



The Influence of Brand Leadership and Brand Experience on Satisfaction and Repurchase Intention on E-commerce Brand

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Abstract

The purpose of this study is to empirically test the effect of brand leadership on its four dimensions, namely quality, value, innovation, popularity and brand experience on satisfaction and repurchase intention in Tokopedia customers. The population in this study are individuals as consumers who have transacted or shopped online at Tokopedia, are at least 18 years old, and live in West Jakarta. The sample in this study that met the criteria was 222 respondents who were selected using non-probability sampling through convenience sampling techniques. Data collection was carried out by questionnaire via google form which was distributed online. The data that has been successfully collected is processed using PLS-SEM. The results of this study indicate that quality, value, innovation, popularity and brand experience have a positive and significant effect on satisfaction. Then, the results also show that quality, popularity, brand experience, and satisfaction have a positive and significant effect on repurchase intention. However, value has a negative but significant effect and innovation has no significant effect on repurchase intention. Thus, Tokopedia must pay attention to quality, value, innovation, popularity, and brand experience to increase user satisfaction so as to generate repurchase intentions through Tokopedia.

Keywords: *Brand Leadership; Brand Experience; Satisfaction; Repurchase Intention*

Introduction

The increase in the number of internet users has reached 5.38 billion in the fourth quarter of 2021 in Asia (Internet World Stats, 2022). This achievement is a golden opportunity for business people to market their products or services to potential customers to make transactions. This transaction is carried out online with the aim of providing convenience, comfort, and a pleasant experience for consumers when they want to buy a product because these purchases can be made anytime and anywhere (Veronica & Rodhiah, 2021). Thus, many organizations use electronic commerce or e-commerce for short, which acts

as a facility in serving all product sales or online to consumers (Kotler & Keller, 2019). Electronic commerce is a solution as well as a lifestyle for people when they want to fulfill their needs.

The use of e-commerce has increased significantly and continuously, supported by the presentation of data by DataIndonesia.id (2023), citing a report from Bank Indonesia which states that the volume of e-commerce transactions will be 3.49 billion in 2022. In Indonesia, many e-commerce companies compete in order to be able to meet the needs of customers' lives in accordance with developing trends. One of them is Tokopedia, which is present as an online shopping digital platform using the consumer-to-consumer (C2C) business model. Tokopedia has been widely used by sellers to market their products digitally through easy internet access. An e-commerce must be able to strengthen its business position by producing the best service to meet customer expectations and become a brand leader and provide a positive experience in the long term. This is expected to satisfy customer needs so as to create a perception to repurchase in the future without switching to another brand.

Satisfaction is influenced by brand leadership with four dimensions prominent in brand leadership, namely quality, value, innovativeness, and popularity (Chang & Kho, 2016). Chiu & Cho (2021) researchers found that these four dimensions have a significant effect on satisfaction. In addition, research conducted by Jeong & Kim (2020) also states that quality and value have a positive and significant effect on satisfaction. Another factor that affects satisfaction is brand experience, where this variable is the key to achieving success and maintaining long-term relationships with consumers Kang et al., 2017). A positive experience will satisfy consumers when they have used a product. Researchers Garzaro et al., 2021 prove that brand experience has a positive effect on satisfaction. However, Chung & Peachy (2022) examined that brand experience has no effect on satisfaction.

Repurchase intention also drives the success of a business organization. This variable can also be influenced by brand leadership in the dimensions of quality, value, and popularity which have a significant effect on repurchase intention (Chiu & Cho 2021; Wang & Chiu, 2023; Laoko et al., 2023). Another factor that can influence repurchase intention is brand experience as a result of interactions between consumers and products purchased in the past, either directly or indirectly (Margaretha & Rodhiah, 2021). Previous research states that brand experience affects repurchase intention (Wang et al., 2020; Khan et al., 2020). Then, satisfaction also raises interest in repurchasing a product in the future. Thus, satisfaction has a positive effect on repurchase intention (Chiu & Cho, 2021; Kazancoglu & Demir, 2021; Miao et al., 2022). This research wants to test how the influence of brand leadership with its four dimensions and brand experience on satisfaction and repurchase intention.

Literature Review

Brand Leadership on Quality and Satisfaction

Brand leadership is the result of a combination of trends and product design that can shape customer perceptions in evaluating the distinctive capabilities of a superior brand (Chang & Kho, 2016). In addition, brand leadership has four dimensions perceived by customers, namely quality, value, innovativeness, and popularity. These four dimensions have the ability to satisfy customers when using products from certain brands.

Quality is the product's ability to provide ideal services to meet customer expectations (Kotler & Keller, 2019). In addition, quality is a material consideration for customers when they want to buy a product. Quality can have an influence on customer satisfaction. This is in line with previous research by researchers Chiu & Cho (2021), Jeong & Kim (2020) and Naz et al. (2023) which reveal that customers feel satisfied from the quality of a brand, either in the form of products or services. The hypothesis proposed is as follows:

H1a: Brand leadership on quality has positive and significant influence on satisfaction.

Brand Leadership on Value and Satisfaction

An organization must have value as one of the supporting aspects when offering a product or service. Value is the result that customers feel when comparing a product with other similar products (Ahn & Lee, 2019). Customers tend to judge a product based on thoughts about what is given and received (Kang et al., 2022). The emergence of a good assessment of organizational value will help create perceptions of customer satisfaction so that it has an influence. This statement is supported by previous research by Chiu & Cho (2021) and Jeong & Kim (2020) which states that value has a significant effect on satisfaction. Therefore, value is important so that customers feel happy with the benefits of the product they get. The hypothesis proposed is as follows:

H1b: Brand leadership on value has positive and significant influence on satisfaction.

Brand Leadership on Innovativeness and Satisfaction

Innovation is the ability to develop new ideas related to products and services that are valuable in influencing customer perceptions (Pilawa et al. 2022). In addition, innovation can be realized as the development of ideas or inspiration by involving customers when creating new products so that they meet their needs (Kotler & Armstrong, 2018). If the product produced is in accordance with customer expectations and expectations, the customer will feel satisfied and have positive feelings towards a product. Thus, innovativeness can affect satisfaction, in order to achieve success in its business. Previous research (Chiu & Cho, 2021; Naz et al., 2023) also states that there is a significant effect on innovation on satisfaction. If the product offered is more innovative and different from usual, the higher the level of customer satisfaction with the product. Then, innovation also creates a competitive advantage with products that are better than their competitors. The hypothesis proposed is as follows:

H1c: Brand leadership on innovativeness has positive and significant influence on satisfaction.

Brand Leadership on Popularity and Satisfaction

Gonzalez (2019) stated that customer satisfaction is the extent to which customers feel pleasure and Customers have a relatively conscious perception of consumption on a brand (Chang & Kho, 2014). Popularity is a company's progress to increase its special characteristics when compared to other competitors (Kim et al., 2019). Brand popularity is related to customer views and is key to long-term business sustainability. Products and services of a widely recognized brand can help drive the level of customer satisfaction due to its existence. This is in line with previous research (Wang et al., 2018; Chiu & Cho, 2021) by showing research results that popularity has a significant effect on satisfaction. As customers, people will consciously choose a well-known brand because they feel the quality can be trusted. Thus, popularity becomes a guarantor of quality that has not been proven directly by customers. The hypothesis proposed is as follows:

H1d: Brand leadership on popularity has positive and significant influence on satisfaction.

Brand Experience and Satisfaction

Brand experience is the result of interactions felt by customers either directly or indirectly in a situation (Margaretha & Rodhiah, 2021). Brand experience also shows the relationship between customer appreciation and a brand that has been built from the past (Han et al., 2020). The durability of the relationship that is getting closer is able to produce greater customer satisfaction. In other words, a positive brand experience can affect customer satisfaction after using a particular brand's product or service. Based on previous research (Han et al., 2020; Garzaro et al., 2021) there are research results that

brand experience has a significant influence on satisfaction. Then, brand experience is also how the contact that customers have with a brand. If the contact is successful, then customers will be satisfied with the product offered to them. The hypothesis proposed is as follows:

H2: Brand experience has positive and significant influence on satisfaction.

Brand Leadership on Quality and Repurchase Intention

The characteristics of a brand are formed by quality (Wilson et al., 2019). Customers have the intention to repurchase in the future if they have experienced the quality of a brand. The quality of products and services determines the customer's decision to remain loyal to the same brand or switch to using another brand with much better quality. Previous research conducted by Aquinia et al. (2020) and Amaoko et al. (2023) revealed that quality has a significant effect on repurchase intention. The emergence of repurchase intention means that there is a good relationship between the brand and its customers. The hypothesis proposed is as follows:

H3a: Brand leadership on quality has positive and significant influence on repurchase intention.

Brand Leadership on Value and Repurchase Intention

An important factor in achieving buying and selling transactions between customers and brands can be through the process of channeling value. Organizations or brands that are able to provide value appropriately and strongly, then there is a feeling of wanting to buy products from the same brand even though there is a possibility that the product will be different from before. Thus, value can affect customer satisfaction because the benefits of the product are well conveyed to customers. Previous researchers showed results that value has an influence on repurchase intention (Chiu & Cho, 2021; Wang & Chiu, 2023). The better the value a brand provides, the more customers will repeat purchases without objecting to what they sacrifice. The hypothesis proposed is as follows:

H3b: Brand leadership on value has positive and significant influence on repurchase intention.

Brand Leadership on Innovativeness and Repurchase Intention

Innovation is a new product value that makes a brand superior in order to increase customer trust (Naz et al., 2023). Customers have expectations that a product can be created innovatively and be useful when used. The innovation must also be positive. Brand innovation can increase customers' desire to repurchase because the benefits they feel will be different from before. The results of previous research reveal that innovativeness has a significant effect on repurchase intention (Kim et al., 2021). Miinat to repurchase arises because of customer interest in new products with benefits that are also new. Thus, the better the innovation is created, the greater the repurchase intention of the customer will be. The hypothesis proposed is as follows:

H3c: Brand leadership on innovativeness has positive and significant influence on repurchase intention.

Brand Leadership on Popularity and Repurchase Intention

Leading brand popularity certainly has great potential to direct customers to the true benefits of a product or service. Such popularity also encourages customers to use products that are currently popular and being talked about. There is a high opinion on certain brands with a high level of popularity even though most of the product quality has not been proven. Increased brand popularity can drive customers' desire to repurchase. Previous research conducted by Chiu & Cho (2021) shows that popularity as a dimension of brand leadership has a significant influence on repurchase intention. Therefore, there is a link or relationship between popularity and repurchase intention. The hypothesis proposed is as follows:

H3d: Brand leadership on popularity has positive and significant influence on repurchase intention

Brand Experience and Repurchase Intention

Leading brand popularity certainly has great potential to direct customers to the true benefits of a product or service. Such popularity also encourages customers to use products that are currently popular and being talked about. There is a high opinion on certain brands with a high level of popularity even though most of the product quality has not been proven. Increased brand popularity can drive customers' desire to repurchase. Previous research conducted by Chiu & Cho (2021) shows that popularity as a dimension of brand leadership has a significant influence on repurchase intention. Therefore, there is a link or relationship between popularity and repurchase intention. The hypothesis proposed is as follows:

H4: Brand experience has positive and significant influence on repurchase intention.

Brand Experience and Repurchase Intention

A positive relationship between a brand or organization and its customers can encourage the creation of experiences that are not easily forgotten by both parties. The feelings of pleasure and satisfaction obtained by customers will form a new perception in the form of intention to return to the same product. Customers tend to want to feel the pleasure that has previously been felt again. This is proven by previous research conducted by Khan et al. (2020) and Dandis et al. (2023) shows that brand experience has a significant effect on repurchase intention. The level of brand success depends on the experience offered to consumers. Increasing repurchase intentions can be felt through the concept of a pleasant shopping experience in the past. The hypothesis proposed is as follows:

H4: Brand experience has positive and significant influence on repurchase intention.

Satisfaction and Repurchase Intention

Customers who feel satisfied when using a product or service from a particular brand are generally likely to consider repeat purchases in the future. Before reaching satisfaction, customers will go through several stages, namely receiving the product, then evaluating and comparing the product. Satisfaction will be achieved if these aspects match customer expectations, allowing them to have repurchase intentions. Chiu & Cho (2021) through their research reinforce the fact that satisfaction has a significant influence on repurchase intention. Kazancoglu & Demir (2021) found that satisfaction has a significant effect on repurchase intention. Thus, the higher the customer satisfaction, the greater the customer's plan and desire to repurchase. The hypothesis proposed is as follows:

H5: Satisfaction has positive and significant influence on repurchase intention.

Based on the explanation above, Figure 1 below shows the research model.

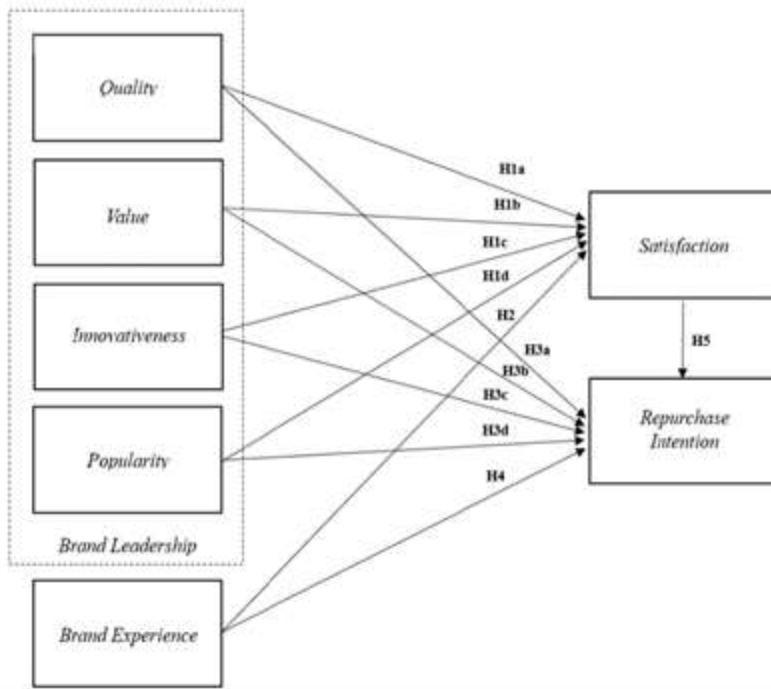


Figure 1. Research Model

Research Methods

The subjects used in this study are all customers who have shopped online or made buying and selling transactions on Tokopedia, are at least 18 years old and live in West Jakarta. Then, the object of this research is Tokopedia customer satisfaction. The sample selection technique in this study used non-probability sampling techniques using the convenience sampling method. The sample collected in this study was 222 who used Tokopedia to buy products online. The data that has been collected is then processed using the PLS-SEM technique through SmartPLS software. This data processing consists of two analyses, namely the outer model which includes validity and reliability tests and the inner model which assesses the relationship or influence between the dependent variable and the independent variable.

Results and Discussion

Outer Model

Outer model testing in this study consists of convergent validity test (Average Variance Extracted), discriminant validity (Heterotrait-Monotrait ratio), and reliability test (Cronbach's Alpha and Composite Reliability).

a. Convergent Validity

Table 1. Convergent Validity

	Average Variance Extracted
Quality	0,618
Value	0,665
Innovativeness	0,616
Popularity	0,824
Brand Experience	0,628
Satisfaction	0,614
Repurchase Intention	0,674

Based on the results of the convergent validity test above, the AVE (average variance extracted) value for each variable has a value of more than 0.50 (>0.50). The results of this analysis mean that each variable in this study is declared valid because it has met the criteria for the AVE value which should be.

b. Discriminant Validity

Table 2. Discriminant Validity

	BE	IN	PO	QL	RI	SA	VA
Brand Experience							
Innovativeness	0,729						
Popularity	0,416	0,562					
Quality	0,617	0,731	0,379				
Repurchase Intention	0,614	0,687	0,619	0,684			
Satisfaction	0,719	0,782	0,523	0,738	0,730		
Value	0,804	0,615	0,399	0,765	0,523	0,723	

Based on the results above, the results of the Heterotrait-Monotrait ratio test (HTMT) for the indicators of each variable have a value of not more than 0.90 (<0.90). The results of this analysis mean that all indicators of each variable are acceptable because they have met the criteria.

c. Composite Reliability Test

Table 3. Cronbach's Alpha and Composite Reliability

	Cronboach's Alpha	Composite Reliability
Quality	0,845	0,890
Value	0,875	0,908
Innovativeness	0,844	0,889
Popularity	0,893	0,934
Brand Experience	0,852	0,894
Satisfaction	0,843	0,888
Repurchase Intention	0,879	0,912

Based on the table above, the results of the Cronbach's alpha and composite reliability analysis have a value greater than 0.70 (>0.70) for each variable. This means that all variables in this study have met the requirements so that they are reliable or reliable.

Inner Model

a. Coefficient of Determination Test

Table 4. Coefficient of Determination

Variable	R-square
Satisfaction	0,565
Repurchase Intention	0,581

Based on the results above, the R-square value is 0.565 where 56.5% of the satisfaction variable can be explained by the quality, value, innovativeness, popularity, and brand experience variables. Meanwhile, the remaining 43.5% is explained by other variables not examined in this study. Then, the next R-square value is 0.581 or 58.1% of the repurchase intention variable can be explained by the variables of quality, value, innovativeness, popularity, brand experience, and satisfaction. Meanwhile, the remaining 41.9% is explained by other variables not examined in this study.

b.Hypothesis Testing

Table 5. Hypothesis Testing

Hypothesis	Hypothesis Statement	Path Coefficient	P-value	Result
H1a	<i>Quality → Satisfaction</i>	0,206	0,021	Accepted
H1b	<i>Value → Satisfaction</i>	0,192	0,026	Accepted
H1c	<i>Innovativeness → Satisfaction</i>	0,272	0,002	Accepted
H1d	<i>Popularity → Satisfaction</i>	0,128	0,030	Accepted
H2	<i>Brand Experience → Satisfaction</i>	0,153	0,026	Accepted
H3a	<i>Quality → Repurchase Intention</i>	0,309	0,003	Accepted
H3b	<i>Value → Repurchase Intention</i>	-0,162	0,043	Accepted
H3c	<i>Innovativeness → Repurchase Intention</i>	0,068	0,372	Rejected
H3d	<i>Popularity → Repurchase Intention</i>	0,296	0,000	Accepted
H4	<i>Brand Experience → Repurchase Intention</i>	0,184	0,026	Accepted
H5	<i>Satisfaction → Repurchase Intention</i>	0,246	0,002	Accepted

The hypothesis test results above show that there are eleven hypotheses that have been tested. Based on these results, there are ten hypotheses that are accepted because the p-value is less than 0.05 (<0.05). While the remaining one hypothesis is rejected, namely H3c because it has a p-value of more than 0.05 so that it does not meet the criteria should be.

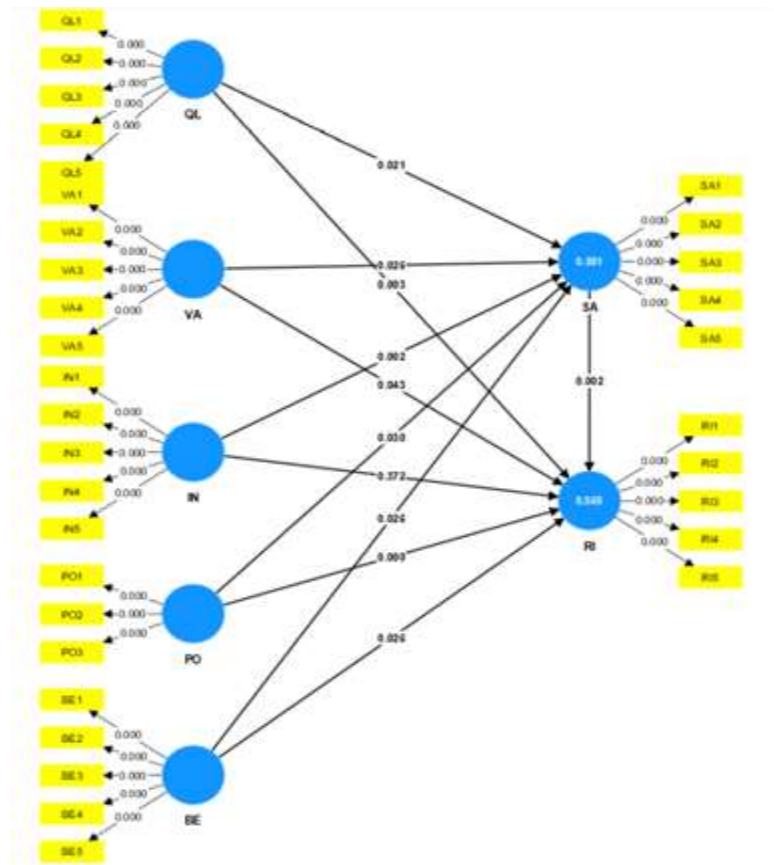


Figure 2. Graphical Output Bootstrapping

Discussion

Based on the results of the first hypothesis test, it can be stated that quality has a positive and significant effect on the satisfaction of Tokopedia users in West Jakarta because the p-value of 0.021 is below 0.05 and the path coefficient value is 0.206. Thus, H1a is accepted. This result is in line with previous research (Chiu & Cho, 2021; Jeong & Kim, 2020; Naz et al., 2023) which states that quality has a significant effect on satisfaction. The quality of Tokopedia products and services offered must match customer expectations so that they can provide a sense of pleasure as satisfaction when used. In addition, quality is also able to maintain long-term relationships with customers leading to brand loyalty to the e-commerce.

Based on the results of the second hypothesis test, it can be stated that value has a positive and significant effect on the satisfaction of Tokopedia users in West Jakarta because the p-value of 0.026 is below 0.05 and the path coefficient value is 0.192. Thus, H1b is accepted. This result is in line with the results of previous studies (Chiu & Cho, 2021; Jeong & Kim, 2021, Uzir et al., 2021) which state that value has a significant effect on satisfaction. Customers feel satisfied if what they sacrifice is equivalent to the benefits they get from the brand, so the value it is important to achieve positive satisfaction for users.

Based on the results of the third hypothesis test, it can be stated that innovativeness has a positive and significant effect on the satisfaction of Tokopedia users in West Jakarta because the p-value of 0.002 is below 0.05 and the path coefficient value is 0.272. Thus, H1c is accepted. This is in accordance with previous research (Chiu & Cho, 2021; Naz et al., 2023) which shows that innovativeness has a significant effect on satisfaction. An innovation is a differentiator between a brand and its competitors, so an innovative e-commerce product or service will provide satisfaction for customers because it is in accordance with current trends.

Based on the results of the fourth hypothesis test, it can be stated that popularity has a positive and significant effect on the satisfaction of Tokopedia users in West Jakarta because the p-value of 0.030 is below 0.05 and the path coefficient value is 0.128. Thus, H1d is accepted. This result is in line with the results of previous research Wang et al., 2018; Chiu & Cho, 2021) which also states that popularity has a significant effect on satisfaction. Consumer behavior tends to want to choose e-commerce brands such as Tokopedia that are more popular and widely known in order to feel satisfied and trust the products or services produced.

Based on the results of the fifth hypothesis test, it can be stated that brand experience has a positive and significant effect on the satisfaction of Tokopedia users in West Jakarta because the p-value of 0.026 is below 0.05 and the path coefficient value is 0.153. Thus, H2 is accepted. This result is in line with previous research (Han et al., 2020; Garzaro et al., 2021) which shows that brand experience has a significant effect on satisfaction. The interaction between customers and the Tokopedia brand provides its own experience as a reaction to the products and services they get. A positive experience will satisfy customers when using it.

Based on the results of the sixth hypothesis test, it can be stated that quality has a positive and significant effect on repurchase intention among Tokopedia users in West Jakarta because the p-value of 0.003 is below 0.05 and the path coefficient value is 0.309. Thus, H3a is accepted. These results are in line with previous research (Aquinia et al. 2020; Amaoko et al., 2023) which also states that quality fully affects repurchase intention. A brand must be reliable in responding to customer responses by providing quality products and services so as to maintain long-term relationships with customers and the desire to use the product on an ongoing basis.

Based on the results of the seventh hypothesis test, it can be stated that value has a negative but significant effect on repurchase intention among Tokopedia users in West Jakarta because the p-value of 0.043 is below 0.05 and the path coefficient value is -0.162. Thus, H3b is accepted. This result is in line with previous research (Chiu & Cho, 2021; Wang & Chiu, 2023) which also states that value has an effect on repurchase intention. Customers are encouraged to return to the same brand on the basis of the benefits of a product offered. The better the value provided, the greater the customer's desire to continue using products or services from the same brand in the future.

Based on the results of the eighth hypothesis test, it can be stated that value has a positive but insignificant effect on repurchase intention among Tokopedia users in West Jakarta because the p-value of 0.372 is above 0.05 and the path coefficient value is 0.068. Thus, H3c is rejected. The hypothesis results are in line with previous research (Chiu & Cho, 2021) which shows that innovativeness has no effect on repurchase intention. An innovation may or may not meet customer expectations so that customers will turn to other brands. Innovation must be carefully planned by the company in order to meet customer needs and increase customer buying interest.

Based on the results of the ninth hypothesis test, it can be stated that popularity has a positive and significant effect on repurchase intention among Tokopedia users in West Jakarta because the p-value of 0.000 is below 0.05 and the path coefficient value is 0.296. Thus, H3d is accepted. The results of this hypothesis are in line with previous research (Chiu & Cho, 2021), where there is an influence between popularity on repurchase intention. Brands with popular products and services are able to increase customer repurchase intention because they are more widely known. This popularity makes an e-commerce became a leader when compared to other e-commerce.

Based on the results of the tenth hypothesis test, it can be stated that brand experience has a positive and significant effect on repurchase intention among Tokopedia users in West Jakarta because the p-value of 0.026 is below 0.05 and the path coefficient value is 0.184. Thus, H4 is accepted. These results are in line with previous research (Khan et al., 2020; Dandis et al., 2023) which shows that brand experience has a significant effect on repurchase intention. Customers who have a positive experience with a brand tend to make repeat purchases in the future. Customers want to have the same experience in the past so they return to the same brand.

Based on the results of the eleventh hypothesis test, it can be stated that satisfaction has a positive and significant effect on repurchase intention for Tokopedia users in West Jakarta because the p-value of 0.002 is below 0.05 and the path coefficient value is 0.246. Thus, H5 is accepted. This is in line with previous research (Chiu & Cho, 2021; Miao et al. 2022; Kazancoglu & Demir, 2021). The satisfaction felt by customers can foster customer perceptions to have a repurchase plan because they want to feel good for the next time. Thus, Tokopedia can continue to satisfy its users so that repurchase interest arises from the satisfaction that has been obtained.

Conclusion

The conclusion of this study is that brand leadership in its four dimensions, namely quality, value, innovativeness, and popularity as well as brand experience has a positive and significant influence on the satisfaction of Tokopedia e-commerce users. Then, there are other results where quality, popularity, brand experience, and satisfaction have a positive and significant effect on repurchase intention. In addition, value has a negative but significant effect and innovation has no significant effect on repurchase intention.

Based on the description of the results above, Tokopedia can continue to strive optimally regarding quality, value, innovativeness, and popularity as well as brand experience, both in terms of products and services so as to create customer satisfaction which ultimately creates a desire or interest in repurchasing Tokopedia customers in the future.

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