

The effect of promotional mix on repurchase intention of lubricant customer trough attitude

Andrio Hafidz Yulistyan*, Triyono Arief Wahyudi

Fakultas Ekonomi, Universitas Esa Unggul , Tangerang, Indonesia

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Abstract

Customer loyalty is essential in any industry, especially the oil industry. Customer loyalty is influenced by their attitude towards the product or service, which the promotional mix can influence. The promotional mix includes sales promotion, word of mouth, social media, and electronic word of mouth. This research aims to determine how the promotional mix dimensions affect customers' repurchase intention by influencing their attitude. The research sample consisted of 210 respondents who were customers who used oil in the Jabodetabek area—the results of the research hypothesis test support all hypotheses. The strongest factor influencing repurchase intention is social media promotion. The SEM method results for all variables from the promotion mix showed acceptable results, which can be implemented in company management. In conclusion, sales promotion, word of mouth, social media, and electronic word of mouth can influence customer attitudes and create repurchase intention. The limitations of this study are the limited areas of development and the fact that the dimensions analyzed were only attitudes towards promotion mix and repurchase intention.

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Corresponding Author:

Andrio Hafidz Yulistyan. Email : andriohafidz@student.esaunggul.ac.id

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Abstrak

Di dalam suatu industri khususnya industri oli, loyalitas pelanggan yang terkait dengan repurchase intention merupakan hal penting. Loyalitas pelanggan akan dipengaruhi oleh attitude. Promotional mix, yakni berupa sales promotion, word of mouth, social media dan electronic word of mouth, merupakan faktor yang mempengaruhi attitude. Tujuan penelitian ini untuk menganalisis dimensi promotional mix yang berupa sales promotion, word of mouth, social media dan electronic word of mouth, terhadap repurchase intention melalui attitude sebagai variabel mediasi. Sample penelitian yang diambil berdasarkan metode purposive yakni 210 responden yang merupakan pelanggan yang menggunakan oli di wilayah jabodetabek. Hasil uji hipotesis penelitian menunjukkan bahwa data mendukung semua hipotesis. Promosi melalui social media merupakan faktor yang paling kuat mempengaruhi repurchase intention. Hasil yang didapatkan dari metode SEM semua variabel dari promotion mix mempunyai hasil dapat diterima sehingga dapat diimplementasikan pada manajerial perusahaan. Dapat ditarik kesimpulan sales promotion, word of mouth, social media, electronic word of mouth berpengaruh terhadap sikap customer untuk menciptakan repurchase intention. Keterbatasan pada dimensi ini area yang terbatas di kembangkan dan dimensi faktor hanya pada attitude toward promotion mix dan repurchase intention.

Kata kunci: bauran promosi, loyalitas, pembelian berulang

Introduction

Repurchase Intention is one of the crucial factors in marketing to enhance a company's revenue. Repurchase intention is a dimension of customer loyalty. Aparicio et al. (2021) elucidate on the factors influencing repurchase intention. Attitude is one of the factors affecting repurchase intention. Consumer behavior of repeated purchasing is categorized as repurchase intention (Bambang & Wahyudi, 2019). Repurchase intention also indicates that consumers are satisfied with the products they use (Kristianto & Wahyudi, 2019). In the modern retail industry, the process of forming customer attitude can utilize sales promotion (Moon et al., 2020).

Companies should improve quality and develop products with strong brands to increase sales value and thus generate competitive advantages (Syah & Olivia, 2022). Sales Promotion is oriented towards stimulating short-term ways to influence attitude (Sohn & Kim, 2020). Sales promotion has a dimension of word of mouth that significantly influences attitude formation. Positive word of mouth can affect the decision-making process of purchasing products or services (Syah & Wijoyo, 2021). Similarly, social media influences attitude through content that has a broader and faster impact (Tuten & Mintu-Wimsatt, 2018).

Previous studies have discussed the factors causing customers to engage in repurchase intention for a product. Sales promotion from the brand, thus, the sales promotion program positively impacts the repeat purchase decision-making process of customers (Peng et al., 2019). Li et al. (2021) explain that sales promotion programs can stimulate repurchase intention. Meilatinova (2021) explains that Word of Mouth and social media influence repurchase intention. Word of mouth affects brand loyalty of marketed products (Evalianitha Randabunga et al., 2021). Dyego & Oktavianti (2020) explain that word of mouth is communication with people around us that influences attitudes or actions.

Consumer repurchase intention also includes factors from social media; activities on social media platforms are highly influential because they identify factors influencing repurchase intention and from trading sites on Social Media (Meilatinova, 2021). Like sharing content through social media channels can achieve something positive (Hrp et al., n.d.), and adopting and developing marketing through social media will increase the impact of the business itself (Chatterjee & Kumar Kar, 2020).

Previous studies have examined variables such as sales promotion, word of mouth, social media, and electronic word of mouth about the promotion mix. For instance, Mussol et al. (2019) explored the development of in-store brand strategies and relational expression through sales promotions in the supermarket channel. Dyego and Oktavianti (2020) investigated the Impact of Electronic Word-of-Mouth on Purchase Intention using Shopee as the research object. Ryu and Park (2020) studied the effects of benefit-driven commitment on the usage of social media for shopping and positive word-of-mouth, focusing on the influence of social media on word of mouth. Additionally, Folkvord et al. (2020) conducted an experimental study on promoting healthy foods in the new digital era on Instagram, comparing the effects of a popular real versus fictitious fit influencer on brand attitude and purchase intentions with healthy food as the research object.

Identifying a research gap in the context of the oil industry, this study aims to investigate the influence of sales promotion, word of mouth, social media, and electronic word of mouth on customer repurchase intention through attitude as a mediating variable. The research model focuses on these promotional mix variables and their impact on customer behavior in the oil industry, contributing to a deeper understanding of marketing strategies and customer relationships within this sector. Electronic word-of-mouth (eWOM) is also a significant reference for users to make purchase decisions. However, the quality of information communicated by eWOM will affect customer trust (Zhao et al., 2020). Electronic Word of Mouth (eWOM), also used on social media, is widely known as an influential marketing tool. It has been argued that personality influences how people receive information from eWOM, but most studies have not linked personality with behavioral intentions or information use (Tapanainen et al., 2021).

Theoretical framework and hypotheses

Customer behavior influences attitude towards sales promotion, leading to significant purchases, particularly when associated with promotions offering substantial discounts (Sinha & Verma, 2020). Sales promotion is also targeted at influencing attitudes, including customer loyalty, in various ways (Joseph et al., 2020). Sales promotion can also result in two types of decisions and two types of purchase outcomes (attitude and behavioral intention) (Jee, 2021). Existing literature analysis shows that most studies focus on identifying various potential determinants and customer attitude responses to sales promotions, including experiences with purchasing a product (Jee, 2021). Manufacturers also often leverage sales promotion programs to boost sales and influence customer attitudes towards purchasing (Chaudhuri et al., 2018).

H1: Sales promotion influences attitude.

Customer satisfaction strategies correlate very positively with promotion and through word of mouth. Therefore, it is evident that customer satisfaction is a key variable influencing the intention to promote through word of mouth. Customer satisfaction alone is not a factor that can drive future purchasing power or spread positive word of mouth recommendations (Syah & Wijoyo, 2021). Word of mouth itself consists of a single source of useful information that facilitates customers in having the best purchasing experience (Evalianitha Randabunga et al., 2021). In word of mouth, it is an effective way to influence customer attitudes towards making purchases (Meilatinova, 2021). Communication through word of mouth will be beneficial in enhancing customer attitudes towards the brand, which will encourage purchase intentions (Evalianitha Randabunga et al., 2021).

H2: Word of mouth influences attitude.

Customer satisfaction has a significant impact on customer attitudes and trust, especially regarding service quality and promotional activities on social media platforms (Sofya et al., 2022). Positive feedback and statements from satisfied customers can directly influence other customers, creating a ripple effect of positive perceptions and trust within the customer base. Effectively integrating activities on social media platforms can enhance customer engagement and interaction, allowing customers to explore promotions and offerings more efficiently (Filieri & Lin, 2017). By strategically leveraging social media channels, companies can create a more engaging and interactive environment that fosters customer satisfaction and loyalty. Research focusing on social media emphasizes the importance of customer attitudes and company responses in influencing consumer trust and repeat purchase intentions (Istanbulluoglu & Sakman, 2022). Hence, the relationship between customer satisfaction, social media engagement, and trust highlights the importance of effectively managing customer relationships and communication strategies to enhance customer experiences, foster trust, and ultimately drive repeat purchase intentions.

H3: Social media influences attitude.

Electronic word of mouth (eWOM) promotion goes beyond just building customer loyalty; it also serves as a valuable tool for analyzing market dynamics and understanding customer repurchase intentions (Jaeger & Höhler, 2021). This means that eWOM information can provide insights into how customers perceive products or services, their likelihood of making repeat purchases, and their overall satisfaction levels. Moreover, eWOM has the potential to generate positive value for customers by acting as a mediator between available resources, individual skills, and the influence of key individuals or influencers (Frempong et al., 2020). In this context, eWOM can enhance the customer experience by facilitating the exchange of information, recommendations, and feedback, ultimately shaping consumer perceptions and purchase decisions. The influence of influencers in eWOM can further amplify the impact of recommendations and contribute to building trust and credibility among consumers.

H4: Electronic word of mouth influences attitude.

Consumer attitude towards repurchase intention is a critical indicator that reflects the significance of promotion in influencing purchase intentions. This suggests that promotional activities play a substantial role in shaping consumer attitudes and their likelihood to make repeat purchases (Faramarzi & Bhattacharya, 2021). The intention to purchase a product can provide insights into consumer attitudes and their relationship with promotional efforts. Furthermore, customer attitudes are multifaceted and can be assessed through various dimensions, including word of mouth, switching behavior, and product repurchase (Syah & Wijoyo, 2021). These dimensions offer a comprehensive view of how consumers perceive products or services, how likely they are to switch brands, and their propensity to repurchase based on their experiences and interactions with the brand. Repurchase intention, as a key component of consumer behavior, serves as a reflection of consumer trust and satisfaction levels (Istanbulluoglu & Sakman, 2022). When consumers express an intention to repurchase a product or service, it indicates a positive attitude toward the brand, a sense of trust in the offering, and a willingness to engage in repeat transactions.

H5: Attitude influences repurchase intention.

Methodology

Participant and procedure

In order to obtain reliable results, the first stage involves conducting a pretest with 30 respondents. A Likert scale questionnaire will be used to measure latent variables and compare the quality of data. Likert scales can be applied in various types of research. The data obtained will be processed using SPSS software for the pretest results, along with the assistance of statistical analysis software. This thesis applies the factor analysis method for testing reliability and validity. The population for this study is distributed in the Jabodetabek area and includes men and women aged 20 to 50 years old who own either two-wheeled or four-wheeled vehicles and have previously changed their oil. Data analysis is performed using SPSS software version 27 to conduct pretests for reliability and validity testing with 30 respondents. Subsequently, the process continues using Smart PLS software version 4 to process respondent data.

Data analysis procedures

In order to conduct research, the Structural Equation Modeling (SEM) method is utilized with SMART PLS version 4 software. Data obtained from this application will include validity tests, reliability tests, loading factors, and the use of the bootstrapping method to test the P value of the data.

Results and discussion

The results of the reliability and validity testing showed a Cronbach alpha value of >0.70 , indicating a high level of consistency for the variable. A composite reliability value of 0.7 or higher is considered reliable, and in this case, all variables met this criterion. The Average Variance Extracted (AVE) indicator is used to identify errors in the variable. An AVE value above 0.5 is considered good, and the test results for each variable met this requirement (Table 1).

The factors closely related to customers' attitudes towards repurchase intention of oil products include sales promotion, word of mouth, social media, and electronic word of mouth. These factors influence sales promotion techniques and shape the attitude toward the repurchase intention of oil products in the eyes of consumers. Hypotheses tested include sales promotion, word of mouth, social media, and electronic word of mouth, mediated by customer attitude in building factors of repurchase intention. The results of the tests conclude that factors such as sales promotion, word of mouth, social media, and electronic word of mouth influence the attitude toward customers in determining repurchase intention for oil products they have previously used.

Perceptions and benefits of sales promotion are generally associated with the techniques of promotion itself and are related to sales (Jee, 2021), validating and aligning with research by Lazuardi & Rezeki (2022). Sales promotion is key to successfully influencing or convincing customers, and it is a major factor that can influence and increase purchases. Other results indicate that customers have a positive and significant impact on repurchase intention (Bambang & Wahyudi, 2019).

Sales promotion can positively influence customer attitudes, and promotions created by companies such as discounts, merchandise, and free oil products compete to gain repurchase intention attitudes from customers. Promotions also have a direct impact on product profitability. This means that promotion programs can increase demand for the product (Li et al., 2021). Sales promotion programs have been shown to influence repeat purchase intentions (Sohn & Kim, 2020).

Table 1.
Measurement evaluation

	<i>Loading</i>	<i>Cronbach Alpha</i>	<i>AVE</i>
<i>Sales Promotion</i>			
X1.1	0.788	0.772	0.594
X1.2	0.783		
X1.3	0.791		
X1.4	0.718		
<i>WOM</i>			
X2.1	0.830	0.708	0.627
X2.2	0.805		
X2.3	0.738		
X3.1	0.768		
X3.2	0.779		
X3.3	0.806		
<i>Social Media</i>			
X3.4	0.798	0.796	0.62
X4.1	0.818		
X4.2	0.82		
X4.3	0.767		
<i>Attitude</i>			
Y1.1	0.867	0.723	0.643
Y1.2	0.76		
Y1.3	0.794		
Y1.4	0.809		
<i>Repurchase intention</i>			
Y2.1	0.799	0.79	0.613
Y2.2	0.757		
Y2.3	0.793		
Y2.4	0.782		

Word of mouth tends to be positive for consumers with the role of influencers and acquaintances as well as positive reviews from previous users. Word of mouth also gives consumers confidence in using oil products they have used before and has an impact on company sales (Itani et al., 2019). Word-of-mouth factors can also influence repeat purchase intentions through influencer influence using various social media platforms (Yasin, 2021). Social media is also a determining factor in companies creating product promotion processes for customers, so the use of social media here is very beneficial for customers to learn more and educate consumers about the oil products they will use. Promotion through social media is one variable that will create customer attitudes toward repurchase intentions used by companies to communicate with customers (Sofya et al., 2022). Social media is also a place to advertise products, and it also has a positive impact on customer trust (Sofya et al., 2022).

The next consumer attitude is electronic word of mouth, the customer's attitude toward eWOM after experiencing a product or service. Expectations for products and services are partially formed by eWOM that appears on review sites. By online influencers. The four factors discussed reflect the attitudes of customers who use oil products they have used before, thus

contributing to the benefits of these oil products. This shows that the relationship between customers and oil products has a direct and positive impact (Jee, 2021).

Another aspect explored is the influence of customer attitudes towards sustainable purchases (Repurchase Intention). In this study, valid and positive results were obtained, it can be concluded that good customer attitudes can increase the value of customer attitudes themselves in the form of repurchase intentions for customers and towards oil that has been used before. The goal is for the retail industry to make efforts to increase sales and increase customer repurchase intentions (Moon et al., 2020).

Attitudes formed in customers will lead to a desire to repurchase products that have been used, which shows a positive impact on the company that also produces and distributes oil products. Companies can gain revenue and also benefits for customers by getting products with guaranteed quality. Customers will make repeat purchases, and this factor shows that customers have a positive attitude toward certain brands and tend to buy those brands regularly or repeatedly (Li et al., 2020).

Repurchase intention affects customer purchases, and it has also been found that customer satisfaction can increase the likelihood that products or services will be included in the desired list of customers, as well as preferred attitudes toward them. This increases the repurchase intention factor of customers (Hasan, 2021). Companies will create businesses with sustainable value not only in the human resources category (Sparacino et al., 2024). Including the oil business itself, companies must create oil products and promotion mixes to maintain sustainable product sales. There are several reasons why the repurchase intention factor is needed in this study, there are factors, new laws or regulations programs, and conservation efforts carried out in response to climate change that can also have a negative impact and affect oil demand (Naef, 2024). Energy sector companies such as oil companies consider the characteristics of the company, and differentiation from market levels (developed and emerging markets) (Nurlia et al., 2023). In determining consumers to be targeted by oil products to be marketed.

Limitations

The study mentioned presents several limitations that could be addressed in future research to enhance its scope and applicability. Firstly, the research was limited to oils sold in Indonesia, which may not fully represent the broader oil and retail industries. Future studies could consider expanding the sample to include oils from different regions or countries to provide a more comprehensive understanding of consumer behavior in the industry. Secondly, the respondents were primarily from the Greater Jakarta area, which may not capture the diversity of consumer preferences and behaviors across Indonesia. To improve the generalizability of the findings, future research could include participants from various regions to obtain a more representative sample.

Table 2.

Structural model evaluation

<i>Variable</i>	<i>Coeff</i>	<i>SE</i>	<i>t</i>	<i>t</i>
<i>X1 Sales Promotion -> Y1 Attitude</i>	0.255	0.072	3.561	0.000
<i>X2 WOM -> Y1Attitude</i>	0.247	0.071	3.452	0.001
<i>X3 Media Social -> Y1 Attitude</i>	0.186	0.078	2.369	0.018
<i>X4 E Wom -> Y1 Attitude</i>	0.235	0.076	3.076	0.002
<i>Y1 Attitude-> Y2 Repurchase Intention</i>	0.569	0.105	5.413	0.000

CONCLUSION

The study's conclusion highlights the successful validation of several hypotheses, indicating that factors such as sales promotion, word of mouth, social media, and electronic word of mouth, mediated by customer attitude, positively influence repurchase intention. These findings have significant managerial implications for the oil industry and other distribution sectors.

In terms of Sales Promotion, the research identifies promotion strategies involving discounts, merchandise, and free oil as key drivers of customer attitude toward repurchase intention. Managers in the industry can leverage these insights to design promotional campaigns that enhance customer loyalty and increase repurchase intentions.

Regarding Word of Mouth, the study underscores the impact of social influence on customers' repurchase intentions. Companies can capitalize on this by implementing referral code promotions and other initiatives that harness positive word of mouth to drive repeat purchases. Social media emerges as a crucial platform for shaping customer attitudes towards repurchase intention. Oil companies can utilize social media channels to educate customers about product benefits, collaborate with influencers like automotive YouTubers, and create engaging content on platforms like Instagram to influence repurchase intentions positively. Electronic Word of Mouth (eWOM) also proves to be a valuable tool for distributing oil products and influencing customer perceptions. Leveraging eWOM can facilitate easier access to product reviews and enhance customer trust and repurchase intentions.

Overall, the study emphasizes the importance of understanding customer attitudes and leveraging various marketing channels to drive repurchase intentions in the oil industry. Companies face the challenge of designing compelling promotional programs that resonate with customers and encourage repeat purchases, highlighting the need for strategic marketing initiatives to boost customer loyalty and repurchase behavior.

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