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The Influence Of Consumer Perception Of Brand On Satisfaction And Purchase Intention: Marketing 4.0 Approach

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Abstract

This research focuses on examining the influence of brand identity, brand image, brand attitude, brand integrity, and brand interaction on consumer satisfaction and consumer buying interest. This research uses the research object Erigo Apparel Store Indonesia using a quantitative approach. The data collection method uses a questionnaire and then the data is processed statistically using Structural Equation Modeling (SEM) using Partial Least Square (PLS). The results of this research show that: 1) Brand identity does not have a positive and significant effect on customer satisfaction, 2) Brand image, brand integrity, brand interaction and brand attitude have a positive effect on customer satisfaction, 3) Brand identity, brand attitude and brand interaction has a positive effect on purchase intention, 4) Brand image and brand integrity do not have a positive effect on purchase intention, and 5) Customer satisfaction has a positive effect on purchase intention. The results of this research demonstrate an important contribution in understanding the factors that influence consumer satisfaction and purchasing intentions, as well as providing strategic guidance for Erigo Stores in improving brand performance and interactions with customers.

Keywords: ***Brand identity, Brand attitude, Brand image, Brand interaction, Brand integrity, Customer satisfaction, and Purchase intention***

INTRODUCTION

The global fashion industry is growing rapidly, reflecting its important role in the economy and culture of society. In many countries, including Indonesia, fashion is a means of self-expression and social identity. Technological advances and globalization

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have changed the way fashion products are produced, marketed, and consumed. According to a McKinsey report, digitalization opens up new opportunities, enabling more personal interactions between brands and consumers (McKinsey, 2021). This development is also supported by increased internet access and the use of social media, which changes consumer behavior in searching for and purchasing fashion products. In Indonesia, various local fashion brands have successfully utilized digital platforms to expand their market reach. The transformation of information technology has changed the marketing paradigm in this industry, encouraging brands to adopt more innovative marketing strategies, such as the Marketing 4.0 concept. Marketing now relies more on the internet and social media, providing fast access to consumers and accelerating the fashion trend cycle.

The fashion industry in Indonesia must continue to adapt and adopt innovative marketing strategies, such as the Marketing 4.0 concept. This concept, popularized by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan in the book "Marketing 4.0: Moving from Traditional to Digital" (2016), emphasizes the importance of understanding consumer behavior in the digital era and utilizing technology and data to deliver personalized and relevant messages. Marketing 4.0 focuses not only on transactions, but also on building long-term relationships with consumers through digital platforms such as social media, websites, and mobile applications. With this strategy, fashion brands can increase consumer engagement and loyalty. According to Kotler et al. (2016), the implementation of Marketing 4.0 allows marketers to understand consumer needs and preferences holistically and build sustainable relationships. In Indonesia, with a rapidly growing fashion market and high internet penetration, Marketing 4.0 is key for fashion brands to create deeper connections with consumers and expand their brand reach.

In the context of Marketing 4.0, Brand image, Brand identity, Brand attitude, Brand integrity, and Brand interaction play a very important role in shaping consumer behavior, especially in the ever-changing fashion industry. Brand image, as the image that consumers have of a brand, and Brand identity, which reflects the core values and personality of the brand, have a significant influence in shaping consumer perceptions of the brand. For example, a study by Keller (2012) showed that a strong and consistent Brand image can increase consumer trust and strengthen brand loyalty. In addition, Brand attitude, which reflects consumers' attitudes and feelings towards the brand, is also influenced by brand interactions with consumers through various digital platforms, such as social media and websites. Further research by Singh and Thakur (2017) showed that positive brand interactions with consumers significantly increase consumer satisfaction

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and their purchase intention. Therefore, a deep understanding of the correlation between Brand image, Brand identity, Brand attitude, Brand integrity, and Brand interaction in the context of Marketing 4.0 is very important for fashion brands in their efforts to maintain and increase consumer satisfaction and consumer purchase intention.

In the era of Marketing 4.0 driven by digital technology, brand image and brand interaction are two vital aspects in shaping consumer perceptions and influencing levels of satisfaction and purchase intention in the fashion industry. Brand image, as an image formed in the minds of consumers, is influenced by various factors, including direct experience and digital interaction. Brand interaction includes all interactions between brands and consumers on social media, websites, and mobile applications. Research by Kim and Ko (2020) found that "positive brand interactions with consumers online are significantly related to consumers' satisfaction levels and their purchase intentions." A deep understanding of the correlation between brand image and brand interaction in the context of Marketing 4.0 is essential for fashion brands to build positive relationships with consumers, increase satisfaction, and strengthen purchase intentions. Lee et al. (2022) also showed that a positive and consistent brand image online has a significant impact on consumer satisfaction and purchase intention.

In addition to the role of brand image and brand interaction, in the era of digital marketing marked by the concept of Marketing 4.0, brand identity and brand attitude also play an important role in shaping the relationship between brands and consumers, especially in the dynamic fashion industry. Brand identity reflects the core values, personality, and visual elements that distinguish a brand from competitors, such as logos and designs. A strong brand identity helps brands stand out in a competitive market and builds recognition among consumers. Brand attitude, which is the attitude and feelings of consumers towards a brand, also influences purchasing decisions and loyalty. Research by Choi and Rifon (2018) shows that consumer attitudes towards fashion brands significantly influence their purchasing decisions and purchase intentions. In the context of Marketing 4.0, brand identity and brand attitude become more complex as brand-consumer interactions become increasingly digital through social media, websites, and e-commerce. A strong and consistent brand identity must be reflected in all digital communications to build cohesion in consumer experiences, while positive online interactions influence brand attitude and consumer satisfaction (Kim and Ko, 2020).

Brand integrity plays an important role in influencing consumer satisfaction and purchase intention, including the fit between brand promise and consumer experience, as well as transparency and consistency in interactions. When consumers believe in

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brand integrity, they tend to be more satisfied and loyal. A study by Lin and Lu (2010) showed that brand integrity contributes significantly to consumer satisfaction and willingness to repurchase a product. This study indicates that consistency and honesty in communication increase consumer trust and loyalty (Lin & Lu, 2010). Aaker (1996) also emphasized that strong brand integrity increases consumer purchase intention because they feel more confident and secure. In the competitive fashion industry, understanding the correlation between brand identity, brand attitude, and brand interaction is crucial to maintaining consumer satisfaction and purchase intention. Erigo Official Store Indonesia must continue to adapt to changing market trends and consumer expectations to stay relevant and stand out among its competitors.

Erigo needs to maintain a strong and consistent brand image, ensuring that its brand image is in line with its core values through effective marketing campaigns. Brand identity must be seen in consistent visual elements and messages, such as logos and brand colors, to strengthen recognition and differentiate itself from competitors. In the digital era, brand interaction is important, so Erigo needs to ensure that interactions with consumers on digital platforms run smoothly and meaningfully, with fast responses and interesting content. Consumer brand attitude is also key, so it needs to be monitored and improved through surveys, online review analysis, and direct observation. In facing the dynamics of the fashion industry, creating experiences that touch the heart and respond to consumer needs are the keys to winning the competition (Kotler, 2017). This study will discuss marketing strategies to increase consumer purchasing interest and satisfaction which are significant for the growth of the fashion business in the digital era. A study by Dash et al. (2020) showed that brand image and brand identity have a positive and significant effect on consumer satisfaction and purchasing interest, while brand interaction does not show a significant relationship with both.

Based on the problem phenomena and previous research above, the researcher sees the need for a deeper understanding of the factors that influence consumer satisfaction and purchase interest in the context of the fashion industry, especially in the midst of the ongoing digital transformation. With this in mind, the researcher chose to focus on the influence of brand elements such as Brand identity, Brand image, Brand attitude, and Brand interaction on consumer satisfaction and consumer purchase interest. The selection of Erigo Indonesia as the research subject is the right step, considering its position and influence in the local fashion industry. Erigo Indonesia is a good representation of the dynamics that occur in the fashion industry today. Thus, this research is expected to provide a significant contribution in deepening the understanding

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of effective marketing strategies in increasing consumer satisfaction and purchase interest in the fashion industry in this digital era.

LITERATURE REVIEW

Marketing 4.0

According to Kotler et al (2019), Marketing 4.0 is the latest approach that follows new consumer behavior patterns in the digital era, called 5A's (Aware, Appeal, Ask, Act, and Advocate). This concept introduces tools for economic actors to increase sales and expand global marketing reach, providing benefits to buyers and sellers. Marketing 4.0 integrates style and substance, emphasizes strong branding and provides relevant content according to current trends. The goal is to unite online and offline interactions between business actors and customers, utilizing online media as a channel of interaction that benefits both parties. Rachmawati (2018) stated that one of the implementations of Marketing 4.0 is digital marketing, which allows access and application of sales systems anytime and anywhere, and from various countries. Through the internet, consumers can see various products, compare information, and order easily, changing the market from physical meetings to online marketing such as online shops, marketplaces, and e-commerce.

Social Media Marketing Activities

Social Media Marketing (SMM) is a dialogue process that is often initiated by consumers or companies to trigger and facilitate communication about various promotional information or shared user experiences, providing benefits to all parties involved (Dwivedi, 2015). SMM is an effective marketing communication strategy that captures consumer perceptions and understanding through five main dimensions: entertainment, interaction, contemporary, customization, and word-of-mouth (Chen & Lin, 2019). This strategy is used by marketers to promote products or services through social media platforms to reach a wider audience, interact with consumers, and encourage purchases of products or services offered (As'ad & Alhadid, 2014).

According to Kalbuadi et al. (2022), Social Media Marketing is formed from several main dimensions:

1. Online communities: This involves efforts by marketers or companies to form online communities on social media platforms. In this community, members can interact, share information, and support each other, creating an environment that is related to a particular brand or product.

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2. Interaction: This dimension serves as a means of communication between producers or marketers and consumers through social media platforms. This interaction allows for a two-way dialogue that strengthens the relationship between brands and consumers.
3. Sharing of content: Is a process in which content such as articles, images, or videos are shared on social media platforms. This is not only a tool for disseminating information, but also as a means of gaining a better understanding of the products and services offered.
4. Accessibility: This dimension includes ease of access to products or services through social media. By utilizing social media platforms, consumers can easily find, browse, and even make purchases online.
5. Credibility: This factor is important for building consumer trust in brands or producers. By demonstrating credibility through quality content and being responsive to consumer interactions, manufacturers can increase consumer trust and encourage them to purchase the products offered.

Brand Identity

Ghodeswar (2008) stated that Brand identity is a unique brand image that promises something to consumers. To be effective, brand identity must be relevant to consumers, differentiate the brand from competitors, and reflect the organization's capabilities and commitments over time. Brand elements include visual and even physical elements used to identify and differentiate a company's products or services. Formal brand elements such as names, logos, and slogans collaborate to form the visual identity of a brand or company (Kotler & Pfoertsch, 2008).

Kotler and Pfoertsch (2008) explain several elements in Brand identity as follows:

1. The brand name is one of the most basic expressions of a product, and can be a valuable asset for the company if chosen well. The brand name will be used in all forms of communication between the company and potential consumers.
2. The logo, as a graphic representation of the brand or company name, has significant symbolic power. A strong logo can strengthen brand identity, build brand awareness, and facilitate recognition and recall.
3. A brand slogan or tagline is a sentence that is easy to recognize and remember that often accompanies the brand name in marketing communication programs. The main purpose of the slogan is to support the brand image projected by the brand name and logo.

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4. The brand story is becoming increasingly important in the life of a company, because the brand story can provide an emotional dimension and added value to the brand itself. A strong brand story can be the foundation for building a strong relationship between the brand and the consumer, and help the brand to be unique and meaningful in the eyes of the consumer.

Brand Image

Brand image refers to the perception held by consumers towards a brand. Keller (2003) defines Brand image as a collection of associations perceived by consumers towards a particular brand, known as brand association. Temporar (2003) also explains that Brand image is how the brand is viewed by consumers. According to Tjiptono (2005), Brand image or brand description is a description of consumer associations and beliefs towards a brand. Brand image is able to form positive perceptions and consumer trust towards products or services that will strengthen brand loyalty. Brand loyalty can form a good image, right and in accordance with consumer tastes towards the products and services it produces. Image is a picture, a resemblance of the main impression or outline, even a shadow that someone has about something, therefore the image can be maintained.

Brand Attitude

Attitude is an evaluation, emotional feeling, and tendency to act that is favorable or unfavorable and long-lasting from a person towards an object or idea (Kotler, 2000). Attitude also has certain functions, as explained by Schiffman and Kanuk (2004), namely:

1. Utilitarian function: Attitude plays a role in directing behavior to obtain positive reinforcement or avoid risk. In this context, attitude plays a role in the operant conditioning process, where the benefits obtained from the product by consumers cause them to like the product.
2. Ego maintenance function: Attitude functions to increase a sense of security from possible threats and reduce consumer self-doubt. A strong attitude can create high self-confidence, improve self-image, and overcome threats from the external environment.
3. Value expression function: Attitude is used to express a person's values, lifestyle, and social identity. Through attitude, a person can express their interests, hobbies, activities, and views.

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4. Knowledge function: Curiosity is an important characteristic of consumers. Consumers always want to get more information, because it is a need. Often, consumers need to know about a product before they can like it and buy it.

Brand Interaction

Brand interaction is a concept that emphasizes active interaction between brands and consumers through various communication and interaction channels, both online and offline. This allows consumers to interact directly with brands, provide feedback, exchange information, and even participate in content creation or decision making. The theoretical basis for Brand interaction includes concepts such as engagement, co-creation, and customer experience.

1. Engagement: Engagement refers to the level of involvement or emotional attachment of consumers to a brand. According to McAlexander, Schouten, & Koenig (2002), engagement is "a dynamic process in which consumers interact with brands through various channels, resulting in high levels of emotional involvement". This involvement can encourage consumers to participate more actively in activities related to the brand.
2. Co-creation: Co-creation refers to the process in which brands and consumers work together to create value. According to Prahalad and Ramaswamy (2004), co-creation is "a collaborative process in which consumers and companies work together to create unique experiences". It involves consumers in various stages of the product or service life cycle, from ideation, development, to marketing.
3. Customer experience: Customer experience is the overall experience that consumers have during their interaction with a brand. According to Pine & Gilmore (1998), customer experience is "a series of sensory, emotional, cognitive, and behavioral impressions generated by contact with a brand". Positive consumer experience can increase consumer loyalty and generate positive word-of-mouth.

Brand Integrity

According to Kartajaya (2010), Brand integrity is a complete unity of a company's brand that requires product positioning and differentiation to be translated into market share. Company integrity involves adherence to principles such as keeping promises, acting ethically, and being honest, which are reflected in the consistency of actions, credibility of communication, and the conformity between the company's promises and

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actions. If the company has integrity, the brand will be trusted by consumers, which is very important for brand quality. Erdem & Swait (2004) added that brand credibility includes the brand's ability to fulfill promises to customers, which is an indicator of consumer trust in product information represented by the brand.

Customer Satisfaction

According to Brown in Dwiastuti, et al. (2012: 3), consumer satisfaction is a condition in which consumer needs, desires, and expectations of a product or service are met according to the offerings provided, and satisfied consumers tend to continue to buy and recommend the product. Kotler and Keller (2009) emphasize that satisfaction is the result of a comparison between perceived product performance and consumer expectations; if product performance meets or exceeds expectations, satisfaction increases. Tjiptono (2017) added that consumer satisfaction is assessed based on whether product performance meets or exceeds expectations formed before purchase, while Daryanto and Setyobudi (2019) and Daryanto (2019) emphasize that satisfaction is a post-purchase emotional evaluation, which measures how well a product meets consumer emotional needs and expectations.

Purchase Intention

Consumer purchase interest reflects the psychological drive that drives individuals to pay special attention to a product, which can motivate them to make a purchase. According to Kamilan and Wahyudi (2017), purchase interest is the intention or plan of consumers to buy a product based on their experiences and emerging needs. Kotler and Keller (2009) state that purchase interest arises in response to factors that indicate a consumer's tendency to buy, while Fuady (2019) adds that purchase interest is the result of stimuli that motivate individuals to seek satisfaction or achieve goals. Thus, purchase interest involves a complex interaction between psychological factors, experiences, and external stimuli that influence purchasing decisions.

RESEARCH FRAMEWORK

Based on the description and explanation of theoretical investigations and hypotheses, a research model can be created which is used in this research. This research model is shown in the following figure:

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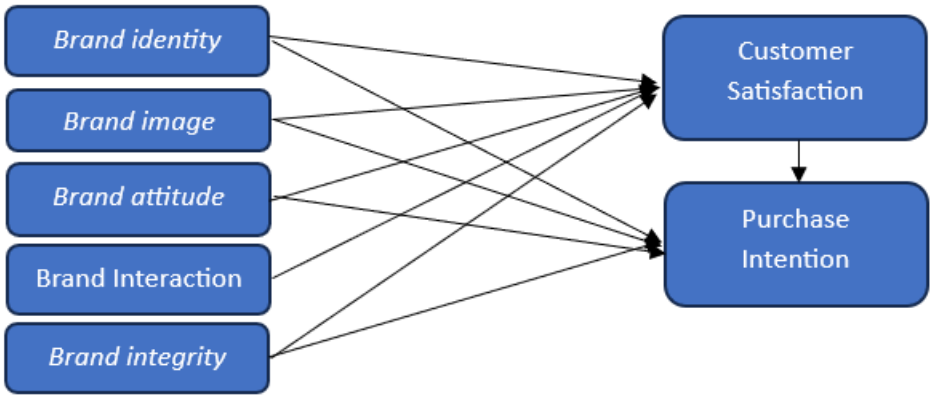


Figure 2. Research Framework

RESEARCH METHODS

This study uses a quantitative approach with statistical tools to analyze data, in accordance with the method described by Ghozali (2018), namely research that relies on numerical data and statistical analysis. Primary data were collected through a questionnaire designed with a 5-point Likert scale, in accordance with the definition of Sekaran and Roger (2013) which states that the questionnaire contains written questions with alternative answers. This Likert scale, as described by Hertanto (2017), helps measure the level of respondent agreement from 1 (strongly disagree) to 5 (strongly agree). The study population was Erigo consumers throughout Indonesia, while the sample was taken using the non-probability convenience sampling technique described by Sugiyono (2018), with specific criteria such as online purchasing intentions and Instagram usage. With questionnaires distributed to 250 respondents for SEM-PLS analysis, this study attempts to meet the required sample size standards (Sugiyono, 2015).

RESULTS

From the results of the questionnaires distributed, 250 respondents were obtained. From a number of respondents, data analysis was then carried out using model evaluation. The evaluation of the measurement model was tested using several indicators, including:

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Statistics Analysis
Validity and Reliability Testing

Table 1. Validity Testing Results

Variable	Item	R Count	R Table	Results
Brand identity	ID1	0.911	0.361	Valid
	ID2	0.893	0.361	Valid
	ID3	0.948	0.361	Valid
	ID4	0.854	0.361	Valid
Brand image	IM1	0.891	0.361	Valid
	IM2	0.904	0.361	Valid
	IM3	0.894	0.361	Valid
	IM4	0.928	0.361	Valid
Brand attitude	BA1	0.887	0.361	Valid
	BA2	0.885	0.361	Valid
	BA3	0.912	0.361	Valid
Brand interaction	IN1	0.905	0.361	Valid
	IN2	0.926	0.361	Valid
	IN3	0.954	0.361	Valid
	IN4	0.955	0.361	Valid
Brand integrity	BI1	0.928	0.361	Valid
	BI2	0.955	0.361	Valid
	BI3	0.981	0.361	Valid
Customer satisfaction	CS1	0.867	0.361	Valid
	CS2	0.898	0.361	Valid
	CS3	0.920	0.361	Valid
	CS4	0.868	0.361	Valid
Purchase intention	PI1	0.890	0.361	Valid
	PI2	0.911	0.361	Valid
	PI3	0.906	0.361	Valid
	PI4	0.899	0.361	Valid

Based on the results of the validity test, it can be seen that all variable statements submitted to respondents are valid because the calculated r value is > r table (0.361) so

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it can be concluded that all statements in the questionnaire can be said to be suitable as instruments for measuring research data.

Reliability Testing Result

Tabel 2. Reliability Testing Results

Variable	*Cronbach's Alpha*	Results
Brand identity	0.923	Reliable
Brand image	0.925	Reliable
Brand attitude	0.875	Reliable
Brand interaction	0.952	Reliable
Brand integrity	0.951	Reliable
Customer satisfaction	0.907	Reliable
Purchase intention	0.923	Reliable

The results of the reliability test show that all variables in the statement are declared reliable because they have met the required values, namely a Cronbach Alpha value > 0.6.

Outer Model Testing (Measurement Model)
Convergent Validity Testing

Table 3. Convergent Validity Testing Results

Variable	Item	Loading Factor	AVE	Results
Brand identity	ID1	0.847	**0.716**	**Valid**
	ID2	0.833		**Valid**
	ID3	0.868		**Valid**
	ID4	0.837		**Valid**
Brand image	IM1	0.851	**0.686**	**Valid**
	IM2	0.815		**Valid**
	IM3	0.805		**Valid**
	IM4	0.842		**Valid**
Brand attitude	BA1	0.855	**0.771**	**Valid**
	BA2	0.903		**Valid**

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	BA3	0.876		**Valid**
Brand interaction	IN1	0.898	**0.789**	**Valid**
	IN2	0.903		**Valid**
	IN3	0.808		**Valid**
	IN4	0.941		**Valid**
Brand integrity	BI1	0.834	**0.709**	**Valid**
	BI2	0.854		**Valid**
	BI3	0.838		**Valid**
Customer satisfaction	CS1	0.886	**0.734**	**Valid**
	CS2	0.854		**Valid**
	CS3	0.859		**Valid**
	CS4	0.827		**Valid**
Purchase intention	PI1	0.817	**0.721**	**Valid**
	PI2	0.855		**Valid**
	PI3	0.868		**Valid**
	PI4	0.855		**Valid**

Based on table 3, it is known that the loading factor value produced by each indicator is more than 0.7 and the AVE value is more than 0.5. Thus, these indicators are declared valid as a measure of their latent variables.

Discriminant Validity Testing

Table 4. Cross Loading Results

Item	Brand attitude	Brand identity	Brand image	Brand integrity	Brand interaction	Customer satisfaction	Purchase intention
BA1	**0.855**	**0.511**	**0.498**	**0.418**	**0.655**	**0.254**	**0.529**
BA2	**0.903**	**0.586**	**0.534**	**0.411**	**0.702**	**0.291**	**0.562**
BA3	**0.876**	**0.515**	**0.509**	**0.439**	**0.666**	**0.322**	**0.512**
BI1	**0.422**	**0.465**	**0.441**	**0.834**	**0.393**	**0.338**	**0.406**
BI2	**0.441**	**0.460**	**0.446**	**0.854**	**0.385**	**0.338**	**0.391**
BI3	**0.348**	**0.436**	**0.420**	**0.838**	**0.273**	**0.352**	**0.359**
CS1	**0.346**	**0.366**	**0.420**	**0.389**	**0.347**	**0.886**	**0.412**
CS2	**0.232**	**0.241**	**0.308**	**0.304**	**0.299**	**0.854**	**0.341**

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CS3	0.266	0.262	0.295	0.341	0.313	0.859	0.340
CS4	0.273	0.296	0.357	0.352	0.322	0.827	0.367
ID1	0.528	0.847	0.720	0.484	0.405	0.322	0.517
ID2	0.481	0.833	0.691	0.404	0.402	0.259	0.484
ID3	0.504	0.868	0.721	0.479	0.423	0.299	0.561
ID4	0.562	0.837	0.725	0.453	0.440	0.282	0.492
IM1	0.460	0.707	0.851	0.409	0.404	0.340	0.488
IM2	0.488	0.661	0.815	0.414	0.409	0.311	0.441
IM3	0.450	0.711	0.805	0.465	0.408	0.337	0.452
IM4	0.539	0.715	0.842	0.428	0.424	0.360	0.469
IN1	0.692	0.441	0.443	0.375	0.898	0.296	0.519
IN2	0.674	0.425	0.438	0.351	0.903	0.384	0.518
IN3	0.631	0.426	0.422	0.364	0.808	0.329	0.487
IN4	0.730	0.461	0.460	0.393	0.941	0.320	0.504
PI1	0.489	0.515	0.448	0.327	0.461	0.354	0.817
PI2	0.520	0.523	0.503	0.438	0.526	0.400	0.855
PI3	0.545	0.521	0.474	0.373	0.497	0.356	0.868
PI4	0.512	0.504	0.471	0.416	0.455	0.344	0.855

Reliability Testing

Table 5. Reliability Testing Results

Variable	Cronbach's Alpha	Composite Reliability
Brand attitude	0.852	0.910
Brand identity	0.868	0.910
Brand image	0.847	0.897
Brand integrity	0.795	0.880
Brand interaction	0.910	0.937
Customer satisfaction	0.879	0.917
Purchase intention	0.871	0.912

Based on table 5 above, it can be seen that the composite reliability value of all research variables is > 0.7 and Cronbach Alpha > 0.7. These results indicate that each variable has met the composite reliability and Cronbach alpha so that it can be concluded

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that all variables have a high level of reliability. So that further analysis can be carried out by examining the goodness of fit model by evaluating the inner model.

a. Inner Model (Structural Model)

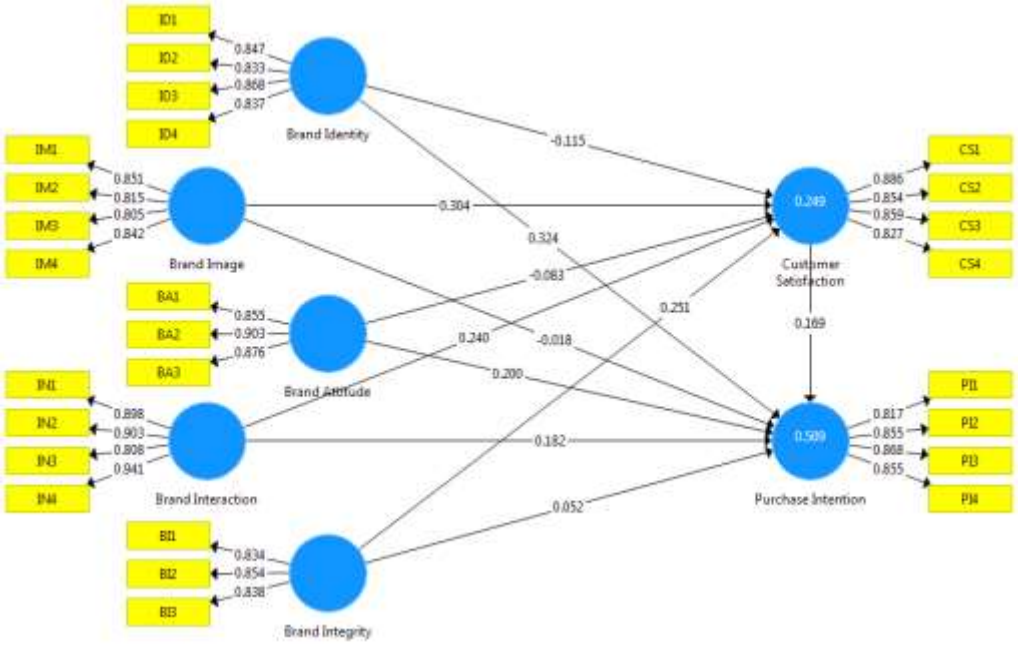


Figure 2. Structural Model

R-Square (R^2)

Table 6. R-Square Testing Results

Variable	R-	R-*Square*
Customer satisfaction	0.24	0.234
Purchase intention	0.50	0.497

Based on the table above, the R-Square value of the Customer satisfaction variable is 0.249, this value means that the Customer satisfaction variable can be explained by the independent research variables, namely Brand image, brand identity, brand interaction, brand attitude, and brand integrity by 24.9% and the remaining 75.1% can be explained by other variables not included in this study.

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Predictive Relevance (Q-Square)

Table 8. Predictive Relevance

Variable	Q^2 (=1-SSE/SSO)	Results
Customer satisfaction	0.173	Has a predictive relevance value
Purchase intention	0.358	Has a predictive relevance value

Based on the data presented in the table above, it can be seen that the Q square value on the dependent variable is > 0. By looking at this value, it can be concluded that this study has a good observation value because the Q square value is > 0 (zero).

Hypotesis Testing

Table 9. Hypotesis Testing Results

Variable	Original Sample (O)	T Statistics (| O/STDEV |)	P Values
Brand attitude -> Customer satisfaction	-0.083	0.790	0.430
Brand attitude -> Purchase intention	0.200	2.083	0.038
Brand identity -> Customer satisfaction	-0.115	0.891	0.373
Brand identity -> Purchase intention	0.324	3.353	0.001
Brand image -> Customer satisfaction	0.304	2.367	0.018
Brand image -> Purchase intention	-0.018	0.189	0.850
Brand integrity -> Customer satisfaction	0.251	3.920	0.000
Brand integrity -> Purchase intention	0.052	0.829	0.408

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Brand interaction -> Customer satisfaction	0.240	2.423	0.016
Brand interaction -> Purchase intention	0.182	1.990	0.047
Customer satisfaction -> Purchase intention	0.169	2.733	0.006

DISCUSSION

The results of the study indicate that the hypothesis "Brand Identity Has a Positive and Significant Influence on Customer Satisfaction" is rejected. This indicates that Erigo Indonesia's brand identity does not significantly increase customer satisfaction. In the context of Marketing 4.0, although brand identity remains important, other factors such as product quality, price, and customer experience have a greater influence on consumer satisfaction. Dash et al. (2020) emphasized that the use of technology in marketing can help create a stronger identity, but in the case of Erigo, this is not enough to significantly increase customer satisfaction.

This study also found that brand differentiation which is expected to increase customer satisfaction has not proven significant. Mao et al. (2020) stated that strong brand differentiation is the key to attracting consumer attention in the digital era. However, Erigo Indonesia has not succeeded in maximizing its brand identity to increase customer satisfaction. Other factors such as personal interaction and customer service seem to play a bigger role in determining customer satisfaction than just brand identity.

Finally, consumer engagement through digital platforms that are expected to increase customer satisfaction also did not show significant results. Rita et al. (2019) revealed that consumer engagement in digital marketing activities has a significant impact on customer satisfaction. Although Erigo has used social media and e-commerce platforms to interact with consumers, the results of this study indicate that digital engagement alone is not enough to significantly increase customer satisfaction. Erigo needs to reevaluate its brand identity strategy and perhaps direct its focus on other aspects that are more influential in creating customer satisfaction.

CONCLUSION

The conclusion of this study is that brand identity does not affect customer satisfaction, while attitude toward the brand, brand image, brand integrity, and brand interaction have a positive effect on customer satisfaction. Brand identity, attitude toward

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the brand, and brand interaction have a positive effect on purchase intention, but brand image and brand integrity do not. In addition, customer satisfaction has a positive effect on purchase intention, indicating that satisfaction with services and products plays an important role in determining consumer purchase intention.

RESEARCH LIMITATIONS

This study has several limitations that need to be considered. First, the study only focuses on the variables of brand identity, brand attitude, brand image, brand integrity, brand interaction, customer satisfaction, and purchase intention, so it does not consider other variables such as price, product quality, and promotional factors that may also have an influence. Second, the use of quantitative research methods may not fully capture the nuances and complexities of consumer perceptions of the Erigo brand, so an in-depth qualitative approach can provide better insights. Third, the findings of this study may not be generalizable to the entire population of Erigo Store consumers because the sample used may not represent all market segments, so more specific segmentation is needed. Fourth, this study does not measure the influence of social media on brand interaction and purchase intention, although social media has an important role in modern marketing. Fifth, the study was conducted in a limited time period, so it cannot capture changes in consumer perceptions and behavior in the long term, so longitudinal research is needed to understand the dynamics of changes in perception and brand influence over time.

RECOMMENDATION

Based on the conclusion of the study, it is suggested that Erigo Store strengthens its brand identity through consistent branding campaigns and highlighting unique values. In addition, increasing customer interaction through social media, fast response, and interactive shopping experiences are very important. Increasing customer satisfaction by maintaining product quality, responsive service, and loyalty programs should also be considered. Further research can add variables such as price, product quality, and promotion for more in-depth analysis, as well as using qualitative methods to understand consumer perceptions in more detail.

MANAGERIAL IMPLICATIONS

The managerial implications of this study for Erigo Store Indonesia emphasize the importance of strengthening brand identity even though no significant effect on customer satisfaction was found in this study, because a strong brand identity can provide a long-

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term competitive advantage. In addition, interaction with customers must be improved through optimizing the presence on social media and responding quickly to customer complaints, because good interaction has been shown to increase customer satisfaction and purchase intention. In order to increase customer satisfaction which has a positive impact on purchase intention, Erigo Store must continue to ensure high product quality, provide responsive customer service, and develop attractive loyalty programs.

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