism found in a society, the greater the attitude of rejection towards foreign products.

H1: Consumers ethnocentrism (CE) negatively influences attitudes towards foreign product

Lack of Availability of Domestic Product and Attitude towards Foreign Product

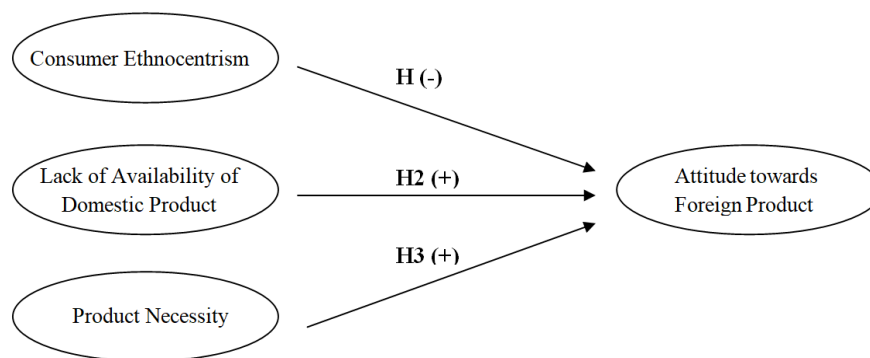
As a knowledge cue, the COO has been shown to influence the buying decisions of consumers in terms of their interpretation of the characteristics of the product as well as their overall product assessment (Nugroho et al., 2014). A nation may not always have such goods which are appropriate to meet its people's needs. When domestic enterprises are unable to manufacture market-demanded products, the consumer of ethnocentrism has no choice but to buy imported goods. It may be expected that ethnocentric consumers would display a preference for goods from culturally similar countries over those from culturally different countries in a decision-making situation where domestically produced products are unavailable (Watson & Wright, 2000).

H2: Lack of availability of domestic product has a positive influence on attitudes towards foreign products.

Product Necessity and Attitude towards Foreign Product

Consumers will perceive the products differently whether those products are required either for personal usage or for the domestic economy (Ramadania et al., 2013). Necessity can be the main reason why someone purchases a product. Consumers will have a better acceptance to receive foreign goods when goods they are looking for are not found or are not available in their country of origin. Huddleston et al. (2001) found that perceived quality of a product is differentiated based on the need of the product. Consumers will have a good evaluation value and perception towards foreign products.

H3: The foreign product necessity has a positive influence on attitudes towards foreign products.



Source: Adapted from Cultural Similarity, Consumers Ethnocentrism, and Product Necessity in Evaluation of Malaysian Product: Indonesian Consumers Perspective by Ramadania et al. (2013)

RESEARCH METHOD

This research uses questionnaires for collecting the data, after the respondent's answers are collected, the researcher will analyze and process data for research purposes. The population in this study are users of the Tokopedia application, namely customers who have respondent characteristics including age, gender, domicile area, final education level, current occupation, total income, and whether they have ever used Tokopedia to make transactions. This study uses a sampling technique, namely non probability sampling with purposive sampling technique. Researchers took a research sample of 178 respondents who were customers of the Tokopedia application that is widespread in Indonesia. Questionnaire items are variables consumer ethnocentrism, lack of availability of domestic product, product necessity and attitude towards foreign product adapted from Ramadania et al. (2013), measured five point Likert scale namely, 1= Strongly Not Agree, 2= Not Agree, 3= Neutral, 4= Agree, 5= Strongly Agree. The method of analysis used in this research is the Smart PLS program. PLS is useful for explaining the relationship between variables.

Respondent Characteristic

The 178 respondents in this study have the following profiles: 39.9% respondents are male while 60.1% are female. Respondents are dominated by those aged 21–25 years (72.5%), where 80.3% of respondents are students. Respondents in this study are dominated by those who are not married/single (91.00%), had income below IDR 5,000,000 (25.3%), and are dominated by those who live in Tangerang, Indonesia (59.00%).

Measurement Model

Measurement model consist of testing validity and reliability, before evaluating the structural model. Validity test by taking into account the average variance extracted (AVE) and outer loadings. The indicator is considered valid if the AVE value is greater than 0.5 and the outer loading value is greater than 0.7. In validity test, the next measurement is discriminant analysis. Terms of which it must be noted that by referring to the Fornell-Larcker criterion, the AVE root value must be greater than the correlation value between constructs (Hair et al., 2014).

The results of data processing (Table 1) indicate that the results of the measurement of the instrument are declared valid. The result of the calculations show that the AVE value ranges

from 0.501 to 0.605. The outer loadings, namely 0.655 to 0.809. Outer loadings values between 0.4 to 0.7 can be considered to be maintained as long as it can increase the AVE value (Hair et al., 2014). The reliability test was carried out by taking into account the recommendations of Ghazali and Latan (2015), by calculating composite reliability. The calculation results show that the value of composite reliability between 0.899 to 0.925 and has met the minimum requirements of 0.7 (Hair et al., 2014).

Table 1. The Evaluation of Measurement Model

Construct and Items		Outer Loading
Consumer Ethnocentrism/CE (AVE= 0.748, CR= 0.899)		
CE01	Membeli produk luar negeri mengurangi rasa nasionalisme	0.906
CE02	Membeli produk luar negeri bukanlah hal yang benar karena dapat meningkatkan tingkat pengangguran dalam negeri	0.779
CE03	Kita sebaiknya membeli produk luar negeri ketika produk yang kita cari tidak tersedia di Indonesia	0.886
Lack of Availability of Domestic Product/LADP (AVE= 0.829, CR= 0.906)		
LADP01	Minimnya ketersediaan produk kebutuhan sehari-hari misalnya perlengkapan rumah tangga yang di produksi oleh perusahaan Indonesia dengan kualitas yang baik dengan harga yang relative murah di Tokopedia	0.933
LADP02	Minimnya alternative produk kebutuhan sehari-hari misalnya perlengkapan rumah tangga yang dapat bersaing dengan produk buatan China di Tokopedia	0.888
Product Necessity/PN (AVE= 0.822, CR= 0.902)		
PN01	Saya merasa butuh dengan barang-barang produk made in China yang dijual di Tokopedia	0.925
PN02	Saya merasa kebutuhan terhadap barang-barang yang diproduksi di China adalah sesuatu yang penting	0.888
Attitude towards Foreign Products/ATFP (AVE= 0.861, CR= 0.925)		
ATFP01	Saya memiliki sikap positif terhadap barang- E barang yang dibuat di China yang ada di Tokopedia	0.929
ATFP02	Barang-barang yang diproduksi China menarik untuk saya	0.926
Note: AVE=average variance of extracted: CR=composite reliability: *=significant (one-tailed test, $p < 0.05$).		

Source: Results of Data Processing (2020)

Table 2 reveals that the discriminant validity test has been fulfilled, namely the AVE value is greater than the value of the correlation between variables.

Table 2. Fornell and Lacker Criterion

	X1 (CE)	X2 (LADP)	X3 (PN)	Y1 (ATFP)
X1 (CE)	0.865			0.471
X2 (LADP)	0.488	0.911		0.571
X3 (PN)	0.418	0.537	0.906	0.708
Y1 (ATFP)				0.928

Source: Results of Data Processing (2020)

Structural Model

The coefficient of determination or R^2 is carried out to measure how much influence the independent latent variable has on the dependent latent variable. When the resulting value of R^2 is higher or closer to 1, the ability of the independent variable to explain the dependent variable is getting bigger. The following is the value of the coefficient of determination (R^2).

Table 3. R Square Score(R^2)

	R Square
Y1 (ATFP)	0.568

Source: Results of Data Processing (2020)

The next test is the collinearity test, which is to find out whether the research model has trend of collinearity. VIF value limit to determine whether there is a tendency for collinearity is a maximum of 5.0. If the VIF value is more than 5.0, then there is a tendency for collinearity (Hair et al., 2014). Table 4 shows that the VIF value in the model is below 5.0, so it can be concluded that it is not there is collinearity in the model.

Table 4. Evaluation of Multicollinearity test

	Y1 (ATFP)
X1 (CE)	1.375
X2 (LADP)	1.595
X3 (PN)	1.472
Y1 (ATFP)	

Source: Results of Data Processing (2020)

Next, hypothesis testing is carried out to determine whether the influence between the constructs is supported or not supported. Hypothesis testing will be carried out on the direct

effect hypothesis testing, where the variables of consumer ethnocentrism, lack of availability of domestic product and product necessity are hypothesized to have a direct effect on attitude towards foreign product. In testing the direct effect hypothesis, the test statistic used is the t statistic or t test using the provisions of the t-table value (one tail) which is 1.65 with a significant level of 0.05. The t-table value will be used as a limit value or cut off in comparing with the t-statistical value contained in the Path Coefficient table to accept or reject the proposed hypothesis.

Table 5. Hypotheses Testing Table

Hypothesis	Relationships between Variables	Path Coefficients	T-score	P-value	Conclusion
H1	Consumer Ethnocentrism → Attitude towards Foreign Product	0.143	2.445	0.015	Supported
H2	Lack of Availability of Domestic Product → Attitude towards Foreign Product	0.214	3.233	0.001	Supported
H3	Product Necessity → Attitude towards Foreign Product	0.533	8.042	0.000	Supported

Source: Results of Data Processing (2020)

DISCUSSION

Based on the results of hypothesis testing, it can be concluded that there are several hypotheses that are in accordance with the initial hypothesis in this study. In this study, there are three hypotheses where of the three hypotheses there is one hypothesis that is not in accordance with the initial hypothesis set. Discussion on the results of hypothesis testing in this study will be discussed further in the next sub-chapter.

Effect of Consumer Ethnocentrism on Attitude Towards Foreign Product

Based on the discussion of the results of the hypothesis test, it can be concluded that consumer ethnocentrism has a positive and significant effect on the attitude towards foreign product variables. This hypothesis does not support previous research by Ramadania et al. (2013) which explains that consumer ethnocentrism has a negative effect on attitude towards foreign products. In previous research, it was explained that the nature of ethnocentrism can influence a person's decision to make a purchase.

This is not the case in research conducted by researchers now, where in the current globalization era, there are many cultural exchanges that make one's thinking about a culture more open and broader. Sophisticated technology makes communication and information very

easy to obtain. The tendency to cling to one culture begins to fade, technology makes the walls of boundaries between cultures shrink. When someone needs an item but cannot find it in the country of origin, that person will look for goods in other countries without paying attention to ethnocentrism.

The Effect of Lack of Availability of Domestic Product on Attitude Towards Foreign Product

Based on the results of the research hypothesis test, it can be concluded that the lack of availability of domestic product has a positive and significant effect on attitude towards product variables. This result is in line with research conducted by Ramadania et al. (2013) which states that country of origin is one of the factors of ethnocentrism to be influential. COO perceptions can influence consumer decision making to choose and use these products either directly or indirectly.

In some situations and conditions a country cannot meet the needs of its people, they will try to find these goods from abroad. Tokopedia is a place to easily search for imported products, you just have to type the item you are looking for and it will appear. With this, it states that consumer attitudes towards foreign products can be influenced by the lack of availability of domestic products.

Effect of Product Necessity on Attitude Towards Foreign Product

Based on the results of the research hypothesis test, it can be concluded that product necessity has a positive effect on attitude towards foreign products. The results obtained are in line with the results of previous research conducted by Nugroho et al. (2014) which revealed that consumers perceive products differently based on the importance of products for daily life or the economy, and, therefore, perceptions of need moderate tendencies ethnocentric consumers in evaluating imported products.

There are several cultural similarities between products of the country of origin and foreign countries have the potential to influence consumer ethnocentrism. Indonesia and China have several cultural similarities, especially because they are on the Asia continent. Indonesian people use plastic materials in their daily life such as tableware and household furniture. China as the No. 1 country in Asia as a country that produces these materials has long been exporting to Indonesia to meet the needs of the Indonesian people.

CONCLUSION

By looking at the results of the analysis and discussion in the previous chapter regarding the analysis of the effect of consumer ethnics, lack of availability of domestic products and product necessity on attitude towards foreign products in the Tokopedia application, it can be concluded that based on the results of the research analysis, consumer ethnocentrism has a positive and significant effect on attitude towards foreign products of Tokopedia application users. Based on the results of research analysis, the lack of availability of domestic products has a positive and significant impact on the e-trust of Tokopedia application users. Based on the results of research analysis, product necessity has a positive and significant impact on the repurchase intention of Tokopedia application users.

RESEARCH LIMITATIONS AND FUTURE RESEARCH SUGGESTIONS

This study has several limitations, namely the data obtained is based on 178 honest answers from selected respondents who are in Indonesia, it is suggested for further research to

have a wider coverage of respondents in order to get more accurate results. Another limitation is that the variables used in journals are included in an uncommon category, so it is suggested for future researchers to expand the scope of theory. For further research, the cultural similarity variable can be developed by examining 2 groups of people so that the results of the analysis obtained can be maximized. This study uses research by Ramadania et al. (2013) as the main journal, where this research conducts first order testing. In this study the indicators are treated as a first order test.

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PENGARUH MODERASI DARI COUNTRY OF ORIGIN DAN PRODUCT TYPE TERHADAP HUBUNGAN ANTARA BRAND EQUITY TERHADAP REPURCHASE INTENTION DAN WORD OF MOUTH DALAM BRAND APPLE IPHONE

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ABSTRACT

This study aims to examine whether there is a positive effect of brand equity on repurchase intentions and word of mouth moderated by perceived value and country of origin in the Apple iPhone brand as a product type. The sampling technique used in this study is non-probability sampling, namely purposive sampling in which the respondents are Apple iPhone users in Indonesia. The sample of this study found 260 respondents with data collection methods using electronic questionnaires. Data processing was carried out by statistical analysis, validity, and reliability using the Partial Least Square – Structural Equation Modeling (PLS-SEM) method and processed using SmartPLS 3.0 software. The results showed that the brand equity variable had a positive influence on the variables of repurchase intention and word of mouth promotion. Likewise, the variable type of product and country of origin both have a positive moderating effect on the relationship between brand equity and repurchase intention, and brand equity on word of mouth.

Keywords: brand equity; repurchase intention; word of mouth; country of origin; product type

ABSTRAK

Penelitian ini bertujuan menguji apakah terdapat pengaruh positif dari *brand equity* terhadap *repurchase intention* dan *word of mouth* yang dimoderasi oleh *perceived value* dan *country of origin* dalam *brand Apple iPhone* sebagai *product type*. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *non-probability sampling*, yaitu *purposive sampling* di mana responden adalah pengguna Apple iPhone yang berada di wilayah Indonesia. Sampel penelitian ini berjumlah 260 responden dengan metode pengumpulan data menggunakan kuesioner elektronik. Pengolahan data dilakukan dengan analisis statistik, validitas, dan reliabilitas yang menggunakan metode *Partial Least Square – Structural Equation Modeling (PLS-SEM)* dan diolah menggunakan *software SmartPLS 3.0*. Hasil penelitian menunjukkan bahwa variabel *brand equity* memiliki pengaruh positif terhadap variabel *repurchase intention* dan *word of mouth*. Begitu juga dengan variabel *product type* dan *country of origin*, keduanya memiliki pengaruh moderasi yang positif terhadap hubungan antara *brand equity* terhadap *repurchase intention*, serta *brand equity* terhadap *word of mouth*.

Kata Kunci: brand equity; repurchase intention; word of mouth; country of origin; product type

PENDAHULUAN

Indonesia adalah salah satu kekuatan ekonomi dunia yang tergabung ke dalam Group of Twenty (G20), di mana G20 merupakan forum utama untuk kerja sama ekonomi yang melibatkan pemimpin dari 20 negara yang merepresentasikan 80% *output* ekonomi dunia. Dalam laporan yang dirilis oleh Bank Dunia pada 2020 yaitu “*Aspiring Indonesia: Expanding the Middle Class*”, tertulis bahwa masyarakat kelas menengah Indonesia bertumbuh paling pesat dibandingkan kelas lainnya. Setidaknya ada 52.000.000 orang Indonesia yang kehidupannya terjamin secara ekonomi. Kini Indonesia memiliki status negara dengan pendapatan menengah ke atas setelah pendapatan nasional bruto (*gross national income*) per kapita Indonesia mengalami kenaikan ke US\$ 4.050 pada tahun 2019. Pertumbuhan jumlah masyarakat kelas menengah memberi konfirmasi bahwa permintaan akan segmen produk/jasa premium juga turut meningkat. Produk/jasa premium ini umumnya tidak hanya berupa nilai fungsional dari produk melainkan merek dari produk atau yang disebut dengan istilah *brand equity*.

Istilah *brand equity* yang berkembang pada tahun 1980 merupakan sebuah penyebut yang umum digunakan oleh pengamat pemasaran untuk menginterpretasikan strategi-strategi pemasaran dan memberi penilaian terhadap nilai (*value*) dari sebuah merek (Keller et al., 2015). Banyak riset yang telah disusun dan diuji untuk membangun, mengukur, dan mengatur *brand equity*. Begitu juga dengan riset mengenai dampak dari *brand equity* terhadap potensi pendapatan perusahaan, keunggulan kompetitif, dan respons preferensial konsumen (termasuk di dalamnya *repurchase intention* dan *word of mouth*) (Rambocas & Ramsubhag, 2017). Namun, dengan bermunculannya banyak merek-merek internasional di pasar dunia yang terus berkembang saat ini, mendorong kebutuhan akan riset yang lebih mendalam terhadap *brand equity* yang turut mengalami perkembangan, terutama di negara-negara berkembang. Beberapa peneliti juga mengakui adanya efek yang signifikan antara *brand equity* terhadap respons perilaku konsumen, namun mereka juga mendorong orang-orang untuk meneliti berbagai budaya dan negara yang berbeda (Buil et al., 2013 dalam Rambocas & Ramsubhag, 2017).

Beberapa penelitian juga meneliti dampak dari *country of origin* terhadap respons preferensial konsumen (Pappu et al., 2006; Pedersen et al., 2017; Wu et al., 2016 dalam Rambocas & Ramsubhag, 2017). *Country of origin* berarti *image* sebuah produk yang muncul akibat asal negara produk yang dipasarkan tersebut (Rita, 2018). Penelitian yang dilakukan juga memiliki respons yang tidak konsisten (Pharr, 2005 dalam Rambocas & Ramsubhag, 2017). Ini tentu saja dipengaruhi oleh perbedaan budaya, pendapatan, jenis merek, pengetahuan akan negara tersebut, dan lainnya (Lee et al., 2014; Ansary et al., 2017 dalam Rambocas & Ramsubhag, 2017). Selain daripada *country of origin*, *product type* juga berpengaruh terhadap proses pengambilan keputusan konsumen. Produk yang *hedonic* memengaruhi proses afektif konsumen, dan produk yang *utilitarian* memengaruhi proses rasional dan kognitif konsumen.

Seiring dengan pesatnya arus globalisasi yang terus bergulir, batas-batas negara seakan-akan tidak terlihat. Berbagai perjanjian ekonomi bilateral dan multilateral yang dijalin oleh banyak negara membuat baik perusahaan lokal maupun asing menjadi semakin mudah untuk melakukan ekspansi atau sekadar mengeksport produk mereka. Arus globalisasi juga turut berkontribusi terhadap pergeseran kepada era digital, yang kemudian mendorong kebutuhan setiap orang akan *smartphone*. *Smartphone* bukan hanya digunakan sebagai sarana komunikasi. *Smartphone* juga digunakan untuk sarana hiburan, sumber informasi, pembayaran, dan sebagainya. Pasar Indonesia yang tengah bertumbuh dengan populasi terbesar keempat di dunia ini tentu menjadi pasar yang menarik bagi produsen *smartphone* asing. Merek seperti Apple, Samsung, Huawei, Asus, Xiaomi, dan lainnya memasuki pasar

smartphone Indonesia satu per satu. Berdasarkan data yang didapat dari StatCounter, pangsa pasar Apple di Indonesia sangat kecil, yaitu di angka 6.7%.

Sementara itu, dari data yang juga disediakan oleh StatCounter menunjukkan bahwa di negara Vietnam, Apple memiliki pangsa pasar yang tertinggi dengan persentase sebesar 37.9%. Angka ini tentu saja mengejutkan mengingat pendapatan nasional bruto (*gross national income*) per kapita negara Vietnam pada 2019 menurut Bank Dunia hanya sebesar US\$ 2.540 jauh di bawah Indonesia (US\$ 4.050). Pendapatan nasional bruto per kapita Vietnam juga menempatkan Vietnam sebagai negara dengan pendapatan menengah ke bawah, yaitu satu tingkat di bawah Indonesia. Bank Dunia juga menyatakan bahwa di tahun 2019, persentase kelas menengah Vietnam dari keseluruhan populasi adalah 13% sementara Indonesia sebesar 20% dari keseluruhan populasi. Apabila hanya melihat data tersebut, seharusnya Apple sebagai perusahaan *smartphone* dapat merajai pangsa pasar *smartphone* Indonesia, sama seperti yang mereka lakukan di Vietnam. Oleh sebab itu, Apple tentu saja dapat memanfaatkan pertumbuhan kelas menengah Indonesia saat ini untuk memperluas pangsa pasar mereka.

Apple menawarkan produk *smartphone* yang memiliki *country of origin* Amerika Serikat yang dominan, dan menasar *premium market* yang memberikan kesan *product type* yang *hedonic*. *Country of origin* dan *product type* diasosiasikan secara positif oleh para konsumen Indonesia, yang serta merta memberikan evaluasi positif terhadap evaluasi produk televisi dari Korea Selatan (Nugroho et al., 2015). Namun, studi serupa terhadap produk *smartphone* Amerika Serikat (terutama Apple) masih sangat minim dilakukan, sehingga masih perlu dilakukan penelitian secara lebih mendalam untuk mengetahui apakah terdapat efek yang serupa.

Berdasarkan latar belakang dan riset pendahuluan di atas, penelitian ini dilakukan untuk mengetahui serta menganalisis efek moderasi *country of origin* dan *product type* terhadap hubungan antara *brand equity* dengan *word of mouth* dan *repurchase intention* dari *brand* Apple iPhone, agar Apple dapat menyusun strategi yang tepat untuk tidak hanya meningkatkan aktivitas *word of mouth* dari pelanggan mereka, tetapi juga mempertahankan pelanggan dan memperluas pangsa pasar mereka di Indonesia.

TINJAUAN PUSTAKA DAN PENGAJUAN HIPOTESIS

Kaitan antara *Brand Equity* terhadap *Repurchase Intention*

Terdapat dua perspektif dalam mengartikan ekuitas merek. Pertama, ekuitas merek yang dilihat dari perspektif keuangan/finansial diartikan sebagai nilai moneter sebuah merek dari perusahaan (Simon & Sullivan, 1993; Buil et al., 2013 dalam Rambocas & Ramsabhag, 2017). Kedua, ekuitas merek dapat dilihat dari perspektif konsumen, yang diartikan sebagai kekuatan dari merek yang berada di benak konsumen (Leone et al., 2006; Buil et al., 2013 dalam Rambocas & Ramsabhag, 2017). Ekuitas merek secara luas didukung oleh asosiasi yang dikaitkan konsumen terhadap sebuah merek, yang kemudian memberi kontribusi kepada citra merek tertentu (Yasin et al., 2007 dalam Rambocas & Ramsabhag, 2017). Buil et al. (2013) dalam Rambocas & Ramsabhag (2017) menemukan bahwa harga premium yang ditagih oleh perusahaan untuk sebuah produk akan bersedia dibayarkan oleh konsumen untuk merek yang memiliki ekuitas merek dilihat positif, sehingga ekuitas merek dapat dikatakan menyediakan pertahanan terhadap efek negatif yang mungkin terjadi. *Repurchase Intention* terjadi ketika pelanggan telah melakukan pembelian suatu produk atau layanan sebelumnya. Gounaris, Dimitriadis, & Stathakopoulos (2010) mengungkapkan bahwa niat pembelian ulang merupakan salah satu tindakan untuk mengukur *behavioral intention* sebagai kesediaan pelanggan dalam melakukan pembelian melalui internet dengan jumlah yang lebih banyak.

Kimppa et al. (2014, dalam Setyorini & Nugraha, 2016) mendefinisikan niat pembelian kembali sebagai niat untuk membeli kembali merek suatu produk. Definisi ini didukung oleh Nurhayati & Murti (2012) yang mengatakan bahwa niat pembelian kembali merupakan keinginan dan tindakan pelanggan untuk melakukan pembelian suatu produk, dikarenakan munculnya kepuasan pelanggan sesuai dengan yang diharapkan dari suatu produk. Pelanggan berpotensi dalam melakukan pembelian kembali ketika mereka membeli produk yang serupa melalui penjual yang sama (Peyrot & Van Doren, 1994 dalam Ibzan et al., 2016). Dengan kata lain, niat pembelian kembali didefinisikan sebagai perilaku aktual pelanggan yang mengakibatkan pembelian produk atau layanan yang sama lebih dari satu kali.

Berdasarkan hasil penelitian yang dilakukan Buil et al. (2013) dalam Rambocas & Ramsubhag (2017), *brand equity* secara keseluruhan terbukti berpengaruh positif terhadap niat pembelian pelanggan. Penelitian yang dilakukan oleh Chiu et al. (2014) mengenai *repurchase intention* dalam berbelanja *online* juga menemukan bahwa familiaritas seseorang terhadap suatu *website e-commerce* akan berpengaruh secara positif terhadap kebiasaan yang kemudian turut memengaruhi *repurchase intention* secara positif. Keller et al. (2015) memaparkan bahwa *brand awareness* yang merupakan salah satu dimensi *brand equity* akan memberi dorongan motivasi kepada konsumen untuk melakukan pembelian terhadap *brand* yang memiliki *brand awareness* tertinggi sebagai bentuk penghindaran risiko saat hendak melakukan pembelian yang memerlukan *high-involvement decision*.

H₁: *Brand Equity* berpengaruh positif terhadap *Repurchase Intention*

Kaitan antara *Brand Equity* terhadap *Word of Mouth*

Word of mouth menunjukkan hasil evaluasi dari merek, produk, jasa, atau organisasi secara keseluruhan yang dilakukan tanpa tujuan komersial dan disebarkan baik secara tatap muka atau melalui saluran komunikasi lain seperti media sosial (Kuo et al., 2013). *Word of mouth* memiliki pengaruh yang menarik terhadap preferensi konsumen (Formell & Westbrook, 1984; Liue, 2004; Zhu & Zhang, 2010 dalam Allard et al. 2020). *Word of mouth* terjadi saat satu pihak menawarkan informasi atau saran terhadap produk/jasa kepada pihak lainnya (Schiffman & Wisenblit, 2015). Konsumen sering mencari ulasan sebagai bantuan sebelum mereka melakukan keputusan untuk membeli karena *word of mouth* dianggap sebagai sumber yang kredibel (Chen & Xie, 2008; Godes & Mayzlim, 2004; Herr et al., 1991 dalam Allard et al., 2020). *Word of mouth* positif atau negatif dikeluarkan oleh pelanggan sebagai bentuk respons perilaku konsumen setelah pembelian yang merupakan refleksi dari baik kepuasan atau ketidakpuasan. *Word of mouth* positif secara garis besar dipengaruhi oleh kebutuhan untuk meningkatkan *self-image*, sementara *word of mouth* negatif dimotivasi oleh kebutuhan untuk memperkuat identitas/melindungi ego (Alexandrov et al., 2013 dalam Rambocas & Ramsubhag, 2017). Efek positif dari *word of mouth* tidak terlalu bergantung atas faktor interpersonal, seperti tingkat kemiripan perseptual, atau keahlian di bidang tersebut, dibandingkan *word of mouth* negatif (Sweeney et al. 2014). *Word of mouth* positif jauh lebih efektif dibandingkan *word of mouth* negatif, dan pesan *word of mouth* positif memiliki efek yang lebih kuat terhadap keinginan orang lain untuk menggunakan produk/jasa dibandingkan pesan *word of mouth* negatif (Sweeney et al., 2014).

Hasil penelitian yang dilakukan Ansary dan Hashim (2017) menunjukkan efek dari *brand attitude* terhadap *brand equity* jauh lebih tinggi bagi individu yang sangat terlibat di dalam aktivitas *word of mouth*. Sementara itu, Sweeney et al. (2014) menemukan bahwa *brand equity* dapat memperkuat pengaruh dari *word of mouth* positif, yang sesuai dengan teori Stahl et al. (2012) dalam Sweeney et al. (2014) yang menyatakan bahwa merek yang positif dapat

membantu perusahaan dalam melakukan akuisisi pelanggan dan mempertahankan mereka, sekaligus meningkatkan profitabilitas.

H₂: *Brand Equity* berpengaruh positif terhadap *Word of Mouth*

Dampak Moderasi *Product Type*

Product type adalah kategorisasi produk yang berorientasi kepada tujuan konsumsi dan dilihat berdasarkan perspektif nilai *hedonic* serta *utilitarian*. (Holbrook & Hirschman, 1982 dalam Li et al., 2020). *Product type* baik *utilitarian* atau *hedonic* tidak hanya terbatas dalam *product level*, melainkan dapat diaplikasikan juga ke atributnya (Lu et al., 2016). Maka dari itu, produk tertentu dapat memiliki dua *product type* sekaligus (Chernev, 2004; Dhar & Wertenbroch, 2000 dalam Lu et al., 2016). Salah satu produk yang memiliki sifat ini ditunjukkan dari sepatu atletik yang merupakan produk *utilitarian* karena kemampuannya untuk melindungi sekaligus meningkatkan performa di lapangan. Namun, sepatu atletik juga termasuk produk *hedonic* yang ditunjukkan dengan perasaan menyenangkan dan nyaman yang timbul saat mengenakan sepatu atletik yang memiliki *brand-name* (Voss et al., 2003 dalam Lu et al., 2016).

Tinjauan pustaka mengenai perilaku konsumen menunjukkan bahwa konsumen melakukan pembelian untuk memenuhi kebutuhan dan keinginan mereka yang dipengaruhi oleh berbagai aspek seperti demografi, gaya hidup, budaya, yang semuanya ini merupakan proses multidimensional yang kompleks (Mothersbaugh et al., 2020). Sementara itu, Holbrook & Hirschman (1982) dalam Li et al. (2020) menyatakan bahwa tipe produk yang dilihat berdasarkan perspektif nilai *hedonic* dan *utilitarian* secara kontras memberi penekanan terhadap sikap konsumen yang bidimensional terhadap merek dan konsumsi mereka yang bersumber dari motif afektif dan instrumental. Beberapa studi juga menemukan bahwa *product type* memiliki pengaruh positif terhadap perilaku konsumen, seperti yang ditunjukkan dalam Chiu et al. (2012) dalam Rambocas & Ramsabhag (2017) di mana nilai *hedonic* dan *utilitarian* dalam tipe produk memengaruhi *repurchase intention*, jauh lebih kuat daripada *perceived risk*. Kuikka & Laukkanen (2012) dalam Rambocas & Ramsabhag (2017) juga menyarankan kepada pemasar untuk memanfaatkan nilai *hedonic* dalam strategi *branding* mereka.

H₃: *Product Type* memoderasi hubungan antara *Brand Equity* terhadap *Repurchase Intention*

H₄: *Product Type* memoderasi hubungan antara *Brand Equity* terhadap *Word of Mouth*

Dampak Moderasi *Country of Origin*

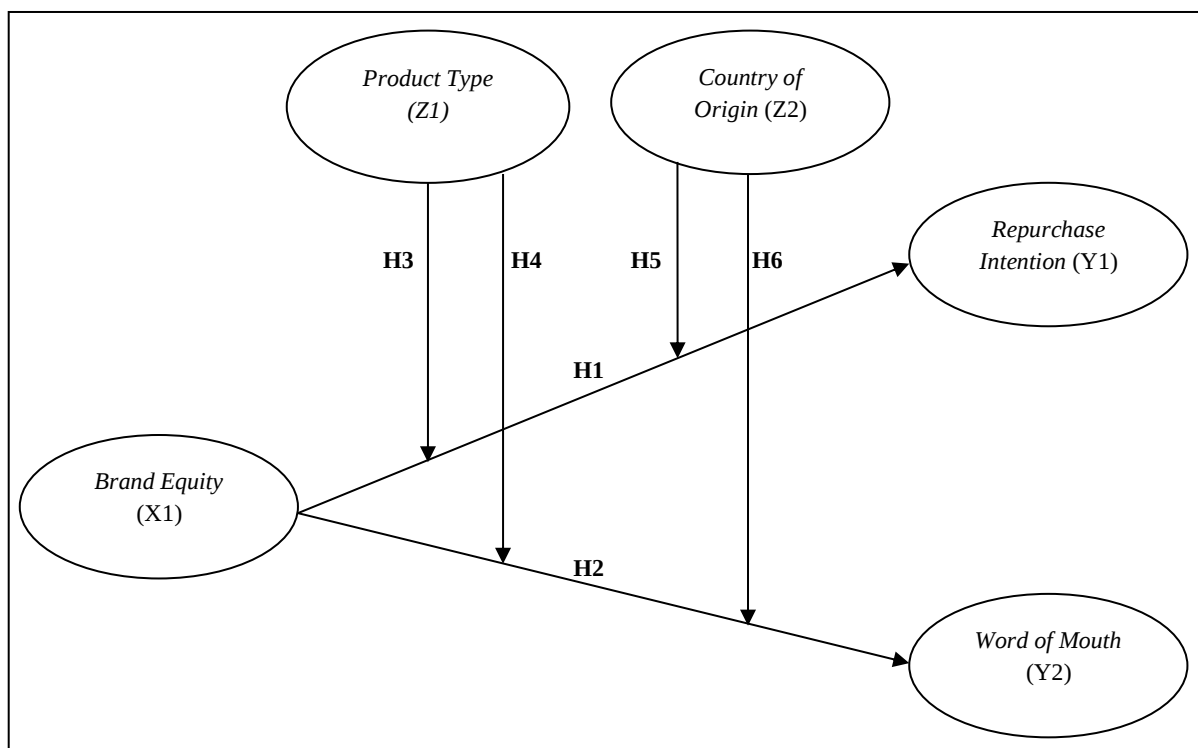
Country of origin adalah efek yang muncul akibat negara asal produk (Aichner et al., 2016). Yasin et al. (2007) dalam Rambocas & Ramsabhag (2017) mendefinisikan *country of origin* sebagai negara asal dari sebuah merek. Secara tradisional, *country of origin* berarti asal negara produk itu didesain dan dibuat (Acharya & Elliott, 2001 dalam Wu et al., 2016). Dengan terjadinya perkembangan ekonomi global dengan tren globalisasi serta perkembangan perusahaan multinasional membuat pergeseran lokasi produksi ke luar negeri dengan biaya yang lebih murah dan memasarkan produk ke banyak negara tidak terhindarkan (Ahmed et al., 2004 dalam Wu et al., 2016).

Country of origin yang berhubungan dengan citra dari suatu negara dan merujuk kepada persepsi keseluruhan akan suatu merek yang didasari oleh berbagai faktor pembentuk seperti *country of brand*, *country of manufacture*, *country of design*, dan *country of parts* (Wu et al., 2016). Efek stereotip yang dihasilkan oleh *country of origin* telah mendorong kebutuhan untuk dilakukannya investigasi dalam ilmu pemasaran global (Khan & Lee, 2014 dalam

Rambocas & Ramsubhag, 2017). Beberapa penelitian menunjukkan bahwa *country of origin* memberikan efek yang positif baik terhadap *brand* atau terhadap perilaku konsumen. Seperti yang ditunjukkan dalam Nainggolan dan Hidayet (2020), di mana ditemukan bahwa semakin positif efek yang dihasilkan oleh *country of origin*, maka *brand image* dari produk akan turut meningkat di mata konsumen. Lebih lanjut, berdasarkan hasil penelitian Aichner et al. (2016), ditemukan bahwa upaya pemasaran yang dilakukan perusahaan mengenai *country of origin* memiliki pengaruh yang positif terhadap pandangan akan sebuah merek yang kemudian memicu pembelian pada wilayah dengan subkultur yang seragam. Koschate-Fisher et al. (2012) dalam Rambocas & Ramsubhag (2017) juga menemukan bahwa konsumen rela membayarkan harga yang lebih mahal untuk memperoleh produk dari merek dengan *country of origin* yang memiliki citra yang baik dibandingkan *country of origin* dengan citra yang kurang baik.

H₅: *Country of Origin* memoderasi hubungan antara *Brand Equity* terhadap *Repurchase Intention*

H₆: *Country of Origin* memoderasi hubungan antara *Brand Equity* terhadap *Word of Mouth*



Gambar 1. Model Penelitian
(Sumber: Penelitian Rambocas & Ramsubhag, 2017).

METODE PENELITIAN

Penelitian ini tergolong ke dalam jenis penelitian kausal yang menggunakan bentuk pendekatan kuantitatif demi melakukan pengujian hipotesis pengaruh antar variabel. Dalam pengumpulan data primer, digunakan kuesioner elektronik melalui Google Formulir, yang sebelumnya disusun dan disebarakan sesuai kriteria, yaitu pengguna Apple iPhone di Indonesia.

Teknik pengambilan sampel yang digunakan pada penelitian ini adalah *non-probability sampling* dengan jenis *purposive sampling* sesuai dengan kriteria yang ditentukan dalam penelitian yaitu menggunakan Apple iPhone dan berada di wilayah Indonesia, di mana sampel yang diambil dalam penelitian ini adalah sebanyak 260 responden dengan jumlah minimum sampel adalah 50 responden yang diperoleh dengan menggunakan rumus lima jalur struktural terbesar yang diarahkan kepada suatu *construct* x sepuluh, sesuai dengan *10-time rule* yang diajukan oleh Hair et al. (2017).

Skala pengukuran yang digunakan dalam penelitian ini adalah skala nominal, skala ordinal (skala likert), dan skala interval untuk mengukur perilaku dan sikap responden. Kedua skala ini bertujuan untuk menegaskan adanya besaran perbedaan dari setiap indikator dengan bobot yang diperoleh berjarak sama agar dapat menjelaskan variabel lebih akurat sesuai opini dan perilaku responden, baik setuju maupun tidak setuju. Dalam penelitian ini terdapat 30 indikator yang digunakan untuk mengukur variabel. Sebanyak 7 indikator dari variabel *brand equity* merupakan adaptasi dari Yasin et al. (2007) dalam Rambocas & Ramsubhag (2017), sebanyak 4 indikator dari variabel *repurchase intention* diadaptasi dari Liao et al. (2017), 3 indikator dari variabel *word of mouth* diadaptasi dari Alexandrov et al. (2013) dalam Rambocas & Ramsubhag (2017), 9 indikator variabel *product type* diadaptasi dari Voss et al., (2003) dalam Rambocas & Ramsubhag (2017), serta 7 indikator dalam variabel *country of origin* yang diadaptasi dari Yasin et al. (2007) dalam Rambocas & Ramsubhag (2017). Setelah data dikumpulkan, data akan dianalisis menggunakan model statistik yaitu *structural equation modelling (SEM)* dengan pendekatan *Partial Least Square (PLS)* menggunakan *Software SmartPLS* versi 3.

Profil Responden

Berkaitan dengan profil responden dalam penelitian ini yang berjumlah 260 responden pengguna Apple iPhone, sebanyak 67.31% adalah wanita sementara 32.69% adalah pria, dengan mayoritas responden (61.54%) berusia 16 hingga 20 tahun, di mana 98.08% responden belum menikah dengan tingkat pendidikan terakhir dominan SMA–SMK (52.31%). Pekerjaan responden yang mayoritas adalah mahasiswa dengan persentase 61.92% dan domisili mayoritas berada di kota Jakarta dengan persentase 36.92%. Pendapatan bulanan mayoritas responden berada di bawah rentang Rp5.000.000 per bulan dengan persentase 79.62%.

Model Pengukuran

Dalam *PLS-SEM*, evaluasi pendahuluan pada model pengukuran (*outer model*) dilakukan terlebih dahulu untuk menguji apakah model penelitian telah memenuhi kriteria validitas dan reliabilitas. Berdasarkan penelitian pendahuluan (*pre-test*), terdapat indikator-indikator yang belum memenuhi kriteria validitas yaitu dari nilai AVE dan *factor loading*. Hasil akhir dari uji validitas konvergen menunjukkan terdapat pengurangan dua indikator pada variabel *country of origin*, yaitu pada indikator *COO1* dan *COO2*. Sementara pada indikator variabel *product type* juga mengalami pengurangan indikator pada *PT1* dan *PT3*. Seluruh indikator dari variabel *e-service quality* yang dieliminasi memiliki nilai *outer loading* kurang dari 0.7. Proses eliminasi ini mengurangi nilai total indikator seluruh variabel yaitu dari 30 indikator menjadi 26 indikator secara keseluruhan telah meningkatkan nilai *average variance extracted (AVE)* di atas 0.5. Hasil uji validitas konvergen dan diskriminan pendahuluan telah tercapai, sehingga dapat dilakukan *actual test*.

Pengujian validitas konvergen (*outer loadings*) aktual menunjukkan bahwa indikator *BE6*, *BE7*, *PT8*, *PT9*, dan *RPI4* memiliki nilai *outer loadings* di bawah 0.7 sehingga dilakukan penghapusan terhadap indikator tersebut. Secara bersamaan, nilai *average variance extracted*

(AVE) dari tiap variabel mengalami peningkatan menjadi di atas 0.5 setelah penghapusan indikator yang tidak valid, sehingga validitas konvergen telah tercapai.

Tabel 1. Evaluasi Model Pengukuran

Konstruk dan Item <i>Outer Loading</i>		
Brand Equity/BE (AVE=0.597, CR=0.881)		
BE1	Masuk akal untuk membeli Apple iPhone daripada merek lain, meskipun mereka adalah produk yang sama.	0.760
BE2	Meskipun merek lain memiliki fitur yang sama dengan Apple iPhone, saya lebih memilih untuk membeli Apple iPhone.	0.773
BE3	Meskipun merek lain memiliki harga yang sama dengan Apple iPhone, saya tetap akan membeli Apple iPhone.	0.833
BE4	Jika ada merek lain sebaik Apple iPhone, saya lebih suka membeli Apple iPhone.	0.789
BE5	Jika saya harus memilih di antara merek <i>smartphone</i> , Apple iPhone jelas merupakan pilihan saya.	0.702
Repurchase Intention/RPI (AVE=0.796, CR=0.921)		
RPI1	Saya berniat untuk membeli kembali Apple iPhone di masa mendatang.	0.885
RPI2	Saya berharap pembelian Apple iPhone saya berlanjut di masa mendatang.	0.890
RPI3	Saya ingin membeli Apple iPhone lagi.	0.902
Word of Mouth/WOM (AVE=0.644, CR=0.844)		
WOM1	Saya akan mengatakan hal-hal positif tentang Apple iPhone.	0.754
WOM2	Saya akan merekomendasikan Apple iPhone kepada orang lain, meskipun mereka tidak meminta nasihat saya.	0.792
WOM3	Saya kemungkinan besar akan merekomendasikan Apple iPhone kepada orang lain yang meminta saran saya.	0.857
Product Type/PT (AVE=0.719, CR=0.928)		
PT2	Apple iPhone sangat membantu saya.	0.838
PT4	Apple iPhone praktis untuk saya gunakan.	0.806
PT5	Apple iPhone itu menyenangkan (<i>fun</i>).	0.855
PT6	Apple iPhone itu menarik (<i>exciting</i>).	0.904
PT7	Apple iPhone membuat saya senang saat menggunakannya (<i>brings me delight</i>).	0.835
Country of Origin/COO (AVE=0.719, CR=0.911)		
COO3	Amerika Serikat (sebagai negara asal <i>brand</i> Apple iPhone) adalah negara yang memiliki kualitas yang tinggi dalam pengerjaannya (<i>workmanship</i>).	0.858
COO5	Amerika Serikat (sebagai negara asal <i>brand</i> Apple iPhone) adalah negara yang inovatif di bidang manufaktur.	0.868
COO6	Amerika Serikat (sebagai negara asal <i>brand</i> Apple iPhone) adalah negara yang kreatif dalam pengerjaannya.	0.855
COO7	Amerika Serikat (sebagai negara asal <i>brand</i> Apple iPhone) merupakan negara yang memiliki tingkat kemajuan teknologi yang tinggi.	0.889
Keterangan: AVE = average variance of extracted; CR = composite reliability; * = significant (one-tailed test, $p < 0.05$).		

Sumber: Hasil pengolahan data aktual (2020).

Selanjutnya tabel 2 mengungkapkan bahwa uji validitas diskriminan telah terpenuhi yakni nilai akar AVE lebih besar dari pada nilai korelasi antar variabel.

Tabel 2. Fornell & Larcker Criterion

Konstruk	Brand Equity (X1)	Country of Origin (Z2)	Product Type (Z1)	Repurchase Intention (Y1)	Word of Mouth (Y2)
Brand Equity (X1)	0,772				
Country of Origin (Z2)	0,330	0,848			
Product Type (Z1)	0,500	0,447	0,848		
Repurchase Intention (Y1)	0,711	0,345	0,538	0,892	
Word of Mouth (Y2)	0,448	0,455	0,654	0,510	0,802

Sumber: Hasil pengolahan data aktual (2020).

Model Struktural

Setelah pengujian model pengukuran, tahap analisis data dilanjutkan dengan mengevaluasi model struktural dengan menguji koefisien determinasi (R^2), multikolinearitas, serta pengujian hipotesis pengaruh langsung dan untuk mengetahui jenis moderasi. Berdasarkan tabel 3 dapat dilihat bahwa nilai R^2 pada variabel *repurchase intention* yang dipengaruhi oleh *brand equity* adalah 0.553 (55.3%) dan nilai R^2 pada variabel *word of mouth* yang dipengaruhi oleh *brand equity* adalah 0.495 (49.5%), yang berarti terdapat variabel-variabel lain di luar penelitian ini yang dapat mempengaruhi variabel *repurchase intention* adalah sebesar 44.7% dan variabel *word of mouth* sebesar 50.5%. Dapat disimpulkan juga bahwa nilai R^2 kedua variabel pada penelitian ini tergolong kedalam kategori moderat karena memiliki nilai koefisien korelasi di bawah 0.7 dan berkisar pada nilai 0.33 sampai 0.67.

Tabel 3. Nilai R^2 Square(R^2)

Konstruk <i>Endogenous</i>	R^2 Value
<i>Repurchase Intention</i> (Y1)	0,553
<i>Word of Mouth</i> (Y2)	0,495

Sumber: Hasil pengolahan data aktual (2020)

Berdasarkan tabel 4 dapat dilihat bahwa nilai *VIF* dari variabel independen dalam penelitian ini menunjukkan nilai *VIF* di bawah 5, yang berarti dalam penelitian ini variabel independen tidak berkorelasi satu dengan yang lain atau dengan kata lain, tidak terdapat multikolinearitas.

Tabel 4. Nilai *VIF*

Konstruk	<i>Brand Equity</i> (X1)	<i>Country of Origin</i> (Z2)	<i>Product Type</i> (Z1)	<i>Repurchase Intention</i> (Y1)	<i>Word of Mouth</i> (Y2)
<i>Brand Equity</i> (X1)				1,531	1,531
<i>Country of Origin</i> (Z2)				1,457	1,457
<i>Product Type</i> (Z1)				1,624	1,624
<i>Repurchase Intention</i> (Y1)					
<i>Word of Mouth</i> (Y2)					

Sumber: Hasil pengolahan data aktual (2020)

Setelah melakukan uji reliabilitas dan validitas, dilakukan pengujian hipotesis dengan menggunakan nilai T. Ketentuan yang digunakan dalam uji T adalah menggunakan nilai batasan yaitu 1.65 dengan tingkat signifikansi 0.05 pada tabel t (dengan kriteria *one-tailed*). Ketika nilai t-statistik lebih besar dari nilai t-tabel yaitu 1.65, maka hipotesis akan diterima. Sedangkan apabila nilai t-statistik kurang dari nilai t-tabel 1.65, maka hipotesis akan ditolak.

Tabel 5. Hasil Uji Hipotesis

Hipotesis	KoefisienJ alur	T Hitung	Jenis Moderasi	Keputusan
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H1: <i>Brand Equity</i> berpengaruh positif terhadap <i>Repurchase Intention</i>	0,592	10,896	Bukan Hubungan Moderasi	Didukung
H2: <i>Brand Equity</i> berpengaruh positif terhadap <i>Word of Mouth</i>	0,165	2,726	Bukan Hubungan Moderasi	Didukung
H3: <i>Product Type</i> memoderasi hubungan antara <i>Brand Equity</i> terhadap <i>Repurchase Intention</i>	0,231	3,281	Moderasi Murni	Didukung
H4: <i>Product Type</i> memoderasi hubungan antara <i>Brand Equity</i> terhadap <i>Word of Mouth</i>	0,231	3,281	Moderasi Murni	Didukung
H5: <i>Country of Origin</i> memoderasi hubungan antara <i>Brand Equity</i> terhadap <i>Repurchase Intention</i>	0,527	5,450	Moderasi Murni	Didukung
H6: <i>Country of Origin</i> memoderasi hubungan antara <i>Brand Equity</i> terhadap <i>Word of Mouth</i>	0,527	5,450	Moderasi Murni	Didukung

Sumber: Hasil pengolahan data aktual (2020)

PEMBAHASAN

Berdasarkan hasil uji hipotesis pertama, dapat disimpulkan bahwa *brand equity* memiliki hubungan positif signifikan terhadap *repurchase intention* di mana hal ini sejalan dengan penelitian yang sebelumnya telah dilakukan oleh Chiu et al. (2014) mengenai *repurchase intention* dalam berbelanja secara *online*. Hasil yang sama juga terlihat dalam penelitian Rambocas & Ramsubhag (2017) yang menunjukkan bahwa *brand equity* memengaruhi *repurchase intention* secara positif pada responden yang berada di negara berkembang (Trinidad dan Tobago). Keller et al. (2015) kemudian memperkuat hasil penelitian ini dengan pernyataan di mana salah satu dimensi *brand equity* akan memberikan dorongan motivasi kepada konsumen dalam melakukan pembelian terhadap *brand* yang memiliki *brand awareness* yang tinggi sebagai bentuk penghindaran risiko saat hendak melakukan pembelian yang memerlukan *high-involvement decision* seperti pada produk *smartphone*. Berdasarkan hasil uji hipotesis kedua, dapat disimpulkan bahwa *brand equity* meskipun berpengaruh positif signifikan terhadap *word of mouth*. Hasil ini sejalan dengan penelitian yang dilakukan oleh Buil et al., 2013 dalam Rambocas & Ramsubhag, 2017 di mana respons pelanggan yang positif (*word of mouth*) akan timbul dari *brand equity* yang positif, serta Sweeney et al. (2014) yang menyatakan bahwa *brand equity* yang positif dapat memperkuat pengaruh dari *word of mouth* positif. Ansary dan Hashim (2017) turut memperkuat penemuan ini dengan penelitian di mana ditemukan efek dari *brand attitude* terhadap *brand equity* jauh lebih tinggi bagi individu yang sangat terlibat dalam aktivitas *word of mouth*.

Berdasarkan hasil uji hipotesis ketiga, dapat disimpulkan bahwa *product type* berpengaruh positif dan signifikan terhadap hubungan antara *brand equity* terhadap *repurchase intention*. Hasil ini sejalan dengan teori Mothersbaugh et al. (2020) di mana konsumen melakukan pembelian mereka untuk memenuhi kebutuhan dan keinginan dengan mempertimbangkan/dipengaruhi oleh aspek demografi, gaya hidup, budaya, yang merupakan proses multidimensional yang kompleks. Dari perspektif nilai *hedonic* sebuah *product type*, secara jelas bahwa variabel ini memberikan penekanan terhadap sikap konsumen yang bidimensional (Holbrook & Hirschman, 1982 dalam Li et al., 2020) yang sejalan dengan teori Mothersbaugh et al. (2020) yang memberikan penekanan dalam pertimbangan/pengaruh gaya hidup sebagai salah satu proses multidimensional yang kompleks dalam pembentukan keputusan pembelian dari konsumen. Berdasarkan hasil uji hipotesis keempat, dapat disimpulkan bahwa *product type* berpengaruh positif dan signifikan terhadap hubungan antara *brand equity* terhadap *word of mouth*. Temuan ini sesuai dengan pernyataan Kuikka &

Laukkanen (2012) dalam Rambocas & Ramsubhag (2017) di mana pemasar dapat memanfaatkan nilai *hedonic* dari *product type* dalam strategi *branding* mereka. Kemudian pernyataan ini diperkuat oleh studi yang dilakukan Chiu et al. (2012) dalam Rambocas & Ramsubhag (2017) di mana *product type* memberikan pengaruh positif terhadap perilaku konsumen (salah satunya *word of mouth*).

Berdasarkan hasil uji hipotesis kelima, dapat disimpulkan bahwa *country of origin* berpengaruh positif dan signifikan terhadap hubungan antara *brand equity* terhadap *repurchase intention*. Hasil ini sejalan dengan berbagai temuan dalam studi serupa di mana *country of origin* memberikan efek yang positif baik terhadap *brand* atau perilaku konsumen seperti pada Koschate-Fisher et al. (2012) dalam Rambocas & Ramsubhag (2017) di mana ditemukan bahwa konsumen rela membayar harga yang lebih mahal untuk memperoleh produk dari merek dengan *country of origin* dengan citra yang lebih baik. Aichner et al. (2016) juga menemukan bahwa upaya pemasaran perusahaan mengenai *country of origin* merek perusahaan akan berpengaruh positif akan cara pandang mengenai merek itu, yang kemudian memicu pembelian pada wilayah dengan subkultur yang seragam. Berdasarkan hasil uji hipotesis keenam, dapat disimpulkan bahwa *country of origin* berpengaruh positif dan signifikan terhadap hubungan antara *brand equity* terhadap *word of mouth*. Temuan ini sesuai dengan studi yang sebelumnya telah dilakukan oleh Nainggolan dan Hidayet (2020), di mana ditemukan bahwa semakin positif efek yang dihasilkan dari *country of origin*, maka *brand image* dari produk akan turut meningkat di mata konsumen, yang turut memengaruhi perilaku konsumen (salah satunya adalah *word of mouth* positif). Lebih lanjut lagi, Khan dan Lee (2014) dalam Rambocas & Ramsubhag (2017) menyatakan bahwa efek stereotip dihasilkan oleh *country of origin* yang memengaruhi perilaku konsumen sehingga perlu diadakannya investigasi dalam ilmu pemasaran global.

KESIMPULAN

Berdasarkan hasil analisis yang telah dilakukan, diperoleh beberapa kesimpulan sebagai berikut: *brand equity* mempunyai pengaruh positif dan signifikan terhadap *word of mouth* pengguna Apple iPhone, *product type* mempunyai pengaruh moderasi positif dan signifikan terhadap hubungan antara *brand equity* terhadap *repurchase intention* pengguna Apple iPhone, *product type* mempunyai pengaruh moderasi positif dan signifikan terhadap hubungan antara *brand equity* terhadap *word of mouth* pengguna Apple iPhone, *country of origin* mempunyai pengaruh moderasi positif dan signifikan terhadap hubungan antara *brand equity* terhadap *repurchase intention* pengguna Apple iPhone, *country of origin* mempunyai pengaruh moderasi positif dan signifikan terhadap hubungan antara *brand equity* terhadap *word of mouth* pengguna Apple iPhone.

Implikasi Teoritis

Ada temuan-temuan dalam ini yang mendukung secara empiris terhadap berbagai teori yang telah disampaikan dalam bagian tinjauan pustaka dan pengajuan hipotesis, yakni sebagai berikut.

1. Hasil penelitian ini membuktikan bahwa *brand equity* memiliki hubungan positif signifikan terhadap *repurchase intention*. Hal ini selaras dengan penelitian Rambocas & Ramsubhag (2017) yang menunjukkan bahwa *brand equity* memengaruhi *repurchase intention* secara positif pada responden yang berada di negara berkembang (Trinidad dan Tobago).
2. Hasil penelitian ini membuktikan bahwa bahwa *brand equity* meskipun berpengaruh positif signifikan terhadap *word of mouth*. Hasil ini selaras dengan penelitian yang dilakukan oleh

- Buil et al., 2013 dalam Rambocas & Ramsubhag, 2017 di mana respons pelanggan yang positif (*word of mouth*) akan timbul dari *brand equity* yang positif, serta Sweeney et al. (2014) yang menyatakan bahwa *brand equity* yang positif dapat memperkuat pengaruh dari *word of mouth* positif. Ansary dan Hashim (2017) turut memperkuat penemuan ini dengan penelitian di mana ditemukan efek dari *brand attitude* terhadap *brand equity* jauh lebih tinggi bagi individu yang sangat terlibat dalam aktivitas *word of mouth*.
3. Hasil penelitian ini membuktikan bahwa *product type* berpengaruh positif dan signifikan terhadap hubungan antara *brand equity* terhadap *repurchase intention*. Hasil ini selaras dengan teori Mothersbaugh et al. (2020) yakni konsumen melakukan pembelian mereka untuk memenuhi kebutuhan dan keinginan dengan mempertimbangkan/dipengaruhi oleh aspek demografi, gaya hidup, budaya, yang merupakan proses multidimensional yang kompleks.

Implikasi Manajerial

Penelitian ini diharapkan dapat memberikan manfaat bagi perusahaan Apple di Indonesia, yakni dapat digunakan sebagai bahan pertimbangan menyusun strategi yang tepat tidak hanya untuk meningkatkan aktivitas *word of mouth* dari pelanggan mereka, tetapi juga mempertahankan pelanggan dan memperluas pangsa pasar mereka di Indonesia.

KETERBATASAN DAN SARAN PENELITIAN BERIKUTNYA

Penelitian ini memiliki berbagai keterbatasan di antaranya adalah kota domisili responden yang terlalu terkonsentrasi di kota Jakarta dan Tangerang (36.92% dan 22.31% dari total responden). Kota domisili responden juga tidak mewakili semua provinsi Indonesia, dan tidak memiliki responden dari pulau Papua. Sehingga untuk penelitian berikutnya, disarankan agar kota domisili responden dibagi secara lebih merata dan mengikutsertakan seluruh provinsi Indonesia. Keterbatasan penelitian berikutnya adalah di mana jumlah responden yang digunakan hanya sebanyak 260 responden. Peneliti menyarankan agar ukuran sampel untuk penelitian berikutnya ditingkatkan lagi agar tingkat akurasi dari data yang diperoleh dapat semakin meningkat. Selanjutnya, penelitian ini hanya menggunakan variabel *brand equity* untuk mengetahui pengaruhnya terhadap *repurchase intention* dan *word of mouth*. Padahal, masih ada lebih banyak variabel yang memengaruhi bagian dari perilaku konsumen tersebut. Sehingga, disarankan untuk penelitian berikutnya agar menambah lebih banyak variabel independen yang berpotensi memengaruhi variabel dependen tersebut.

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THE EFFECT OF PERCEIVED PRODUCT QUALITY, BRAND IMAGE, AND PROMOTION ON CUSTOMER PURCHASE INTENTION (CASE OF ZARA CUSTOMERS IN GRAND INDONESIA, JAKARTA)

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ABSTRACT

The purpose of this study was to test whether the perception of product quality, brand image, and promotion had a positive effect on consumer buying interest. The survey method was applied to obtain data through a questionnaire. The research population target is all ZARA customers in Grand Indonesia, Jakarta. The sampling technique was done by purposive sampling. The number of samples is 400 respondents. Data analysis using SmartPLS program with partial least square-structural equation modeling (PLS-SEM) approach. The results showed that the perception of product quality, brand image, and promotion had a positive effect on the buying interest of ZARA consumers in Grand Indonesia Jakarta.

Keywords: Perception of product quality; brand image; promotion; customer purchase intention

ABSTRAK

Tujuan penelitian ini adalah untuk menguji apakah persepsi kualitas produk, citra merek, dan promosi berpengaruh positif terhadap minat beli konsumen. Metode survey diaplikasikan untuk mendapatkan data melalui kuesioner. Target populasi penelitian adalah seluruh pelanggan ZARA di Grand Indonesia, Jakarta. Teknik pengambilan sampel dilakukan dengan purposive sampling. Jumlah sampel sebesar 400 responden. Analisis data menggunakan program SmartPLS dengan pendekatan partial least square-structural equation modelling (PLS-SEM). Hasil penelitian menunjukkan bahwa persepsi kualitas produk, citra merek, dan promosi berpengaruh positif terhadap minat beli konsumen ZARA di Grand Indonesia Jakarta.

Kata Kunci: Persepsi kualitas produk; citra merek; promosi; minat beli konsumen

INTRODUCTION

The technology industry is currently growing and diversifying. Millennials are a generation that is able to change the fashion market, which is now turning to fast fashion, because this is in accordance with their characteristics. For millennials, to socialize with friends of one generation, they usually pay attention to three things, namely social, interactive, and personal. Social means everything related to a person, the brand used, the channels they have, and the beliefs they hold. But in fact, a garment will be considered its existence if it has been published through social media, to be shown to the public. Second, interactive. In order to interact with other people, they try to show that they deserve recognition, so interactive experiences and creating opportunities to engage are important for millennials. Lastly, personal. Fashion is how they express themselves. Everything they wear from their hair to the clothes they wear is fashion. So, they must be able to express themselves consistently, how they want to be seen.

Thus, fashion companies have shifted their focus from focusing on the products offered to focusing on customers in order to maintain buying interest by utilizing technology. The object of observation in this research is ZARA, which is a company founded in 1975 that was founded by Armanio Ortega and Rosalia Mera and is the largest fashion and apparel industry in the world and now has 2,270 stores spread almost all over the world. Based on Brand Finance (2019) which states that ZARA's Brand Strength Index is 85.1 out of 100 which is ranked 5th in the world. Initial research results taken from 10 respondents who filled out the questionnaire stated that 80% were more familiar with the H&M brand compared to ZARA, Uniqlo, Pull and Bear and Bershka and 20% knew ZARA better than others. Of the 5 brands, 50% prefer H&M to be their top choice for buying, 10% choose ZARA and 40% choose Uniqlo. A short interview was conducted with one of the operational staff from ZARA on November 27, 2020, that they had expectations of 10 people who entered the store, so 9 of them knew more about the ZARA brand than other brands, of 10 people who entered, 7 of them would buy ZARA products. When the promotion is held, out of 10 people who enter, 9 of them will make purchases where when the promotion is carried out, the level of buying interest increases compared to no promotion in ZARA, thus there has been a gap between expectations and reality in the brand and also the buying interest of ZARA customers. The use of replication research from research that has been conducted by Ariffin and Fachroddi (2015) to test whether this research model can be applied to the ZARA company in Grand Indonesia by using more respondents as suggested by previous studies.

LITERATURE REVIEW AND HYPOTHESIS

Customer Purchase Intention

Purchase intention is an attitude that shows pleasure in a product that makes customers willing to pay with money and also sacrifice to get the product, purchase intention can also be interpreted as a reflection of the customer's plan to buy a product in a certain amount from several brands and within a certain period of time. This buying intention creates a kind of motivation for customers to record and makes it a strong desire which in the end when the customer wants to realize this desire, what is recorded is the product and this purchase interest can be obtained through a learning process in the form of experiences that form a perception (Schiffman & Kanuk, 2007; Maghfiroh, Arifin & Suniarti, 2016). According to Putriansari (2019) purchase intention is a follow-up to purchase intention by customers with their belief to decide whether customers will buy the product or not. Purchase intention is a high heart's desire

for something and makes sacrifices or efforts to get these goods or services (Kamus Besar Bahasa Indonesia, 2002; Adila & Nazaruddin, 2019).

The relationship between perceived product quality and customer purchase intention

Perception of product quality is a measure of customer evaluation that comes from experience in buying the product, this quality is measured by how much a product or service is capable of meeting customer needs and how often errors or failures occur (Tjiptono & Diana, 2015; Putriansari, 2019). Perception of quality will be one of the determining factors whether the customer will buy the product or not, quality will be a consideration for customers in the purchase process (Febiyanti, 2018). The perception of the quality of this product will directly or indirectly provide an assessment of a product that has been purchased or consumed, this evaluation is based on what customers receive compared to customer expectations regarding the product (Suryani, 2013; Putriansari, 2019). Based on research conducted by Putriansari (2019), it is said that the perception of product quality has a positive and significant influence on customer purchase intention as well as research conducted by Ningsih (2017) and Febiyanti (2018) which states that perceptions of product quality have a positive and significant effect. also significant to customer purchase intention.

H₁: Perception of product quality has a positive effect on customer purchase intention

The relationship between brand image and customer purchase intention

Brand image is the impression of customers about the brand itself in their memory (Kotler & Keller, 2012; Cuong & Long 2020). Brand image can also be a tool for customers to be able to recognize products, provide quality-related evaluations, reduce certain risks, gain experience and also get certain satisfaction from a product (Sondakh, 2013). Brand image is about the feelings and thoughts of customers when they see a particular brand. Brand image can also be said to be the customer's opinion on the brand itself or how customers value a brand (Kotler & Keller, 2012; Fatmaningrum & Fadhillah 2020). The brand image is formed from the knowledge and previous experience of the customer with the brand (Susanti & Zakaria, 2020). Brand image is a customer response to a brand of a product where it will create an association about a brand and will continue to stick in their memory. Thus, brand image can be concluded as the perception and judgment of customers about a good or service that is embedded in the mind or in the memory of the customer (Kotler & Keller, 2008; Ruslim & Andrew 2012). According to Maghfiroh, Arifin and Suniarti (2016), Brand image has a positive direct effect on customer purchase intention as well as Purnomo & Indriani (2018) and Kartika et al. (2019) saying that brand image has a positive and significant effect on customer purchase intention.

H₂: Brand image has a positive effect on customer purchase intention

The relationship between promotion and customer purchase intention

Promotion is an incentive tool that is usually used to stimulate purchases to make them bigger and faster for a particular product (Kotler & Keller, 2009; Nugroho & Iriani, 2020). Promotion is one way to attract customers to try new products and leave competitors' products and can be used to reward loyal customers (Kotler, 2010; Satria & Sidharta, 2017). According to Belch & Belch (2003), the promotion of sales is a marketing activity carried out in order to have a positive impact on salespeople, distributors and main customers and also to stimulate sales quickly. There are 5 main promotional tools, namely sales promotion, advertising, personal selling, direct marketing and public relations (Kotler and Armstrong, 2008; Arifin & Fachrodji, 2015).

Sales promotion is an activity in order to communicate the marketing of these products in addition to advertising, personal selling which offers added value for these products (Lamb et al., 2001; Natalia & Mulyana, 2014). Research conducted by Nugroho and Iriani (2020) which states that promotion has a positive and significant impact on customer purchase intention and is supported by research conducted by Adila & Nazaruddin (2019) and Satria & Sidharta (2017) which state that promotion has a positive impact and also significant to customer purchase intention.

H₃: Promotion has a positive effect on customer purchase intention

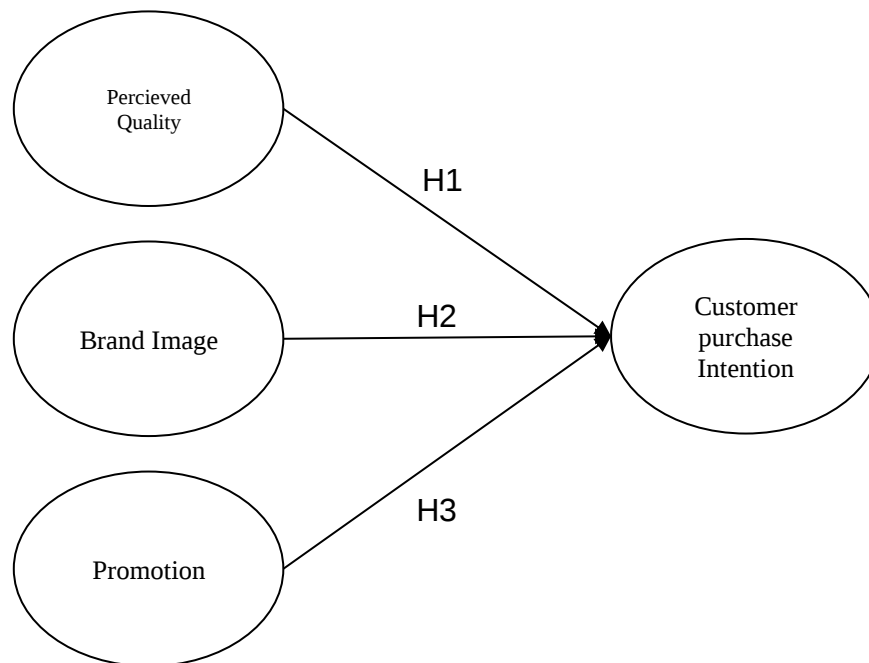


Figure 1. Research Model
 Source: Ariffin and Fachrodji (2015)

RESEARCH METHODS

This research is a research that uses a survey where data collection is done using a questionnaire. The target population is 400 respondents who have made transactions at ZARA Grand Indonesia for the 2020 period. The sampling technique used in this study is purposive sampling with the criteria of having products from ZARA at least 5 products. The number of samples is determined by the formula sample size for a proportion (Mason et al., 1999), namely $n = p(1-p)(z/e)^2$, where $p = 0.5$ because it is assumed that respondents who have buying interest in ZARA is at 50%, with a level of confidence of 95% or equal to 1.96. The margin of error used is 5%.

The questionnaire items used in the variable perception of product quality, brand image, promotion and customer purchase intention also use a 5-point Likert scale calculation, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree. This indicator item was adapted from Ariffin and Fachrodji (2015); Natalia and Mulyana (2014); Nugroho and Iriani (2020); Kartika et al. (2019); Putriansari (2019); Ratri (2007); Amilia &

Asmara (2017) and Development Scale. The analysis in this study used a partial least square model or PLS-SEM approach using the SmartPLS 3.0 program.

Measurement Model

At this stage the validity and reliability will be tested by calculating the value of average variance extracted (AVE) and outer loadings where if the value of AVE exceeds 0.5 then the indicators of these variables can be fulfilled their convergent validity, if the value of this outer loading exceeds. of 0.7 then this indicator has a significant effect (Sauddin & Ramadhani, 2018). Based on table 1, all indicators representing each variable have an AVE value above 0.5 and a CR value of more than 0.7. So it can be proven that the indicators representing each of these variables are valid and can be used in this test.

Table 1. Measurement model evaluation

Construct and item		Factor Loading
Percieved Quality/ P (AVE=0,555, CR=0,833)		
P1	ZARA has good qualities.	0,761
P3	ZARA displays the same products as in advertisements.	0,714
P4	ZARA has a product you can rely on.	0,732
P5	ZARA products use great quality ingredients.	0,771
Brand Image/ C (AVE=0,528, CR=0,768)		
C2	ZARA has an interesting name.	0,606
C3	ZARA is unique compared to other products.	0,782
C5	ZARA is a well-known brand in society.	0,777
Promotion/ PR (AVE=0,526, CR=0,847)		
PR1	ZARA often provides discounts.	0,726
PR2	ZARA often provides promo items.	0,753
PR3	ZARA often holds promotional events.	0,718
PR5	Giving discounts by ZARA provide encouragement to make purchases.	0,704
PR 6	Discounts provided by ZARA attract buyers' attention.	0,723
Customer Purchase Intention / M (AVE=0,511, CR=0,806)		
M1	I have a desire to buy ZARA products in the near future.	0,635
M3	I will continue to buy ZARA brand products.	0,776
M4	ZARA is my main consideration in purchasing.	0,707
M5	I will recommend ZARA to my friends.	0,733
Notes: AVE= average variance extracted; CR= composite reliability		

Source: Results of data processing

In discriminant validity testing, what must be compared is the root of the AVE that has been previously processed with variables that have a correlation between the construct and other constructs in the research model (Thaib et al., 2017). In Table 2, the validity test has been fulfilled because the value of AVE is greater than the correlation value between constructs.

Table 2. Fornell-Larcker Criterion

	C	M	P	PR
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C	0,727			
M	0,619	0,715		
P	0,656	0,588	0,745	
PR	0,636	0,674	0,521	0,725
Note: C= Brand Image; M= Customer Purchase Intention; P= Perceived Quality; PR= Promotion				

Source: Results of data processing

Structural Model

In the model testing R², collinearity statistics and testing the hypothesis. The higher the value of R², the better and below is a calculation made on each existing variable, namely the perception of product quality, brand image, promotion and customer purchase intention, this study uses R-Square with the aim that the response of the sample can describe the entire population in the study. For the customer purchase intention variable, it has a R² value of 0.547 or 54.7% and the rest is influenced by other variables not proposed in this study.

Table 3. *Coefficient of Determination*

Variabel	R-Square (R²)
Customer Purchase Intention	0,547

Source: Results of data processing

The next test is the collinearity statistics test where this test is carried out to test whether there is a collinearity tendency in the research model used. The limit of this VIF value is 5, if the value of this VIF is more than 5 then it tends to have collinearity (Hair et al., 2014; Bernarto, Wilson, & Suryawan, 2019). In table 4 it can be seen that the value of each variable does not exceed 5 so that all of these variables are safe and there is no collinearity between variables.

Table 4. *Collinearity Statistics (VIF)*

As a Predictor of Customer Purchase Intention	
Construct	VIF
Perception of Product Quality	1,815
Brand Image	2,219
Promotion	1,733

Source: Results of data processing

The next test is hypothesis testing, this test is done to find out whether this research is supported or not. Hypothesis testing in table 5 shows that not all hypotheses are supported, because not all of these hypotheses meet the requirements, namely when the p-value is less than 0.05, there is a significant effect (Fajariah, Thoyib & Rahman, 2016). So that there is a hypothesis. which is not supported in this study because it does not exceed 0.05, namely brand image does not significantly influence customer purchase intention.

Table 5. Size and Significance of Path Coefficient

Hipotesis	Standardized Path Coefficient	p-values	Descision

H ₁ : Perception of Product Quality has a positive and significant effect on Customer Purchase Intention	0,097	0,006*	Supported
H ₂ : Brand Image has no positive and significant effect on Customer Purchase Intention	0,125	0,066	Not Supported
H ₃ : Promotion has a positive and significant effect on Customer Purchase Intention	0,120	0,000*	Supported
Notes: *= significant (5%, one-tailed test)			

Source: Results of data processing

DISCUSSION

The results of the first hypothesis test, namely the variable perception of product quality have a positive and significant effect on customer purchase intention as evidenced by table 5 which discusses indicators of product quality perceptions from ZARA and the results for all categories of the answer are strongly agree so that the 402 respondents who fill in strongly agree that the perception of product quality will affect the purchase intention of customers and is supported by table 5 which reveals that the perception of product quality has a positive and significant effect on customer purchase intention. Previous studies conducted by Ningsih (2017), Prawira and Yasa (2014) and those conducted by Joel et al. (2014) had the same results as this study. Perceptions of product quality have a positive and significant effect on customer purchase intention. The higher the level of perception of the quality of ZARA products, the higher the purchase intention of customers, so it is advisable for companies to continue to use international quality materials ranging from threads, cotton to accessories that the company uses to market in order to increase purchase intention from customers

The result of the second hypothesis test, namely brand image does not have a positive and significant effect on customer purchase intention, if it is seen from table 5, it shows that the value of p-value is greater than 0.05, so this hypothesis is not accepted. This is different from previous research conducted by Prawira & Yasa (2014) which states that brand image has a positive and significant influence on customer purchase intention. This research is supported by previous research conducted by Arista & Astuti (2011) and Nurhayati (2017) who say that the brand image variable has a significance level of more than 0.05 so it can be said to be insignificant.

The results of the third hypothesis test, promotion has a positive and significant influence on customer purchase intention and this is evidenced by table 5 that the value of the standardized path coefficient of the promotion variable is 0.120 and also the p-value of this promotion is 0,000 where if it is smaller than 0,05 then this variable has a significant effect on customer purchase intention. Previous research that has similar results is research conducted by Nasution & Yasin (2014) and Satria & Sidharta (2017) which states that promotion has a positive and significant effect on customer purchase intention variables. Promotion is the most important factor in a company to attract the attention of buyers and make customers recommend it to colleagues or their families as evidenced by almost all respondents agree that if a promotion is carried out they will recommend the brand, it is important for companies to continue to maintain this promotion to increase purchase intention from the customers themselves. The form of promotion that can be suggested to companies is by giving promotional items, giving discounts on slow moving goods, even though these items are

classified as slow moving items, but the eyes of customers will always be focused on items that are given promotion so that they continue to increase purchase intention of customer.

CONCLUSION

It can be concluded from the results of this study that the perception of product quality has a positive and significant influence on customer purchase intention and it can be interpreted that the higher the perception of good quality, the purchase intention from customers will also increase and it can be said that ZARA has a perception of product quality from good respondents so as to increase their purchase intention.

Brand image does not have a positive or significant relationship to the customer purchase intention variable, it is concluded that the brand image of the company does not affect the purchase intention of customers. Promotion has a positive and significant influence on customer purchase intention, so that any promotions carried out by the company will increase the purchase intention of ZARA customers.

LIMITATIONS AND FUTURE RESEARCH

In this study, there are several limitations and deficiencies in the process which in the future will be used as learning for future research. The following are the limitations that exist during the research process. so that there are opportunities for other respondents who are outside the criteria.

This research is only centered on Grand Indonesia as well as during the pandemic which resulted in a lack of direct access to the place where this research took place. For the next research it is recommended to research other areas outside JABODETABEK so that the data obtained is also more diverse and also different compared to only researching in Jakarta.

This study does not provide criteria regarding monthly income so that the data obtained is not too clear and for the next research suggestion use these criteria so that the data obtained becomes clearer and more specific regarding the characteristics of the respondents obtained.

This study uses partial least square-structural equation modelling (PLS-SEM) but this approach could not examine the feasibility of the model. Suggestions for further research are to use covariance based-structural equation modelling (CB-SEM) in order to examine the feasibility of the research model.

The research conducted only tested the variable perceptions of product quality, brand image, promotion and buying interest so that the results obtained were less than optimal and it is recommended for further research to use other variables outside the variables that have been used such as service quality, price perception, word of mouth and loyalty. customers so that the data obtained becomes more diverse and also generates broader knowledge.

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IMPACT OF CORPORATE SOCIAL RESPONSIBILITY, GENERAL ATTITUDE, TRUST AND PERCEIVED CONSUMER EFFECTIVENESS ON PURCHASE INTENTION (CASE OF H&M CUSTOMERS IN JABODETABEK)

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ABSTRACT

This study aims to analyze the positive influence of corporate social responsibility on purchase intention through trust, general attitude, and perceived consumer effectiveness. The survey method was implemented in this study. Data was collected using a questionnaire instrument. The target population is all customers who have shopped at H&M in the Jabodetabek area. The number of samples is 400 respondents. The sampling technique was done by convenience sampling. Data analysis with Partial least Square-Structural Equation Modeling approach with the help of SmartPLS 3.0 program. The results show that corporate social responsibility has a positive effect on general attitude, trust, and perceived consumer effectiveness. Likewise, general attitude, trust, and perceived consumer effectiveness have a positive effect on purchase intention.

Keywords: Corporate social responsibility; General attitude; Trust; Perceived consumer effectiveness; Purchase intention

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh positif *corporate social responsibility* terhadap purchase intention melalui *trust*, *general attitude*, dan *perceived consumer effectiveness*. Metode survei diimplementasikan dalam penelitian ini. Pengumpulan data dilakukan dengan menggunakan instrumen kuesioner. Target populasi adalah semua pelanggan yang pernah berbelanja di H&M wilayah Jabodetabek. Jumlah sampel sebesar 400 responden. Teknik pengambilan sampel dilakukan dengan *convenience sampling*. Analisis data dengan pendekatan *Partial least Square-Structural Equation Modeling* dengan bantuan program *SmartPLS 3.0*. Hasil penelitian menunjukkan bahwa *corporate social responsibility* berpengaruh positif terhadap *general attitude*, *trust*, dan *perceived consumer effectiveness*. Begitu juga, *general attitude*, *trust*, dan *perceived consumer effectiveness* berpengaruh positif terhadap *purchase intention*.

Kata Kunci: *Corporate social responsibility; General attitude; Trust; Perceived consumer effectiveness; Purchase intention*

INTRODUCTION

Nowadays, fashion is a part of customers' needs to show social status and people also want to follow the trends that keep changing rapidly because fashion is not only about dressing. Fast fashion is a new concept that describe and explain retailer have a desire to produce clothes efficiently and effectively to meet consumer demands. Fashion industry has a big impact on the environment, it is also mentioned that fashion is the second most polluting industry in the world threatening the planet and her resources. Fast fashion has a lot of issues when it comes to environmental pollution because there had been many reports covered in media including ethical issues. Therefore, there is a rise in demand of environment friendly clothing (sustainable fashion) because consumers know about the problem and their impacts about environmental problems. H&M is one of the biggest fast fashion retailers, that has the second largest brand value in 2018 with a total of \$18,959. In 2018, H&M experienced their lowest level of sales from 27.696,63 million dollars in 2017 to 23.232,37 million dollars in 2018 and the very low sellout rates. Based on the article from Paton (2018) there is a large spread on media about H&M had an inventory crisis with a total of \$4.3 billion clothes pilling up and wasted, some analysis said that H&M is also accused "greenwashing" their customer with their sustainability product called conscious collection. Beside the greenwashing problem H&M also had a problem with racism because of their clothing and their sustainability fashion authenticity. Based on the problems that previously explained, this research wants to find the correlation about corporate social responsibility towards trust, general attitude and perceived consumer effectiveness and also the correlation about trust, general attitude, perceived consumer effectiveness toward purchase intention on customer of H&M Indonesia in Jabodetabek area. This research is a replication model form the research that had been done by Neumann et al. (2020).

LITERATURE REVIEW AND SUBMISSION OF HYPOTHESIS

Relationship between Corporate social responsibility and General attitude

Corporate social responsibility is defined as the company concern on the community and the environment in a sustainable manner by setting aside the company profits through appropriate and professional procedures, company can participate in environmental conservation efforts to help maintain the quality of life for a long time by paying attention to the environment (Suharto, 2009). Corporate social responsibility has three important element such as profit, environment, and people. Company provides its benefits in the form of dividends to shareholder to finance the development and growth of the business to keep going forward. A company who runs corporate social responsibility program will make consumers aware of and participate in the program that being implemented and will make consumers feel proud after becoming the part of the program (Tedjokusumo, 2017). When a consumer feels proud that is when a consumer attitude plays a role. General attitude can be simplified as a person's thoughts or desire to act in a certain way following the temperament of each individual experience.

Based on the previous research that had been done by Vahdati et al. (2015), corporate social responsibility has a positive influence on consumers' general attitude. Sarwoko and Churiyah (2007) also found the evidence of corporate social responsibility positively influences general attitude

H₁: Corporate social responsibility has a positive effect on general attitude

Relationship between Corporate social responsibility and Trust

Trust is a clear evidence of positive marketing results such as customer loyalty and purchase intention. Every company must build a relationship that can be trusted by customers because it's a very important thing to do and it plays an important role in customer opinion behind a company's corporate social responsibility (Kang & Hustvedt, 2014). Trust is a very important component for a company performance because it will create the possibility for a good cooperation between consumers and company, and a good cooperation will lead to excellent feedback from consumers to the company (Setiantono et al., 2020). Consumers tend to have trust in the company that have a healthy corporate social responsibility practices including treating customers, employees and society ethically (He & Lai, 2014). Research conducted by Semuel and Chandra (2014) found that corporate social responsibility positively affects trust. Another similar research conducted by Carroll and Shabana (2010) found that corporate social responsibility positively affect trust. They also stated that the reputation built by companies in implementing corporate social responsibility will strengthen consumer trust on the company. The hypotheses proposed is:

H₂: Corporate social responsibility has a positive effect on Trust

Relationship between General attitude on Purchase intention

Purchase intention is a part of individual's psychological aspects that have an influence on attitude behavior, or which can be also interpreted as behavioral motivation to buy a product that is stimulated by an individual's psychological aspects (Schiffman & Kanuk, 2013). Purchase intention is also defined as a very important key point for consumers when evaluating and considering to purchase a particular product. Suprpti (2010) found that general attitude or attitude is an expression of individual feelings that reflects their likes or dislikes toward something and attitude can't be observed directly. Having said that a consumer's purchase intention can't be observed directly because it is based on someone's feeling about the product or services. A study that was done by Pratana (2014) found that attitude has a positive influence on purchase intention because the more consumers show a good attitude towards a company, the higher the consumers purchase intention will be. Attitude explains feelings, emotions, and consumer responses by certain stimuli. Another similar research done by Suwarso and Wulandari (2015) also found that general attitude positively affects purchase intention.

H₃: General attitude has a positive effect on Purchase intention

Relationship between Trust and Purchase intention

Trust is a cumulative process that develops when there is an interaction between the seller and satisfy the customer because the satisfaction given by the seller will build confidence in the costumer to make purchase (Kim et al., 2012). There is a situation called as trusting beliefs and it is defined as a situation when an individual has a perception of a seller that is trusted by the consumers because consumers think the seller will benefit the consumer. A study that had been done by Gana and Koce (2016) found that consumers will not hesitate to make a purchase if consumer trust a company brand or seller because trust has a positive effect on purchase intention. A similar study conducted by Rosalina and Subagio (2016) also found that a company has to create a trust between the consumers, because if there is trust between consumers and seller, consumer will have a special relationship with the seller so that consumer will have a purchase intention toward the company.

H₄: Trust has a positive effect on Purchase intention

Relationship between Perceived consumer effectiveness and Purchase intention

According to Widodo and Qurniawati (2016), perceived consumer effectiveness or PCE defined as an action where someone believes that their action can make a change through the influence of general and abstract value orientation, it can produce something that happens specifically. The high level of PCE can motivate consumers to show positive attitudes toward sustainable products through actual consumption attitudes. Perceived consumer effectiveness (PCE) is a belief that a person can have a positive influence in solving social problems of the environment (Webb et al., 2008). Purchase intention also can be seen when consumers have the willingness to make a purchase, the desire to plan future research and the desire to repurchase an item (Rahman et al., 2012). Kang et al. (2013) found that the more consumers feel their purchase can have an effect, the more likely consumer will make a purchase, especially in sustainable clothing to participate in overcoming existing environmental problems. Having said that, PCE positively affects purchase intention. A similar study conducted by Vermeir and Verbeke (2008) also found that perceived consumer effectiveness has a positive effect on purchase intention.

H₅: Perceived consumer effectiveness has a positive effect on purchase intention

Relationship between Corporate Social Responsibility and Perceived Consumer Effectiveness

Every company has its own ethics that must be done and one of them is the practice of corporate social responsibility. A company must have a sense of care by carrying out obligations to other parties and must have a legal economic obligation to stakeholders (Azheri, 2012). PCE is something that refers to the level of consumers' confidence in the extent to which the ability can provide results to be achieved according to the value of the consumer personally (Hanss & Doran, 2019). Research that has been done by Currás-Pérez et al. (2018) found that the more responsible a company is for its environment, the more consumers will feel that their actions can bring change. Having said that, corporate social responsibility positively affects perceived consumer effectiveness. Wesley et al. (2012) also found that corporate social responsibility has a positive effect on perceived consumer effectiveness

H₆: Corporate social responsibility has a positive effect on Perceived consumer effectiveness

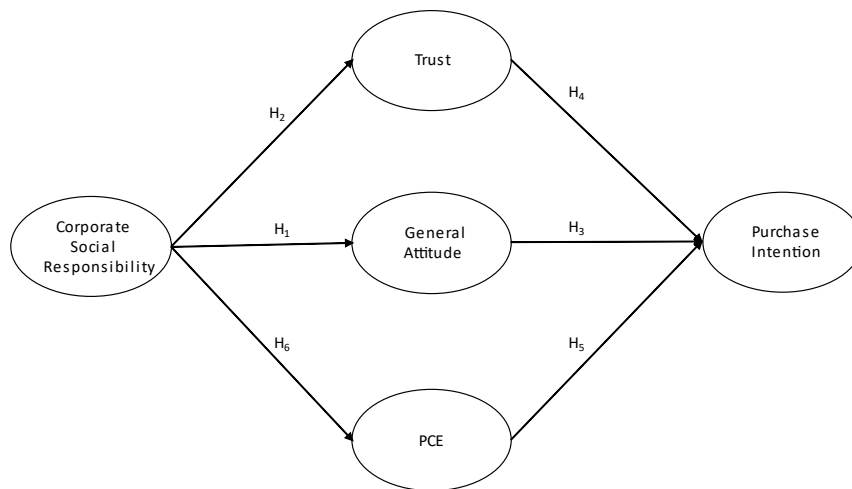


Figure 1. Research model
Source: Neumann et al. (2020)

RESEARCH METHODS

In this study, the survey method is used. The target group is 4,000 respondents who made transactions at H&M throughout Jabodetabek. This sampling method used in this study as a convenience sample. The number of samples is determined by a formula $n = p(1 - p)(\frac{z}{E})^2$, where confidence level (z) of 95 (1.96), and margin of error (E) as large as 5% and a proportion from the population (p) as large as 50%. The calculated sample size was 385 respondents, so the sample size was rounded to 400 samples. The questionnaire items used is from the variables corporate social responsibility, trust, general attitude, perceived consumer effectiveness and purchase intention measured with 5-point Likert scale 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree. These items in the corporate social responsibility construct are obtained from Neumann et al. (2020); Zhao et al. (2012). The general attitude construct is obtained from Neumann et al. (2020), and Zeng (2008). The trust construct is obtained from Neumann et al. (2020); Upamannyu et al. (2014). The perceived consumer effectiveness construct is obtained from Neumann, et al. (2020); Ellen et al. (1991). The purchase intention construct is obtained from Neumann et al. (2020); Zeng (2008). The analysis being applied is a least square structural equation modeling (PLS-SEM) approach using SmartPLS 3.0 software.

Measurement model

The validity and reliability test are performed first before evaluating the structural model by calculating average variance extracted (AVE), outer loadings, discriminant validity and composite reliability. According to Hair et al. (2011) the minimum AVE value is 0.5 or must be greater than 0.5, and the minimum outer loading and composite reliability test is 0.7. Measurement results for instruments that have been declared valid according to table 1. All metrics representing each variable have AVE values above 0.5 and CR values above 0.7.

Table 1. Construct Evaluation

Construct and Item	Outer loading
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Corporate social responsibility (SR) (CR=0.893, AVE=0.627)		
SR1	H&M is committed to using part of its profits to support non-profit activities.	0.775
SR2	H&M contributes to the communities in which it does business	0.843
SR4	H&M attributes charitable contributions to its business activities.	0.841
SR5	H&M's corporate values do not intersect with applicable law.	0.746
SR7	In running its business, H&M encourages concern for environmental protection.	0.750
Trust (T) (CR=0.899, AVE=0.643)		
T2	Over time, my experience with H&M has led me to believe the statements that H&M has made.	0.851
T3	I feel like I can trust H&M.	0.744
T4	H&M delivered what they promised.	0.752
T6	H&M is an honest company.	0.760
T7	H&M fulfilled my expectations.	0.891
General attitude (GA) (CR=0.933, AVE=0.777)		
GA1	In my opinion, H&M is a good brand.	0.919
GA2	In my opinion, H&M is a useful brand.	0.842
GA3	I love the H&M brand.	0.903
GA5	Overall, H&M is interesting to me.	0.861
Perceived consumer effectiveness (PCE) (CR=0.840, AVE=0.568)		
PCE1	Through my personal choice, I can contribute to solutions related to environmental problems.	0.783
PCE3	Environmental concerns are influenced by my personal choices.	0.728
PCE6	I support actions that encourage environmental behaviour.	0.783
PCE7	I take various actions that encourage environmental preservation.	0.719
Purchase intention (PI) (CR=0.906, AVE=0.709)		
PI1	It is possible for me to buy H&M products.	0.879
PI2	I will buy H&M products in the future.	0.918
P13	I will definitely try products from the H&M product collection.	0.832
P16	I make a special effort to purchase H&M products.	0.727
Notes: CR= composite reliability; AVE= average variance extracted		

Table 2 shows the result of discriminant validity. The squared correlation for each latent variable is higher than the squared correlation value for other latent variables. Therefore, based on the results of research testing, each variable in this table is accurate and valid (Hair et al, 2011).

Table 2. Discriminant Validity Evaluation

	General Attitude	Perceived Consumer Effectiveness	Purchase Intention	Social Responsibility	Trust
General Attitude	0.882				
Perceived Consumer Effectiveness	0.643	0.754			
Purchase Intention	0.638	0.600	0.842		
Corporate Social Responsibility	0.550	0.667	0.575	0.792	
Trust	0.688	0.538	0.665	0.477	0.802

Table 3. R-square Evaluation

Variables	R-Square (R^2)
<i>General Attitude</i>	0.303
<i>Perceived Consumer Effectiveness</i>	0.445
<i>Purchase Intention</i>	0.543
<i>Trust</i>	0.228

From the table 3 above it is known that the R-Square general attitude value is 0.303, which means that 30.3% of the general attitude variable is influenced by corporate social responsibility. The R-Square value of perceived consumer effectiveness is 0.445, which means that 44.5% of the perceived consumer effectiveness variable is influenced by corporate social responsibility. The value of R-Square purchase intention is 0.543, which means that 54.3% of the purchase intention variable is influenced by trust, general attitude, and perceived consumer effectiveness. Finally, the R-Square value of trust is 0.228, which means that 22.8% of the trust variable is influenced by social responsibility.

Table 4. Hypotesis Evaluation

Hypothesis	Standardized Path coefficient	t-statistics	Decision
H₁ Corporate social responsibility has a positive effect on general attitude.	0.550	6.963	Supported
H₂ Corporate social responsibility has a positive effect on trust.	0.477	4.395	Supported
H₃ General attitude has a positive effect on purchase intention.	0.209	2.198	Supported
H₄ Trust has a positive effect on purchase intention.	0.381	3.913	Supported
H₅ Perceived consumer effectiveness has a positive effect on purchase intention.	0.260	2.897	Supported
H₆ Corporate social responsibility has a positive effect on perceived consumer effectiveness.	0.667	12.757	Supported

DISCUSSIONS

The first result of the hypothesis **H₁** is testing corporate social responsibility where corporate social responsibility positively affects general attitude. The result is t-statistics >1.65, which is 6.963 with a significance level 10%. This research supports the previous researches that have been conducted by Suharto (2009) and Tedjokusumo (2017), who found that corporate social responsibility has a positive effect on general attitude. The company pays more attention to the surrounding environment and participates in environmental business efforts, corporate social responsibility that will make consumers aware and participate. So because the more H&M Indonesia carries out corporate social responsibility, the more consumers will like H&M Indonesia because it has played a good role in participating in helping the environment. The results of the analysis show that social responsibility can increase the general attitude of each consumer and have a positive influence, so the company wants to have consumers who like its brand. The company must do corporate social responsibility that can be known and recognized by consumers.

The second research **H₂** is to test whether corporate social responsibility positively affects trust. The result of t-statistics is 4.395, supported by previous research that have been conducted by Samuel & Chandra (2014) and Barness (2011), who found that corporate social responsibility has a positive effect on trust. This is because the company pays more attention to the surrounding environment and participates in environmental business efforts, corporate social responsibility that is carried out will make consumers more confident in the company such as having healthy corporate social responsibility practices such as treating customers, employees, and the community ethically and who have more ways of providing honest product or service information and guaranteeing the quality of their products or services. Referring to the results of the analysis, it is revealed that social responsibility has a positive influence on trust, so companies carrying out corporate social responsibility practices must be more open to consumers in order to increase their trust in brands.

The result of the third research **H₃** is t-statistics 2.198, which means the hypothesis is supported, so that general attitude positively affects purchase intention. The result of this study supports previous research conducted by Pratana (2014) and Suwarso & Wulandari (2015), who found that attitude has a positive effect on purchase intention. The better the consumer's attitude towards the company, the stronger the consumer's purchase intention will be. This is because if consumers have a continuous good attitude towards the brand, such as liking and finding the brand attractive, it will lead to a high sense of purchase intention in consumers towards a product. Consumers like the H&M brand because H&M is an attractive and useful brand so that purchase intentions occur. It is important for companies to have consumers who like their brand because if consumers do not like the brand, it will be difficult for the emergence of purchase intentions from every existing consumer.

The fourth research in hypothesis testing whether trust has a positive effect on purchase intention with a result t-statistics 3.913, which means that **H₄** is supported. This research also has been conducted by Rosalina & Subagio (2016) and Gana & Koce (2016), who found that trust positively affects purchase intention. This happens because when consumers have trust in a brand, it will generate purchase intentions from consumers to buy products of a brand. Based on the respondent's assessment, it shows that respondents feel they can trust H&M because H&M provides an experience according to what they promise and can also meet their expectations. By convincing consumers with practices that are implemented more openly, companies can increase the sense of trust that arises from consumers continuously in their

companies so that it will generate purchase intentions from consumers towards H&M Indonesia because they already have a sense of trust.

The fifth hypothesis shows that t-statistics 2.97, which means **H₅** is supported. Previous researches that have been conducted by Widodo and Qurniawati (2016); Kang et al. (2013) found that perceived consumer effectiveness has a positive effect on purchase intention. This is because according to the results of existing studies, the more consumers feel that their purchase will contribute to the company, the more consumers will buy the product. Respondents' assessment revealed that respondents felt they could contribute to the solution of environmental problems and support and also encourage environmental conservation behavior, therefore the company should have a program that can involve consumers to participate in preserving the environment. Indonesian H&M businesses must consider and communicate messages that represent the contribution of each consumer to solving environmental problems such as telling consumers how every single purchase of clothing can affect the welfare of the earth. The results of this study conclude that general attitude, trust, and perceived consumer effectiveness variables have a positive influence on the purchase intention of every consumer, therefore every company must pay attention to these three things because they greatly affect consumers' purchase intentions and become a consideration every time they make a purchase.

The last research **H₆** is to test whether corporate social responsibility positively affects perceived consumer effectiveness, with t-statistics 12.757, which means supported. This study is supported by previous research done by Currás-Pérez et al. (2018) and Dang et al. (2020), who found that corporate social responsibility has a positive effect on perceived consumer effectiveness. The more companies are responsible for their environment, the consumers will take various actions that encourage environmental conservation actions. So that companies are expected to contribute to the environmental community and must also take action to care for the environment, so that consumers can participate in supporting actions that encourage environmental conservation actions. Thus, the company will be able to invite its consumers to participate in the program that will be implemented.

CONCLUSION

The hypothesis research results tell us that corporate social responsibility positively affects general attitude. It can be interpreted that the better the practice of corporate social responsibility held by the company, it will affect the general attitude of each consumer. Corporate social responsibility has a positive effect on trust and has a significant effect as well. Having said that, it can be concluded from the second hypothesis that when the corporate social responsibility of a company is getting higher and better, it will increase trust of the customer.

The third research shows that general attitude has a positive effect on purchase intention and the better the general attitude that is carried out, it will affect the purchase intention of each customer. Trust has a positive effect on purchase intention and the higher the trust that consumers have towards the company, the more it will affect purchase intention. Perceived consumer effectiveness has a positive effect on purchase intention. Having said that, the more consumers feel that their purchase will have an effect, the more consumers will buy the product. Corporate social responsibility has a positive effect on purchase intention. It shows us that if a company increasingly responsible for its environment, consumers will take various actions that encourage action to conserve the environment. Having said that, the company is expected to contribute to the environmental community.

LIMITATIONS AND SUGGESTIONS FOR FURTHER RESEARCH

Based on the research that has been conducted, there are limitations and suggestion for the next research. This research uses convenience sampling for the technique, where there are no specific criteria for the respondent. Sampling in this study focuses on the respondents who live in Jabodetabek only, so it is not too optimal. It is recommended for further research to examine respondents who are outside the Jabodetabek area as well. This will impact more accurate result compare to the respondents that live in Jabodetabek only.

In this research, there are no specific question about which part of Jabodetabek the respondents live, so it is advised to add more question in the questionnaire, because these characteristics can be used in order to know the profile of the respondent more completely and clearly. For the next research, it is better to use purposive sampling in order to obtain more specific criteria for the respondents. Further research also can add or replace with other variables to have more variations, such as Brand awareness or Customer satisfaction, because these two variables are also one of the influences to increase purchase intention for a brand.

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MARKETING MIX STRATEGY FORMULATION AND CREATING VALUE CO-CREATION IN SCHOOL EDUCATION

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ABSTRACT

This study aims to describe internal and external factors with the 7P marketing mix concept at SMA Bogor Raya, define the gap between input and output from internal and external factors in the marketing strategy of SMA Bogor Raya, evaluate the 7P services marketing mix concept applied by the marketing unit of SMA Bogor Raya. This approach to study requires extensive relevant searches, business management, and educational databases on value-based marketing and co-creation. This study uses a qualitative research approach. The type of research used in this research is a case study. Subjects in this study were vital informants with a total of 7 informants. The research field of educational marketing, value, and co-creation is still at a relative pioneer stage. Much research is still to be carried out, both from problem identification and a strategic perspective. To increase public interest in school education services, a mixed market strategy can be applied by combining 7Ps consisting of product, price, place, promotion, people, process, and physical evidence. Although there is no master plan for implementing the marketing mix at SMA Bogor Raya, the strategy has been implemented.

Keywords: co-creation value; education; marketing strategy

ABSTRAK

Penelitian ini bertujuan untuk mendeskripsikan faktor internal dan eksternal dengan konsep bauran pemasaran 7P di SMA Bogor Raya, menentukan gap antara input dan output dari faktor internal dan eksternal dalam strategi pemasaran SMA Bogor Raya, mengevaluasi konsep bauran pemasaran jasa 7P yang diterapkan oleh unit pemasaran SMA Bogor Raya. Pendekatan studi ini membutuhkan pencarian relevan yang ekstensif, manajemen bisnis, dan basis data pendidikan tentang pemasaran dan kreasi bersama berbasis nilai. Penelitian ini menggunakan pendekatan penelitian kualitatif. Jenis penelitian yang digunakan dalam penelitian ini adalah studi kasus. Subjek dalam penelitian ini adalah informan vital dengan jumlah informan sebanyak 7 orang. Bidang penelitian pendidikan pemasaran, nilai, dan co-creation masih pada tahap perintis relatif. Banyak penelitian yang masih harus dilakukan, baik dari identifikasi masalah maupun perspektif strategis. Untuk meningkatkan minat masyarakat terhadap layanan pendidikan sekolah, strategi pasar campuran dapat diterapkan dengan menggabungkan 7P yang terdiri dari produk, harga, tempat, promosi, orang, proses, dan bukti fisik. Meski belum ada masterplan penerapan bauran pemasaran di SMA Bogor Raya, namun strategi sudah diterapkan.

Kata Kunci: nilai co-creation; pendidikan; strategi pemasaran

INTRODUCTION

These major organizational strategic issues must be addressed if anything works, performance in the market must be achieved - using existing schools' resources. Indeed, until that is done, there is no point in proceeding further with the customer. Fortunately, the initial resolution is possible. Responsibility for starting, planning, designing, and academic tutoring suddenly shifted. All income and expenses go forward responsibilities of several subject groups and the coordinating Program. Centralized staff short course organization becomes not a command structure but a service and support organization, a meeting (Wills, 1981). Research, marketing education, values, and co-creation are still at a relatively pioneering stage, with many researchers to be done on both problem identification and strategic perspective.

Although the literature on marketing schools and higher education and student behavior research provides no evidence that marketing strategies have been implemented and marketing schools remain limited, which is relatively uncharted territory. The potential benefits of applying marketing theories and concepts have been influential in the commercial world adopted by researchers and managers in nonprofit education marketing. However, the literature on educational marketing is inconsistent, if not contradictory, and lacks a reflective theoretical model of the specific context of educational marketing and deep values marketing school services. In the Indonesian context, Law of the Republic of Indonesia No. 20 of 2003 article 1 paragraph (1) states that education is a conscious and planned effort to create an atmosphere of learning and the learning process so that students actively develop their potential to have religious, spiritual strength, self-control, personality, intelligence, noble character, and skills needed by himself, society, nation and state. Also, Article 31 paragraph (3) of the 1945 Constitution reads, "The government shall endeavor and implement a national education system, which increases faith and piety as well as noble morals in the context of the intellectual life of the nation, which is regulated by law." This can mean that the Indonesian government also views education as an essential thing for the nation's progress and country.

In the process, development in education requires the participation of various parties, not only from the government itself but also from the private sector. There is an awareness of this matter. This can be seen from the emergence of various schools managed and funded by the private sector. The concepts also vary from those based on nature religion and those that adapt to the international curriculum. From this diversity, managing an educational institution is essential and must be owned because it will directly affect the institution's sustainability and growth, and development. To grow and develop, an educational institution needs to have the ability to analyze external factors (competitors, political and economic policies). And take into account the internal potential to produce the right marketing strategy. Especially with the emergence of various types of schools that offer programs and their advantages, this marketing strategy is needed to win the "competition" among its competitors. However, it is hoped that the competition between educational institutions will not reduce or even eliminate the essence of education itself. Therefore, implementing a marketing strategy in education aims to promote its educational programs and provide education for the public to be wiser and more competent in choosing quality education according to their needs. The education marketing strategy is one of the services marketing strategies that are quite different from the marketing of goods. It requires its unique approach to reach the desired target market. The actors engaged in this field are required to think smarter and creatively to increase

their competitiveness. They are competing to make an offer that is their advantage or not owned by its competitors, such as the Bogor Raya School (SBR). As a school that adapts to the international curriculum, SBR certainly faces various challenges from its competitors who are in similar school groups in the surrounding area. Sekolah Bogor Raya (SBR) is a special education unit located in Bogor, West Java.

Based on data obtained from the administrative staff at SMA Bogor Raya, in the 2009/2010 academic year, there was 16 grade 10 students who joined SMA Bogor Raya. This number decreased to 14 students in the 2010/2011 school year. However, there was a drastic increase in the number of Grade 10 students in the following three academic years, from 14 students to 24 students, 35 students, and 41 students. The decline in numbers occurred again in the 2014/2015 school year, where there were only 39 new students for grade 10. This number increased again in the 2015/2016 academic year and 2016/2017 school year, where the number of grade 10 students changed to 46 students and 50 new students. Unfortunately, a drastic decline occurred in the 2017/2018 school year, when SBR only recorded 36 new students. The increase in the number of grade 10 students occurred again in the 2018/2019 academic year to 48 students.

Since its original conceptualization in Hunt & Morgan (1995), competition theory is known as a resource-advantage theory (R-A); it has been developed in various articles, books, and book chapters in marketing, general management/business, and the economics literature. The theory emerged, known as the competition for resources theory. The works that develop the R-A theory make many contributions to knowledge in marketing, management, and economics. Contributing to explaining the observed differences in quality, innovation, and productivity between market-based and command-based economies shows why competition is in a dynamic market-based economy incorporating a resource-based view of firms; containing a statement of the company's competence; has the terms of the theory of phylogenic, nonconsumptive, and provokes disequilibrium competition; explains the view that competition is a process of knowledge discovery contributes to explaining why social relations are a resource only contingently and have the requirements of competition theory being moderately socialized (Malhotra, 2005). Based on the development of the number of SMA Bogor Raya students and the marketing system adopted by the school, researchers have exceptional attention to several things. First, schools have an urgency to analyze the marketing strategies that have been carried out so far. The results of the analysis can certainly be used as a reference in developing new marketing strategies. Second, the marketing strategy analysis strategy can be strengthened by using certain marketing concept grips.

Based on problem identification and preliminary studies, the researcher decided to use the marketing mix concept as a reference in analyzing the marketing strategy carried out at Bogor Raya High School. This research is related to several previous studies in which the marketing mix concept approach can examine internal and external factors of marketing. The factors resulting from this study then become a reference in making recommendations for marketing strategies.

This research study will use the concept of marketing mix 7P (Product, Price, Place, Promotion, People, Physical Evidence, and Process) to the marketing strategy of SMA Bogor Raya. In this study, it is hoped that using the mixed concept approach can be one method that can be applied in analyzing the factors in a school's marketing strategy. Bogor Raya schools have different levels of education, from family planning to high school. Of course, this makes the marketing strategies applied to vary at each level. Therefore, this research is limited to discussing educational marketing strategies at SMA

Bogor Raya in 2018. Based on the explanation of the problems above, the formulation of the research problem is What are the internal and external factors in the 7P marketing mix concept applied at SMA Bogor Raya?, What are the factors that become the gap between input and output from internal and external factors involved by the marketing unit at SMA Bogor Raya?, How is the evaluation process of the 7P marketing mix concept applied by the marketing unit of SMA Bogor Raya? Based on the formulation of the problem above, this study aims to Describe internal and external factors with the 7P marketing mix concept at SMA Bogor Raya, Describe the gap between input and output from internal and external factors in the marketing strategy of SMA Bogor Raya, Evaluated the 7P services marketing mix concept applied by the marketing unit of SMA Bogor Raya

LITERATURE REVIEW

Marketing Strategy

Strategy is one of the essential organizational components that help the organization's development in the future. In an organizational context, strategy is a compiled planning process and will be carried out following the provisions in a joint decision to achieve short-term and long-term goals (Robbins et al., 2014). However, some experts, such as Marrus in Umar (2008) explains that strategy is to formulate ways and efforts to achieve long-term goals that the top leaders carry out without involving the lower management layer. Whatever the definition is given, all agree that strategy is essential to achieve the goals of an organization.

Goals are the tangible results that the business unit wants to achieve, and strategy is the game's design for achieving them. Strategies that are formulated as joint provisions generally apply incrementally and will always be implemented consistently. The formulation of strategies in an organization must be in line with the final goals to be achieved by paying attention to actual conditions in the field (Priyono, 2007). This is very important to ensure that the strategy can predict what will happen and not focus on what is happening. With this approach, problems in the organization can be resolved appropriately without causing too much risk of loss. With increasing competition among organizations, a distinctive and well-targeted strategy will provide ample space to win the match healthily. This can later be maintained as one of the core competencies of the organization.

To create an efficient strategy to match what is expected, the organization must design and implement good strategic management. Strategic management aims to create advantages over competitors in the organization's business. Strategic management plays a crucial role in implementing the strategic composition in the field to be used as evaluation material to understand the weaknesses and strengths of the strategies that have been set. Ketchen (2008) defines strategic management analysis as the decisions and actions that a company must take to gain a competitive advantage.

Kotler & Keller (2012) describe that marketing as an organizational function or a series of processes for creating, communicating, and providing value to customers. Furthermore, marketing can also be used to manage customer relationships to benefit the organization and its stakeholders. Hasan (2013) also describes marketing as the process of identifying, creating, and communicating value and maintaining customer-satisfying relationships to maximize company profits. Kotler & Armstrong (2017) describe marketing as a social and managerial process for an individual and a group to get what they need and want through creating and exchanging a product and value with others.

Kotler & Keller (2016) describe the stages that need to be done in developing the market, namely: a) the planning and implementation process of the conception, b) pricing, c) promotion, d) distribution of ideas, as well as goods and services. To sell products well, the company must be sure of what to sell and have a strong concept for the product. A strong vision of the product is then outlined in strategic marketing plans and prices for potential consumers. Marketing is a fundamental form of promotion, with the hope of getting a good response from customers. Product distribution becomes the following process when the customer shows a good answer.

In marketing, companies need to maintain good relationships and positive satisfaction for customers and get maximum benefits simultaneously. This interest is what is meant by the marketing concept. In this case, the marketing concept must be able to provide certainty about how marketing activities can be carried out based on a sound philosophy while still paying attention to market needs in a responsible manner (Sunnyoto, 2012)

Kotler & Keller (2020) explains that marketing management is the process of analyzing, implementing, and supervising programs that are intended as market exchanges aimed at achieving organizational goals. In maintaining competition from competitors, various ways and strategies are carried out by marketing to survive in the increasing competition. As there are more competitors in a business, the competition will get tougher; marketing is the key to the success of the company's business entity.

Effective marketing cannot be separated from the use of the marketing mix. In the marketing mix, there is the Marketing Mix-7P, namely: product, price, promotion, place, people (human resources), process, and physical evidence. According to Kotler & Armstrong (2017), the marketing mix is a controlled variable combined to produce the expected response from the target market.

Educational management is a continuous process that contains special abilities and skills possessed by a person to carry out an activity individually or with others or through other people to coordinate and use all sources to achieve organizational goals productively, effectively, and efficiently (Engkoswara & Komariah, 2010).

Value co-creation

The creation of "value" is the primary objective of financial services exchange. Because the school is a service operation, that is the application service competencies by colleges or schools that drive customer value. However, it is said that value is created collaboratively in a co-creation relationship between the two parties (Spohrer & Maglio, 2008). Service-dominant logic is related to the meaning of "value-in-use" value (Vargo & Lusch, 2008). In S-D logic, the roles of the producer and consumers are different, meaning that value is always created together, together and reciprocally, in the interactions between providers and beneficiaries via the integration of resources and the application of competencies. Value is the result of operator resources provided by the educational company (license plate forms, software, people, knowledge, services, administration, internet, and intranet), which is sometimes sent via an operand resource or goods (Vargo & Lusch, 2004)

Creation is described by Prahalad & Ramaswamy (2004) as "experience co-creation" This is a major rethink of how organizations create a score. Experience co-creation involves redefining how organizations engage with individual value creation, especially employees and stakeholders, and consider customers, suppliers, and external stakeholders, and related communities. It's about organizations that release people's

creative energies, invite and allow them to interact with them differently. In an educational setting, most teachers encourage students to do so co-create in class because this interaction stimulates discussion, debate, and exchange of knowledge. Co-creation is the effective engagement of students with teachers and institutions, where ideas are expressed openly and freely. Spirited debates and arguments can enrich experiences and drive value creation, which goes beyond the classroom in constructive word-of-mouth from students to family and friends. The knowledge that results from service delivery is heavily grounded in the fundamental interaction between the service provider and the service users (Zeithaml et al., 1990).

Previous Research

The case study research entitled "Educational Service Marketing Mix in Increasing the Competitiveness of Educational Institutions" was conducted by Faiq Nurul Izzah at MI Nihayaturroghibin and SDN Rogomulyo 01 Kayen Pati for the 2015/2016 academic year.

This case study research was conducted using the 7P marketing mix elements (product, price, place, promotion, physical evidence, people, process). The research was conducted to determine the superior marketing factors of the two schools. From the results of a data study of the two schools, the researcher concluded that the competitiveness of MI Nihayaturroghibin was in the product, price, place, and promotion while at SDN Rogomulyo 01, it was in the form of product, location, and people. Furthermore, it was concluded that the analysis of the marketing mix could increase the competitiveness of education because of the conformity of the 7P elements with the national education standards as the minimum criteria for quality education.

Case study research entitled "Marketing Strategy for Private Boarding High Schools in Semarang Regency" was conducted by Brigitta Putri Atika Tyagita at Sedes Sapientiae Jambu Senior High School. This study aims to describe the success of the marketing strategy at SMA Sedes Sapientiae Jambu. One of the keys to successful marketing at SMA Sedes Sapientiae Jambu is activities that foster good relations with schools from various regions, relationships with alumni, parents of students, committees, and the local community. This can be proven by the increase in the number of high school students at Sedes Sapientiae Jambu School from year to year. The author also recommends several marketing approaches that can be applied in other schools to increase the number of students. Study by Seligman (2012) that marketing of schools has relevance; however, the bearing is only helpful if the value is developed over time and supports the school brand and its importance in a competitive market.

RESEARCH METHOD

This study using a qualitative research approach. The qualitative research approach is a research method that focuses on general principles regarding the symptoms in human social life. The qualitative research approach is a research process that aims to understand the problems of social life based on an objective and complex and comprehensive picture following the views of the informants in conducting research. The research approach is used to answer the problems in the specified research. Therefore the researcher must be able to choose a research approach. The research approach used will be tailored to the needs in finding answers to research questions (Vanderstoep & Johnson, 2009). This type of research used in this research is a case study. A case study is an

approach to studying and explaining or interpreting a case in its natural context without intervention from outside parties. This type of research will immediately take effect if there are questions about how and why. The trend in these case studies is that they seek to highlight a decision or set of decisions, why that decision was made, how it was carried out, and the outcome (Creswell, 2014).

Using this type of case study research is because the research method used is descriptive. This qualitative method, in its implementation, can be done through case studies or comparative studies. Based on this, this type of case study research was also chosen because of the nature of its tendency to usually pay attention to the problem of why a policy was taken and how it was implemented, because in this study, what wanted to be researched was how the education marketing strategy in SMA Bogor Raya had been implemented at the Bogor Raya School (SBR). Furthermore, in this study, there is a research design was used, namely a multi-case design. A multi-case method is used when more than one case is used in a study. Therefore, this design is widely used in comparative studies.

In this study, there are two objects to be studied, namely the education marketing strategy of SMA Bogor Raya, which will eventually be compared with predetermined indicators. The place for the implementation of this research will be conducted in Integrated Schools with national and international standards, namely at the Bogor Raya School, especially at Bogor Raya High School, which is located at Danau Bogor Raya Housing, Bogor City, Tanah Baru Village, North Bogor City District, Bogor City, Prov. West Java, Postal Code 16143. Research subjects (informants) or what is said to the respondents in the study are the parties that serve to get information in the research. The research subjects will provide responses and data related to the data needed by the researcher. Qualitative research subjects or respondents in the study can be said to be informants, namely people providing information about the data the researcher expects concerning the research carried out. In qualitative research, the selection of research subjects uses a criterion-based section based on the assumption that the subject is an actor in the proposed research theme. Researchers chose informants based more on the quality of information related to the proposed research theme to get research subjects. According to Arikunto (2016) the research subject defines the research subject as objects, things or people where the data for the research variables are attached and at issue. In a study, the research subject has a very strategic role because, in the research subject, that is the data about the variables that the research observes.

Subjects in this study were vital informants, namely Andri Nurcahyani as Head of Bogor Raya High School, Arning Wulandari as Deputy Head of Bogor Raya High School, Susandi Wu as Deputy Principal of Student Affairs, Fransiska Susilawati as Manager of Human Resources for Bogor Raya School, Myte Cienly Lesar as The Marketing Manager of the Bogor Raya School, Elsa Sasmita as the Marketing Staff of the Bogor Raya School, Eunice Blessica Yuwono as alumni of the Bogor Raya High School. The qualitative data collection procedure is a series of steps in researching to obtain the required qualitative data. The data collection process includes the researcher's effort in determining the type of qualitative data and the researcher's business design in recording the data. In qualitative research, researchers are given the freedom to choose the research object, but it must be in the qualitative realm. Researchers are also given the freedom to determine the number of research subjects. However, a researcher needs to determine the limits of the research concerning the problem to be studied. This is intended so that the research results are more significant and truly real. In research, data determination is

needed as the primary support. In qualitative research, there are several types of data collection, namely: qualitative observation is the direct role of the researcher to go to the research location. In observation or observation, the researcher observes every activity that occurs at the research location. Furthermore, in qualitative interviews, researchers will conduct interviews with informants to obtain data sources and collect qualitative documents in the form of notes or audio recordings performed by the researcher.

In this study, data collection and retrieval activities were obtained after obtaining permission from the Bogor Raya School, especially Bogor Raya High School, to conduct research. As a first step in the study, the researcher will select respondents based on predetermined inclusion criteria and calculate the sample size. After getting the desired respondent, the next step is to ask for approval from research respondents (both from the Bogor Raya School and the community around the Bogor Raya School) through notification using a letter of consent respondent (key informant). After obtaining approval from respondents, preliminary observations were made by conducting structured interviews and giving questionnaires to respondents regarding the implementation of the research. This is done to assess the extent to which the education marketing strategy at SMA Bogor Raya has been implemented. In terms of selecting key informants, researchers took the first steps through support from the guidance of lecturers and related parties at the Bogor Raya School. Data analysis is an analysis process that is carried out systematically on the data that has been collected. In this study, researchers used an analysis that describes clear messages or information from in-depth interviews with respondents about educational marketing strategies at the Bogor Raya Senior High School understudy. Researchers use data analysis to support the quantitative test results. The researcher concluded that using technical data in data collection to ensure the validity of the data, namely using triangulation techniques to check the validity of the data that used something other than the data for matching purposes or comparing the data. The most widely used triangulation technique is through other sources. Triangulation with authorities means reaching and cross-checking the degree of trustworthiness of information obtained through different times and tools through qualitative methods (Sugiyono, 2014).

RESULTS AND DISCUSSION

Bogor Raya Private High School is an integrated school where the school is one location with Playgroups, Kindergarten, Elementary, Middle School, and Senior High School. This school is the best-integrated school in the city of Bogor. Bogor Raya School is a leading international standard school in Bogor. Founded in 1995, the school provides local and internationally accredited, a green and pleasant environment in the beautiful Bogor Raya Housing, close to the Bogor toll exit. Bogor Raya School is a multi-religious school with students from many different nationalities and backgrounds. This school runs from Playgroup to SMA, and most of its students come from the Bogor city, Sentul, and Cibubur areas.

Bogor Raya School has an educational philosophy that will provide a holistic education that produces students who are loving, free from prejudice, proud of their identity, have a good and wise school culture, mutual respect between religions, and respect for world culture. Bogor Raya School will provide various kinds of experiences to students equipped with independent learning skills and can solve problems using creativity and critical thinking and creativity.

Bogor Raya School will encourage high curiosity. Sparks of enthusiasm and joy can be seen in students' eyes because they control the direction of learning essential for students to learn effectively. Bogor Raya School will provide technical expertise in terms of skills in the I.T. so that graduates from the Bogor Raya School (SBR) can take advantage of current and future technology to advance their careers. The SBR also supports students through self-confidence-building programs. SBR ensures students see the problem from various perspectives. This allows students to think about both sides of any given situation. It also allows students to see issues through local and international lenses. This will help students to understand that everyone has different opinions, skills, and knowledge. Students will learn to listen to various views and realize that everyone can learn something from everyone they meet. Sekolah Bogor Raya also takes an active learning approach to education where students are encouraged to ask questions about their world and investigate to explain their world. The teacher acts as a facilitator, guides, and assists students in their investigations

The marketing mix for SMA Bogor Raya, the Danasha Foundation, which consists of 7Ps, includes:

a. Product

In general, SMA Bogor Raya Danasha Foundation offers its products in the form of students who will develop their talents and have disciplined values, have empathy, self-awareness, integrity, mutual respect, equality, resilience, and have an attitude of inquiry. SMA Bogor Raya Danasha Foundation has a unique program holding full-day classes five days a week, where this school is designed to be an academic and fun learning tool. Through national and international based programs and curriculum, Andri Nurcahyani (Head of SMA Bogor Raya, July 10, 2018) said that:

"Currently, we are using the Indonesian government's national curriculum and the international curriculum. For the international curriculum, we use a program from Cambridge International Education and a Global Assessment Certificate from ACT Education Solution."

From the principal's explanation, it can be seen that Bogor Raya High School has a national and international standard curriculum. This is in line with what was said by Elsa Sasmitha, Marketing Staff of the Bogor Raya School (October 5, 2018), who said that: "SMA Bogor Raya provides national and international curricula to its students. The international curricula we use at the high school level are Cambridge IGCSE (for grades 10), Cambridge A-Level (for grades 11 & 12), and Global Assessment Certificate (GAC) (for grades 11 & 12). When our students enter grade 11, they are required to choose one of these international programs, namely Cambridge A-Level or GAC. "

Of course, using national and international based programs and curricula will attract more attention from the public to enroll their children in Bogor Raya High School; in addition to having school curriculum and programs, Bogor Raya High School will provide three certificates for SMA Bogor Raya graduates, these certificates include: Cambridge IGCSE certificate (in Class 10), Cambridge A-Level Certificate or Global Assessment Certificate, and UN diploma (in Class 12),

This trust was also asked by the author to the alumni of SMA Bogor Raya, Eunice Blessica Yuwono. One of the reasons for choosing to study at SMA Bogor Raya is because of the diversity of curricula on offer, both national and international, where the curriculum is recognized in various universities around the world: "I

decided to study at SBR because of the international curriculum used by SBR, namely Cambridge IGCSE and A-Level. Universities across the globe recognize the curriculum. In addition, SBR also provides an alternative to the GAC curriculum. SBR also still uses the national curriculum, where the National Examination results can be used to register at various universities in Indonesia." (Yuwono, 2018).

b. Price

Determination of school fees at SMA Bogor Raya is one of the considerations for SMA Bogor Raya. The operational needs of the school are related to the program a school wants to run. Regarding the determination of fees, Elsa Sasmita said that "The Foundation determines the determination of school fees at SMA Bogor Raya." In determining school fees, the Foundation is determined by the Foundation, where the Danasha Foundation manages Bogor Raya High School, therefore "the process of allocating facility costs from the tuition fee component is directly regulated by the Foundation" (Sasmita, Marketing Staff of Bogor Raya School, 5 October 2018). Determining a price or cost in the educational process is very important. This is very closely related to marketing because if the price or cost of the product is higher than the perceived value, the customer will be deterred. If the price is low, the buyer will doubt the quality of the product.

There are two kinds of school fees in SBR, namely: "Admission Fee and School Fee. The admission fee payment system is carried out per level (PG, TK, SD, SMP, or SMA levels). The tuition payment system is carried out per month. In one academic year, school fees are paid ten times or ten months." (Elsa Sasmita, SBR Staff, October 5, 2018).

In the case of the school fee payment system in SBR, especially in Bogor Raya High School, it has been regulated by a school management system that will apply to all Bogor Raya School students, so the parents of students cannot regulate the school fee payment system. "Parents cannot choose a payment system. The payment system is regulated by the school management and applies to all students." (Elsa Sasmita, SBR Staff, October 5, 2018). To relieve the parents of students, the payment system for school fees at SMA Bogor Raya can be done monthly; Elsa Sasmita said that "Yes, there is. The monthly tuition fee payment system will be implemented for the 2018-2019 Academic Year. Previously, the applicable payment system was per 3 months." (SBR Marketing Staff, October 5, 2018).

c. Place

One of the things that attract customers to take action is a strategic location, easy access, the availability of public transportation; this is a positive value in Bogor Raya High School. SMA Bogor Raya is located in Perumahan Danau Bogor and close to the center of economic activity such as shops and markets. Having a large yard area and security must also be a concern of the school. This Bogor Raya school has a reasonably wide field because, in SBR, several levels of education are established, starting from Playgroup (KB), Elementary School (SD), Junior High School (SMP), and Senior High School (SMA).

"The positives can be seen from the increasing number of residential areas in Danau Bogor Raya. The construction of road widening infrastructure has also begun to be noticed by the city government. Several community service programs carried out by the Bogor Raya School for the surrounding environment have also started to be given much attention by the surrounding community. Automatically, with so many people coming to the Bogor Raya School building every morning, there is a minor

traffic jam. Still, the Bogor Raya School continues to try to overcome this by opening a parking lot next to the Bogor Raya School building, so not all of them pile up there." (Fransiska Susilawati, SBR Human Resources Manager, 24 July 2018)

Then from that, SMA Bogor Raya is on the edge of a highway with hectic traffic. So that it does not cause concern for the parents of students about the safety of their children, when learning takes place the front gate of the school is always guarded by security officers and besides that, when the hours of entering and leaving school the security officers must also help manage traffic to run smoothly. Holcomb in Ho (2014, p. 18) said that "moreover, safety is of prime concern to parents, and schools need to ensure parents that they are offering a safe learning environment and transportation services." According to Holcomb's words, safety is a major concern for parents, and the school's job is to ensure a safe learning environment and the availability of transportation services.

d. Promotion

Promotion is essential to be carried out by the SMA Bogor Raya school because without promotional activities, the public will not know much about SMA Bogor Raya. To attract public interest and attention, SBR will promote school programs for the coming school year.

Promotion using electronic media can be done through the website, Facebook, youtube, and others. Promoting using electronic media is carried out throughout the year. The information conveyed contains the learning process, PPL activities, championship publications, and other Bogor Raya High School activities. In this case, Cowel in Irianto and Prihatin (2010, p. 344) explains that the objectives of promotion are as follows:

"Build awareness and interest in service products and service provider institutions; Differentiating the services the agency offers from competitors; Communicating and describing the advantages of the services provided/service providers; persuade customers to buy and use the service." To achieve promotional objectives, Bogor Raya High School must develop promotional strategies through print media, holding competitions, open houses, seminars, and electronic media.

e. People

The people in question are the teaching staff (teachers) in SMA Bogor Raya. The number of the teaching staff at SMA Bogor Raya is 19 people. The academic qualifications of the teaching staff, at least all have an undergraduate certificate, preferably S1 in education. To become a teaching staff at the Bogor Raya High School, you must have expertise following what department or field of study the school will teach; in this case, the teaching staff must pass several tests to enter teaching staff Bogor Raya High School.

From the explanation above, there are three programs carried out by the school management for qualified educators to continue serving at the Bogor Raya School, including reducing the school fees for children from teaching staff who study at SBR, a scholarship program to continue to the S2 level and provide assistance with vehicle facilities for educators. Then Fransiska Susilawati (SBR Human Resources Manager, July 24, 2018) added:

"Apart from those three things, it is enough, huh. Apart from these three things, it is also done to make the working environment comfortable for teachers. Several programs are being discussed or initiated. The Bogor Raya School must begin to see that its human resources require a monthly salary to live and need self-

actualization. If we see from 1:55 Maslow, humans have the highest actualization, so starting next year, we have begun to initiate the SBR writing movement. We will also facilitate after-school teachers to organize English tutoring courses under the umbrella of Bogor School Kingdom. We have started to do this SBR writing, so the Bogor Raya School, in collaboration with Oxford Publisher, reviews science books published by Oxford by involving teachers as expert reviewers. In the future, we have started to prepare PJK teachers to make children's literacy books. So children's storybooks that build character, we have begun to collaborate with publishers to be able to publish books written by Bogor Raya School teachers, and this will continue to develop which then teachers also feel that besides teaching in their classes they can become more, can contribute more to education, especially in Indonesia."

f. Physical evidence

SMA Bogor Raya has several facilities to support learning; with the existence of learning facilities, it is hoped that students can participate in learning activities that take place well. The facilities at SBR for the convenience of learning activities include three laboratories, computer labs, basketball courts, soccer fields, swimming pools, badminton, libraries, music rooms, art rooms, and others (Susandi Wu, Deputy Principal of the Student Section of the Bogor Raya High School, 19 July 2018).

g. Process

Judging from the aspect of the process, Bogor Raya High School is included in a fun educational process for its students. In the learning process, SMA Bogor Raya uses a curriculum from the minister of education and culture to learn the learning content of education. The learning process of SMA Bogor Raya uses a multiple intelligence approach. So learning is adapted to student learning styles. Regarding the operation of the learning planning system, it is carried out by coordinating between students, educators, and academics, where at the beginning of the academic year, the academic asks and checks the readiness of learning materials for educators in the form of curriculum preparation from Cambridge and ensures that educators use the latest syllabus, this is following what was said by Arning Wulandari (Deputy Head of the Academic Section of the Bogor Raya High School, July 10 2018):

In implementing the marketing mix with 7P, Bogor Raya High School has obstacles in the form of the price of education considered expensive by many people. Because the price of education is linked to cost, it is indeed a compassionate issue. This is also inseparable from the status of SMA Bogor Raya, which is a private school under the auspices of the Danasha Foundation, which costs without much assistance from the government both in terms of procurement of school facilities and infrastructure salaries of educators, and another financing must be independent. The difficulty of educators in dividing time between promotions and the teacher's schedule. The absence of special marketing personnel and only maximizing the teaching force in advertising to SMP-SMP sometimes makes it difficult for educators to divide the task between teaching and promotion to the SMP-SMP level. In the implementation of the upgrade, sometimes it collides with teaching activities or the schedule of other educators.

Solutions to face obstacles in implementing the 7P marketing mix, then SMA Bogor Raya has answers. One way to overcome competition in Bogor Raya High School education in the field of competition is by increasing the quality and quantity of schools in teaching staff and students. "The way we deal with the increasingly intense competition between educational institutions is by improving our quality both in terms of teaching

staff, learning content, to providing good service to students and parents." (Elsa Sasmita, SBR Marketing Staff, October 5, 2018).

In overcoming competition between educational institutions, SBR management will maintain branding, responsibility, quality of teaching staff, etc. Myte Cienly Lesar, (Marketing Manager for the Bogor Raya School, 24 July 2018) explained that:

Value and co-creation, as discussed by Vargo & Lusch (2004), have a place in a world where schools are dominant services are seen as services providing primarily quality education, and second, secondary services support student growth and development as well as the school experience. Value construction is at the heart of modern marketing theory schools can adopt. In the work of Spohrer & Maglio (2008), they regard "service as science 'where innovation is the theoretical foundation in accelerating value co-creation; it supports quality as defined by students and family'" (Teas, 1993). Value creation is its core and central goal economic exchange process. Traditional models focus on value creation at the firm's output and prices. The theory emerged, known as the competition for resources theory. The works that develop the R-A theory make many contributions to knowledge in marketing, management, and economics. Contributing to explaining the observed differences in quality, innovation, and productivity between market-based and command-based economies shows why competition is in a dynamic market-based economy incorporating a resource-based view of firms; containing a statement of the company's competence; has the terms of the theory of phylogenic, nonconsumptive, and provokes disequilibrium competition; explains the view that competition is a process of knowledge discovery contributes to explaining why social relations are a resource only contingently and have the requirements of competition theory being moderately socialized (Malhotra, 2005).

CONCLUSION

Based on the qualitative research conducted by the author at SMA Bogor Raya, several conclusions can be made as follows:

To increase public interest in school education services, a mixed market strategy can be applied by combining 7Ps consisting of product, price, place, promotion, people, process, and physical evidence. Although there is no master plan for implementing the marketing mix at SMA Bogor Raya, the strategy has been implemented. However, the implementation of the basics of this strategy has not been optimized by the marketing unit of SMA Bogor Raya and the main managerial components in the educational institution. So far, the key to the success of the SMA Bogor Raya marketing strategy can be assumed to be in line with the products offered. The internal component of the institution tries to show the quality of education carried out at Bogor Raya High School, one of which is by producing quality graduates. This is further strengthened by the excellent cooperation between SMA Bogor Raya and residents, the parent committee, and other schools in various regions.

Based on these conclusions, in implementing a marketing strategy at Bogor Raya High School, the following suggestions should be considered: For the sake of optimizing the implementation of marketing strategies at SMA Bogor Raya, the authors suggest designing a marketing strategy master plan so that it can be implemented comprehensively and on target. The author suggests other schools that want to improve their marketing strategies in the education industry to increase cooperation and build good

relationships with residents, the parent committee, and alumni. In addition, cooperation between educational institutions, such as other junior high schools in the same area, will also encourage the reach of the marketing unit through free promotions carried out by the consumers themselves (alumni, students, and parents of students). A special promotion is a promotion from alumni through the testimonies they give. Parents of students and residents around educational institutions also contributed significantly in providing free promotions because they experienced firsthand and knew very well the conditions of the educational institution concerned. The internal strength of educational institutions is also a significant component in the marketing of educational products. The inner members of educational institutions, such as students, curriculum, and so on, can show the quality of education offered by an educational institution.

Those are the results of research on educational marketing strategies at SMA Bogor Raya. The results of this research were indeed conducted in a limited scope but actually can be widely applied in various other educational institutions. The authors hope that what has been described can enrich knowledge in marketing in the education industry in the Bogor region in particular and Indonesia in general. The results of this study can also be used to enrich the understanding of the world of education in Indonesia.

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