

The Role of Consumer Satisfaction in Mediation The Effect Of Sales Promotion on Repurchase Intentions During The Covid-19 Pandemic

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ABSTRACT: This study aims to explain the role of consumer satisfaction in mediating the effect of sales promotion on the repurchase intention of Dunkin Donuts consumers in Denpasar City during the Covid-19 pandemic. This research was conducted in Denpasar City using a sample of 120 respondents who had bought Dunkin Donuts products. The data of this study were collected using a questionnaire distributed through google form and measured using a Likert scale. The data of this study were analyzed using the PLS-based Structural Equation Modeling (SEM) analysis technique. The results showed that sales promotion had a positive and significant effect on consumer satisfaction and repurchase intentions. In addition, consumer satisfaction has a positive and significant effect on repurchase intention, and is able to mediate the effect of sales promotion on the repurchase intention of Dunkin Donuts consumers in Denpasar City.

KEYWORDS: sales promotion, consumer satisfaction, repurchase intention

I. INTRODUCTION

The Corona Virus Disease 2019 (Covid-19) pandemic is an infectious disease caused by the coronavirus acute respiratory syndrome. The Covid-19 pandemic infects various lines of life, ranging from the health, economic, and even social sectors (kontan.co.id, 2020). In the economy in Indonesia, the Covid-19 pandemic according to the Central Statistics Agency report, the national economic growth in the second quarter was minus 5.32 percent (cnnindonesia.com, 2020). In the results of a survey conducted on September 29 – October 13, 2020 by Paper.id in collaboration with SMESCO and OK OCE in 22 provinces of Indonesia, 78 percent of respondents claimed to have experienced a decline in turnover.

The sector most affected by the Covid-19 pandemic is the culinary business. This happened because of the comprehensive pandemic effect and resulted in a decline in consumer purchasing power, especially in the culinary field. Many culinary businessmen and restaurant owners in the world have been forced to close their businesses temporarily, and not a few have gone bankrupt. One of the culinary sectors, especially donuts affected by Covid-19, is Dunkin Donuts.

The development of the donut business in Indonesia is growing rapidly with the emergence of various donut outlets such as J.CO, Krispy Kreme, Mister Donut, Honey Donuts, Lio Donuts, and others. The rapid development of the donut business has led to intense competition between Dunkin Donuts and other companies operating in the same field. The tight competition between the donut business and accompanied by the emergence of a new virus requires Dunkin Donuts to carry out various marketing activities in order to remain able to generate consumer repurchase intentions for their products.

According to Kotler and Keller (2009:255) in the buying process, this consumer's repurchase intention is closely related to the motives they have to use or buy certain products. The definition of repurchase intention according to Hasan (2018:131) is that repurchase intention is based on past purchase experiences. High repurchase intention reflects a high level of satisfaction from consumers. A consumer who gets a positive response to past actions will be strengthened by having positive thoughts on the actions he receives allowing individuals to make repeated purchases (Pujiati et al., 2016). This high repurchase intention will have a positive impact on the success of a product (Abdullah, 2013). Repurchase intention can be influenced by one of the factors, namely promotion (Amanda and Mudiantono, 2015).

Promotion is a marketing activity that aims to influence consumers or potential consumers so that these consumers or potential consumers want to buy or use the services offered (Belch, 2017: 287). According to Tjiptono (2015: 387) promotion is an element of the marketing mix that focuses on efforts to inform, persuade, and remind consumers of the company's brands and products. Sales promotion is a short-term incentive to encourage the purchase or sale of products and services (Abdurrahman, 2015:177). The purpose of sales promotion according to Alma (2013: 188) is to attract new buyers, give gifts/awards to old customers/customers, increase the repurchase power of old consumers, avoid consumers running to other brands, popularize the

brand/increase loyalty, increase short-term sales volume in order to expand the long-term “market share”. There are several ways to encourage consumers such as samples, coupons, offers of refunds, discounts, gifts, free trials, insurance guarantees and demonstrations (Kotler and Keller, 2012).

Sales promotions can affect consumers' repurchase intentions, this is supported by research conducted by Rosaliana and Kusumawati (2018), Redjeki and Ngatno (2019), Denniswara (2016), Ariska and Wijaksana (2017) which states that there is a positive and significant directly on the sales promotion variable on repurchase intention. The different results were found by Pupuani and Sulistyawati (2013) on toothpaste users, which shows the contradiction that promotion has no significant effect on repurchase intention behavior.

The existence of different and inconsistent research findings, it is proposed to add a variable of consumer satisfaction as a mediator to strengthen the relationship between sales promotion variables and repurchase intentions. It is thought that consumer satisfaction can strengthen the influence of sales promotions on repurchase intentions. Sales promotion can be a driver of shopping pleasure that triggers consumer satisfaction and ultimately leads to repurchase intentions. This statement is supported by the results of research conducted by Redjeki and Ngatno (2019), Azazi et al. (2019) which states that consumer satisfaction variables play an important role in mediating the relationship between sales promotions and repurchase intentions.

II. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

Kotler and Keller (2009: 53) state that repurchase intention is the desire and action of consumers to repurchase a product, because of the satisfaction received as desired from a product. This high repurchase intention will have a positive impact on the success of a product (Abdullah, 2013). Repurchase intention can be influenced by one of the factors, namely promotion (Amanda and Mudiantono, 2015).

The purpose of sales promotion is to attract new customers and increase satisfaction for existing customers (Alma, 2013). Research conducted by Faradina and Satrio (2016) promotion has a positive and significant effect on consumer satisfaction at RumahCantikAlamanda Surabaya. In addition, in research conducted by Tjahjaningsih (2013) promotion has a significant positive effect on consumer satisfaction, where the higher the promotion, the higher the consumer satisfaction so that it can lead to customer loyalty studies on Carrefour Semarang Supermarket customers. In Dewa's research (2018), sales promotion has a positive effect on consumer satisfaction. In the research of Rosaliana and Kusumawati (2018), it states that there is a direct significant effect on the sales promotion variable on consumer satisfaction. The results of research Novianti et al. (2018) stated that promotion has a significant direct effect on consumer satisfaction at CikarangMedikaFarma Pharmacy. This influence is positive, which means that the better the consumer's perception or assessment of the promotion carried out by the CikarangMedikaFarma Pharmacy, the higher the level of consumer satisfaction. In Redjeki and Ngatno's research (2019), promotion has a positive and significant effect on consumer satisfaction. Based on this description, the research hypothesis can be formulated as follows:

H1: Sales promotion has a positive and significant effect on consumer satisfaction.

When consumers are satisfied, they will switch to the brand, satisfied consumers will tend to make repeat purchases than dissatisfied consumers (Hawkins et al., 2007: 656). Previous research found that consumer satisfaction has a positive and significant effect on repurchase intentions (Lin and Lekhawipat, 2014; Pappas et al., 2014; Wu and Chang, 2007). In Arifi's research (2016), it is concluded that consumer satisfaction has a significant influence on repurchase intentions. Surya and Suparna's research (2017) states that customer satisfaction has a positive and significant effect on repeat purchases. In the research of Rosaliana and Kusumawati (2018), it states that there is a direct significant effect on the variable of consumer satisfaction on repurchase intentions. Research conducted by Jennifer (2014) found that consumer satisfaction has a positive and significant effect on repurchase intentions, which means that the better the satisfaction received by consumers, the higher the level of consumer repurchase intentions. The results of research by Moslehi and Haeri (2016), Mardikawati and Farida (2013), and Nidya (2019) which also state that consumer satisfaction has an influence on repurchase intentions. In the research of Redjeki and Ngatno (2019), it is stated that consumer satisfaction has a positive and significant effect on repurchase intention. Based on this description, the research hypothesis can be formulated as follows:

H2: Consumer satisfaction has a positive and significant effect on repurchase intention.

Sales promotion is carried out as a marketing strategy designed to stimulate consumers to make purchases. The purpose of sales promotion is to attract new buyers, give gifts or awards to consumers, increase the repurchase power of old consumers, prevent consumers from running to other brands, popularize the brand/increase loyalty, and increase short-term sales volume in order to expand market share. ” long term (Alma, 2013: 188). In the research of Rosaliana and Kusumawati (2018), it states that there is a direct significant effect on the sales promotion variable on repurchase intention. In Redjeki and Ngatno's research (2019), promotion has a positive and significant effect on repurchase intention. The results of research from Denniswara (2016) stated that promotion had a significant effect on repurchase intentions. The results of this study support the research of Moslehi and Haeri (2016) which states that promotion has an influence on repurchase intention.

Ariska and Wijaksana's research (2017) states that sales promotions have a positive and significant effect on repurchase intentions. Based on this description, the research hypothesis can be formulated as follows:

H3: Sales promotion has a positive and significant effect on repurchase intention.

The purpose of sales promotion is to attract new customers and increase satisfaction for existing customers (Alma, 2013). Satisfaction is one of the factors that can influence repurchase intentions, consumer behavior in the future is influenced by consumer satisfaction and dissatisfaction (Yolandari and Kusumadewi, 2018). The results of research Novianti et al. (2018) stated that promotion has a significant direct effect on consumer satisfaction at CikarangMedikaFarma Pharmacy. This effect is positive, which means that it shows that the better the consumer's perception or assessment of the promotion carried out by the CikarangMedikaFarma Pharmacy, the higher the level of consumer satisfaction. Research conducted by Jennifer (2014) found that consumer satisfaction has a positive and significant effect on repurchase intentions. In Redjeki and Ngatno's research (2019), it is concluded that the variable of customer satisfaction is significantly as a mediating variable the influence of promotion, company image and service on repurchase intention. Research conducted by Azazi et al. (2019) found that customer satisfaction plays an important role in mediating the relationship between sales promotion, service quality, and product quality on customer loyalty. That is, repurchase intention is a measure of customer loyalty. Based on this description, the research hypothesis can be formulated as follows:

H4: Consumer satisfaction significantly mediates the effect of sales promotion on repurchase intention.

III. RESEARCH METHODS

This research was conducted at the Dunkin Donuts Outlet in Denpasar City, where Denpasar City is the city center with a very dense population and has culinary business mobility and high consumption levels. In this study, the population to be studied is all consumers who have shopped at Dunkin Donuts Denpasar City. In determining the sample, the selected non-probability sampling technique was purposive sampling and got as many as 120 respondents. The data of this study were collected using a questionnaire distributed through google form and measured using a Likert scale. The data of this study were analyzed using the PLS-based Structural Equation Modeling (SEM) analysis technique.

IV. RESULT AND DISCUSSION

Respondent characteristics in this study is grouped by gender, age, and last education. The results show that by gender, respondents who are male dominate with 60.8 percent. Based on their age, respondents aged 17 to 24 years dominated with a percentage of 49.2 percent. Based on the latest education, respondents who have the last education of Senior High School or Vocational School dominate with a percentage of 55 percent.

Based on the results of the validity test, the research instrument used to measure the variables of sales promotion, consumer satisfaction, and repurchase intention has a correlation coefficient value with a total score of all statement items greater than 0.30. This result shows that the statement items in the research instrument are valid and feasible to be used as research instruments. Then, based on the results of the reliability test, it shows that the three research instruments have a Cronbach's Alpha coefficient of more than 0.60. This result indicates that the all of the research instrument can be said reliable for further research.

The research model was analyzed using the PLS (Partial Least Square) method with the SmartPLS 3.3.2 program tool. There are two basic model evaluations in this test, namely the outer model and the inner model. Based on the modeling stages that have been described previously, the structural equation model of this research can be described as follows.

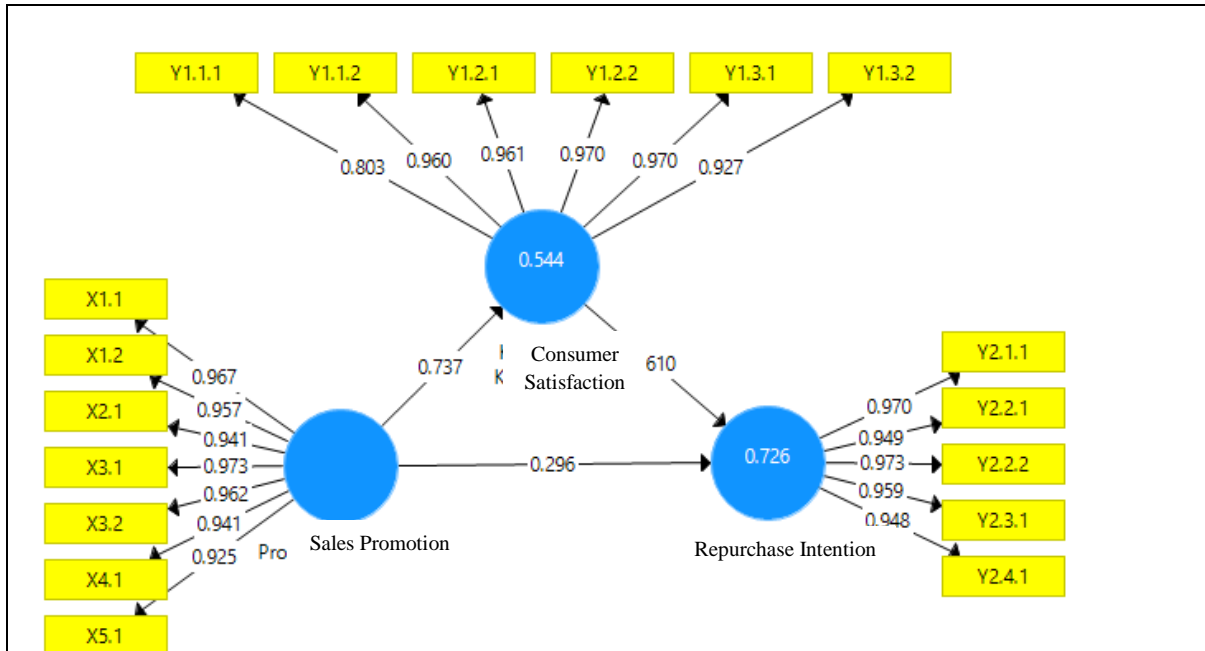


Figure 1. Structural Equation Model Research

Convergent validity with reflexive indicators can be seen from the correlation between the indicator scores and the variable scores. Individual indicators are considered reliable if they have a correlation value above 0.70. However, at the research stage of the scale development stage, a loading of 0.50 to 0.60 is still acceptable (Ghozali, 2014:40).

Table 1. Outer Loadings

	Original Sample (O)	T Statistics ((O/STDEV))	P Values
X1.1 Promotion Frequency<-Sales Promotion	0.967	175.684	0.000
X1.2 Promotion Frequency <-Sales Promotion	0.957	97.583	0.000
X2.1 Promotion Quality<-Sales Promotion	0.941	73.668	0.000
X3.1 Promotion Quantity<-Sales Promotion	0.973	245.906	0.000
X3.2 Promotion Quantity<-Sales Promotion	0.962	112.318	0.000
X4.1 Promotion Time<-Sales Promotion	0.941	72.128	0.000
X5.1 Promotion Target Accuracy<-Sales Promotion	0.925	63.411	0.000
Y1.1.1 Conformity of Expectations<-Consumer Satisfaction	0.803	21.399	0.000
Y1.1.2 Conformity of Expectations<-Consumer Satisfaction	0.960	216.792	0.000
Y1.2.1 Interested to Come Back<-Consumer Satisfaction	0.961	220.680	0.000
Y1.2.2 Interested to Come Back<-Consumer Satisfaction	0.970	172.452	0.000
Y1.3.1 Willingness to Recommend<- Consumer Satisfaction	0.970	201.117	0.000
Y1.3.2 Willingness to Recommend<- Consumer Satisfaction	0.927	88.672	0.000
Y2.1.1 Transactional Interest<- Repurchase Intention	0.970	144.342	0.000
Y2.2.1 Referral Interest<- Repurchase Intention	0.949	93.867	0.000
Y2.2.2 Referral Interest<- Repurchase Intention	0.973	173.560	0.000
Y2.3.1 Preferential Interest<- Repurchase Intention	0.959	116.893	0.000
Y2.4.1 Explorative Interests<- Repurchase Intention	0.948	99.274	0.000

Source: Research Data, 2021

Based on Table 1, the output results have met convergent validity because the loading factor is above 0.70, so all indicators are considered reliable.

Table 2. Cross Loading Calculation Results

	Consumer Satisfaction	Repurchase Intention	Sales Promotion
X1.1 Promotion Frequency	0.712	0.688	0.967
X1.2 Promotion Frequency	0.680	0.606	0.957
X2.1 Promotion Quality	0.690	0.751	0.941
X3.1 Promotion Quantity	0.752	0.779	0.973

X3.2 Promotion Quantity	0.716	0.690	0.963
X4.1 Promotion Time	0.699	0.820	0.941
X5.1 SalesPromotion Target Accuracy	0.680	0.606	0.925
Y1.1.1 Conformity to Consumer Expectations	0.803	0.637	0.613
Y1.1.2 Conformity to Consumer Expectations	0.960	0.769	0.682
Y1.2.1 Interested to Come Back	0.961	0.838	0.693
Y1.2.2 Interested to Come Back	0.970	0.762	0.728
Y1.3.1 Willingness to Recommend	0.970	0.823	0.745
Y1.3.2 Willingness to Recommend	0.927	0.796	0.663
Y2.1.1 Transactional Interest	0.744	0.970	0.665
Y2.2.1 Referral Interest	0.845	0.949	0.738
Y2.2.2 Referral Interest	0.824	0.973	0.757
Y2.3.1 Preferential Interest	0.747	0.959	0.685
Y2.4.1 Explorative Interests	0.806	0.948	0.725

Source: Research Data, 2021

Based on Table 2, the output results have met convergent validity because the loading factor is above 0.70, so all indicators are considered reliable.

Table 3. Value of Average Variance Extracted

Research Variable	AVE
Sales Promotion(X)	0.907
Consumer Satisfaction (Y1)	0.872
Repurchase Intention(Y2)	0.922

Source: Research Data, 2021

Another method to assess discriminant validity is to compare the average variance extracted (AVE) for each variable with correlations between variables and other variables in the model. Based on Table 3, it can be explained that the AVE value of the sales promotion variable, consumer satisfaction and repurchase intention, has an AVE value of 0.907, 0.872, and 0.922 respectively, where the value is greater than 0.50, so the model can be said to be good.

Table 4. Instrument Reliability Research Results

Variable	Composite Reliability	Cronbach's Alpha	Explanation
Sales Promotion(X)	0.986	0.983	Reliable
Consumer Satisfaction (Y1)	0.976	0.970	Reliable
Repurchase Intention(Y2)	0.983	0.979	Reliable

Source: Research Data, 2021

In addition to the validity test, a variable reliability test was also carried out which was measured by two criteria, namely composite reliability and Cronbach's alpha from the indicator block that measured the variables. Based on Table 4, the composite reliability values for the variables of sales promotion, consumer satisfaction and repurchase intention are 0.986, 0.976, and 0.983. In Cronbach's alpha the values for the variables of sales promotion, consumer satisfaction and repurchase intention are 0.983, 0.970, and 0.979 where all composite reliability and Cronbach's alpha values for the variables of sales promotion, consumer satisfaction and repurchase intention are all above 0.60, so it can be concluded that the variable has good reliability.

Table 5. R-Square

Variable	R Square
Consumer Satisfaction	0.544
Repurchase Intention	0.726

Source: Research Data, 2021

Inner model testing is done by looking at the evaluation value of the structural model through Q-Square Predictive Relevance (Q^2). Here is the calculation of Q^2 :

$$\begin{aligned}
 Q^2 &= 1 - (1 - R^2_1) (1 - R^2_2) \\
 &= 1 - (0.456)(0.274) \\
 &= 1 - 0.125 = 0.875
 \end{aligned}$$

The results of the Q^2 calculation are 0.875, so the conclusion is that 87.5 percent of the variable repurchase intention of Dunkin Donuts consumers in Denpasar City is influenced by sales promotions and customer satisfaction, while the remaining 12.5 percent is influenced by other factors not included in the research model or outside the research model. Referring to the criteria for the strength and weakness of the model based on the value of Q -Square Predictive Relevance (Q^2), as stated by Ghozali (2014: 80), this model is classified as strong.

Table 6. Path Coefficients

Variable	Correlation coefficient	t statistic	p values
Sales promotion ->consumer satisfaction	0.737	15.038	0.000
Consumer satisfaction ->repurchase intention	0.610	9.845	0.000
Sales promotion ->repurchase intention	0.286	3.941	0.000

Source: Research Data, 2021

Based on Table 6, the results of the PLS analysis show the direction and influence of each independent variable on the dependent variable. The effect of sales promotion on consumer satisfaction is 0.737, with p values $0.000 < 0.05$ indicating that sales promotion has a positive and significant effect on consumer satisfaction at Dunkin Donuts consumers in Denpasar City, where if sales promotion increases, consumer satisfaction will also increase, so that the first hypothesis is accepted. The effect of consumer satisfaction on repurchase intention is 0.610, with p values $0.000 < 0.05$ indicating that consumer satisfaction has a positive and significant effect on repurchase intentions of Dunkin Donuts consumers in Denpasar City, where if consumer satisfaction increases, repurchase intentions will experience increase as well, so the second hypothesis is accepted. The effect of sales promotion on repurchase intention is 0.286, with p values $0.000 < 0.05$ indicating that sales promotion has a positive and significant effect on repurchase intention of Dunkin Donuts consumers in Denpasar City, where if sales promotion increases then repurchase intention will experience increase as well, so the third hypothesis is accepted.

Table 7. Indirect Effect

Variabel	Correlation coefficient	t statistic	p values
Sales promotion ->consumer satisfaction->repurchase intention	0.450	8.428	0.000

Source: Research Data, 2021

Based on Table 7, the results of the indirect effect analysis show that the results of p values are $0.000 < 0.05$, which means that the sales promotion variable has a positive and significant effect on repurchase intentions of Dunkin Donuts consumers in Denpasar City with consumer satisfaction as a mediator. Consumer satisfaction is a mediating variable of positive influence between sales promotions on repurchase intentions on Dunkin Donuts consumers in Denpasar City, so the fourth hypothesis is accepted.

V. CONCLUSION

Based on the research results obtained, several conclusions can be drawn as follows. Sales promotion has a positive and significant effect on consumer satisfaction at Dunkin Donuts in Denpasar City, so hypothesis 1 is accepted. Consumer satisfaction has a positive and significant effect on repurchase intentions of Dunkin Donuts consumers in Denpasar City, so hypothesis 2 is accepted. Sales promotion has a positive and significant effect on repurchase intention of Dunkin Donuts consumers in Denpasar City, so hypothesis 3 is accepted. Consumer satisfaction mediates the effect of sales promotion on repurchase intention of Dunkin Donuts consumers in Denpasar City so that hypothesis 4 is accepted.

Based on the results of the research conclusions that have been described, the following suggestions can be submitted. Dunkin Donuts in Denpasar City can provide discounted prices to every consumer who will make purchases at Dunkin Donuts and provide attractive offers so as to increase consumer satisfaction and increase repurchase intentions. Dunkin Donuts in Denpasar City can review the promotions that have been carried out, so that they can attract consumers to purchase products that will lead to customer satisfaction. Dunkin Donuts in Denpasar City can develop better and more interesting promotions, so that it can provide interest from consumers to the promotions that have been developed which can lead to repurchase intentions. In addition, further research is expected to be able to add variables that can influence repurchase intentions, and to be able to expand the scope of research which is not only limited to Dunkin Donuts consumers in Denpasar City.

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