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The Influence of Retail Awareness, Retail Association, Retail Perceived Quality, and Retail Loyalty on Purchase Intentions

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Abstract

This research aims to explain the influence of retail awareness, retail association, retail perceived quality, and retail loyalty on purchase intentions at Ami Mart retail in Magelang. Along with the rapid development of technology which influences people's lives in every way, especially the aspect of people's shopping life which has slowly changed dynamically, where most people are now interested in shopping in modern markets which are now found in every corner of Indonesia. In the current situation, modern markets are developing rapidly, especially in Indonesia. The sample used in this research was 115 respondents spread across Indonesia. The sampling technique uses convenience sampling. The analysis technique used is SEM analysis and processed with the AMOS version 24 application. The research results show that there is a positive and significant influence of retail awareness, retail association, retail perceived quality, and retail loyalty on purchase intentions.

Keywords: Retail Awareness, Retail Association, Retail Perceived Quality, Retail Loyalty, Purchase Intentions.

INTRODUCTION

Nowadays, the needs of the community are increasing day by day, where this increasing need causes a high level of community consumption in fulfilling their needs. Furthermore, along with the rapid development of technology that affects people's lives in all respects, especially the aspect of people's shopping life which has slowly changed dynamically, where most people are now interested in shopping in modern markets which

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are now found in every corner of Indonesia. In the current situation, modern markets are growing rapidly, especially in Indonesia. This increase in market competition makes the importance of the existence of a store brand in a retail business, considering that a retail brand is a name, term, sign, symbol, pattern, or combination of anything designed to identify a product or service from one seller or group of sellers to differentiate it from other competitors (Kotler & Keller, 2016). Seeing this, retail brands in a store are starting to be noticed by consumers.

Retail brands are growing more significantly than manufacturer-derived brands. The existence of a clear retail brand fosters purchase intention in consumers where it becomes a reliable way to increase sales quickly at a relatively low cost with the same quality as the product from the manufacturer (Kumar & Steenkamp, 2007). According to Lou et al. (2011) purchase intention itself is explained as an individual's intention to buy a product or service, where buying intentions can ultimately result in actual purchasing behavior. In line with previous research by Das (2014) that retail awareness has a direct influence on purchase intentions for retail stores. Retail awareness itself can be explained as the ability of customers to identify brands (Keller, 2003). According to Pappu & Quester (2006) perceived quality is the perception of the product quality of a good or service offered by a retailer or seller in a retail store. Furthermore, the importance of quality perceived by consumers of a product from a brand will have a beneficial impact on the retail store, namely purchase intentions, because consumers already know perceive that the product has good quality (Parasuraman, 1996).

Furthermore, purchase intentions can also be influenced by retail loyalty or retail loyalty. In line with previous research by Hennig-Thurau et al. (2002) which identified that there is a positive relationship between retail loyalty and retail brand product purchase intentions. On the other hand, retail loyalty can be influenced by retail awareness, retail association, and retail perceived quality. This opinion is in line with Das's research (2014) which found that there is a positive and significant influence between retail awareness, retail association, and retail perceived quality on retail loyalty. First, consumers have a tendency to be loyal to the point of paying more for brands that are known and well-known in their memory (Keller, 1998). Second, retail associations facilitate consumers' decision-making process when features such as price and quality, offered by retailers are similar. This gives consumers a reason and justification to be loyal to a product and eventually make a purchase of the product (Keller, 1998). Third, loyalty can occur when service quality is rated as good and the experience has provided satisfaction, and persists unless

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and until a negative post-purchase experience provides sufficient reason to become disloyal (Selnes, 1993).

This can explain that it is important for retail entrepreneurs to build awareness, associations, and perceptions felt by consumers in order to foster customer loyalty to related retail stores so that in the end it can increase purchase intentions on retail brand products. In this observation, researchers are interested in researching retail businesses located in Indonesia, especially Magelang City, namely Ami Mart. Ami Mart itself is a retail business that provides a variety of consumer needs products in everyday life with good quality, complete, low prices, and strategic store locations and easily accessible to consumers in Magelang City.

OBJECTIVES

Based on the research background described above, the researcher then formulates several research objectives, such as:

1. To analyze the effect of retail awareness on purchase intention
2. To analyze the effect of retail awareness on retail loyalty.
3. To analyze the effect of retail association on retail loyalty.
4. To analyze the effect of retail perceived quality on purchase intentions.
5. To analyze the effect of retail loyalty on purchase intentions.
6. To analyze the effect of retail perceived quality on retail loyalty.

LITERATURE REVIEW

Purchase Intention

Purchase intention according to Chhetri et al. (2021) is defined as deliberate and decisive planning and efforts to buy a particular product or service. Meanwhile, according to Moriuchi (2021) purchase intention is the planning and behavior that individuals carry out when purchasing products or services in the future, the implementation of which depends on the individual's ability to execute. Meanwhile, Nagar (2020) states that purchase intention is a pattern followed by consumers in prior planning in their behavior to search for, purchase, use, or evaluate goods, services, and ideas for suitable products that meet their needs and desires. Purchase intention refers to the consumer decision-making process that influences their actual behavior when buying services or products from retail stores and is influenced by the level of trust and consumer experience (Tullani et al., 2019).

Retail Awareness

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Retail awareness is defined as the ability of customers to identify brands (Keller, 2003). Retail awareness plays an important role in the consumer decision-making process, which is the purchase intention, this is because awareness makes consumers aware of a product or service which can then build the intention to buy the product (Das, 2014). Keller (2003) outlines awareness in two components, namely brand memory or active awareness due to visual and verbal anchors and passive awareness requiring identification through verbal and non-verbal access of consumer mind associations. Brand awareness helps customers to choose brands (Lambert-Pandraud & Laurent, 2010). Grewal et al. (1998) hypothesized that the more positive the store name or brand and the reputation associated with the store, the more positive the buyer's perception of the store. Brand awareness helps customers to choose a brand. In addition, brand awareness makes a customer aware of a product or service and then builds an intention to buy the same (Percy & Rossiter, 1992). Aaker (1990) argues that brand awareness increases purchase intention.

H1 : Retail Awareness has a positive effect on purchase intention.

Customers have a tendency to pay more money for famous and well-known brands (Keller, 2003). Brand awareness affects perceptions and tastes: "People like familiar products and are prepared to assume all sorts of favorable attitudes toward goods that are familiar to them." (Aaker & Joachimsthaler, 2000). Brand name has a positive effect on purchase intention (Grewal et al., 1998). Aaker & Joachimsthaler (2000) argue that brand awareness impacts brand loyalty. Thus, the following hypothesis is formed:

H2 : Retail Awareness has a positive effect on Retail Loyalty.

Retail Association

Keller (2003) argues that the presence of strongly evaluated and favorable associations that are unique to the brand and imply superiority over other brands is critical to brand success. Developing strongly held and favorably evaluated brand associations that are unique to the brand and imply superiority over others is often cited as the final reason why companies invest in advertising (Das, 2014). Brand associations are related to product performance which is also related to the brand or brand image as well as to product performance, such as attributes, features, or benefits that buyers associate with the brand and that differentiate it from the competition (Dillon et al., 2001). Retailer associations facilitate consumers' decision-making process when features such as price and quality, offered by retailers are similar. Furthermore, it gives shoppers a reason and

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justification to purchase the product (Keller, 2003). In this context, previous research by Gladden & Funk (2002) argues that brand associations increase brand loyalty. This leads to the development of the third hypothesis of this study.

H3 : Retail Association has a positive effect on Retail Loyalty.

Retail Perceived Quality

Retail Perceived Quality is conceptualized as "the perceived quality of the retailer as well as the (perceived) quality of the products (goods or services) offered by the retailer" (Pappu & Quester, 2006). According to Berry et al. (2010) in their research argue that perceived quality affects consumer behavior. Furthermore, Richardson et al. (1996) explain that the consumer decision-making process is largely influenced by perceived quality rather than other factors such as value-for-money. Previous research by Das (2014) has found a direct positive relationship between perceived quality and purchase intention, Huang (2009), found that purchase intention has an indirect relationship through satisfaction. Meanwhile, Sweeny et al. (1999) explain that a dual effect (direct and indirect) of perceived product quality on purchase intention has been found for goods, whereas a single effect (direct or indirect) has been reported from studies focusing on services. Thus, based on previous studies, the following hypothesis can be formed:

H4 : Perceived retail has a positive effect on purchase intention.

Furthermore, Loyalty can occur when service quality is rated as good and the experience has provided satisfaction, and persists unless and until a negative post-purchase experience provides sufficient reason to become disloyal (Selnes, 1993). Selnes (1993) argues that perceived quality affects brand reputation and customer satisfaction, satisfaction in turn affects brand reputation, and that satisfaction and brand reputation determine brand loyalty. In addition, Aydin & Ö zer (2005) argue that perceived service quality is an antecedent of loyalty. Gürbüz (2008) and Das (2014) found results that perceived quality has an effect on customers' intention to repurchase, and therefore on the likelihood of developing loyalty.

H5 : Retail Perceived Quality has a positive effect on Retail Loyalty.

Retail Loyalty

Store loyalty is conceptualized as "the propensity to be loyal to a focal retailer as indicated by the intention to purchase from the retailer as a first choice" (Pappu & Quester, 2006). Loyalty creates many benefits such as in developing and implementing various marketing strategies (Das, 2014). Furthermore, loyalty generates a stable pool of

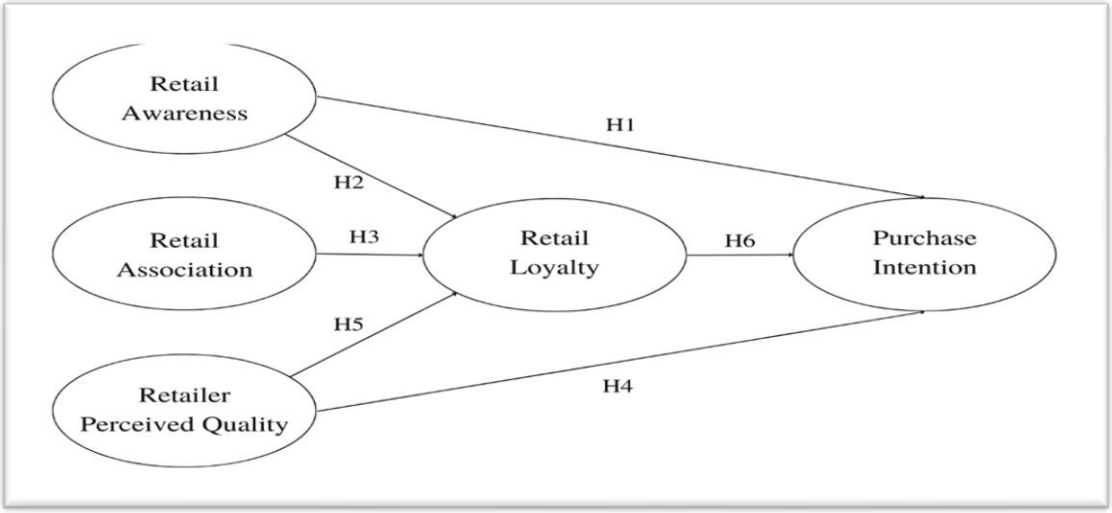
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customers for a company's products and services (Oliver, 1999). Loyal customers spread positive word of mouth about the brand or company, which in turn will participate in repeat purchases, and are willing to pay higher prices (Wong & Sohal, 2003). Loyalty has become a major focus of strategic marketing planning (Kotler & Keller, 2016) and offers a significant basis for developing sustainable competitive advantage (Dick & Basu, 1994). Brand loyalty is a repurchase promise that consumers will repurchase the brand they like in the future, and they will not change their loyalty under any circumstances (Oliver, 1999). In addition, some studies argue that consumers must have positive feelings toward the brand, and then they will generate purchase intentions (Assael, 1998). Studies argue that brand loyalty positively influences purchase intention. Thus, the hypothesis is formed that:

H6 : Retail Loyalty has a positive effect on Purchase Intention.

Research Framework

Based on the literature review and hypothesis development previously described,



the model in this study is formed as follows:

Figure 1 Research Framework

RESEARCH METHODS

In this study, researchers used a quantitative approach because the data to be analyzed in this study were calculated based on statistical tests so that they could answer the hypotheses that had been formulated with the aim of identifying the relationship and

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influence between the variables of retail awareness, retail association, retail perceived quality, and retail loyalty on purchasing intentions from the object of Ami Mart retail stores in Magelang City. The minimum sample size required in this study is 115 respondents. It is recommended that structural equation analysis (SEM) testing should require a minimum sample size of 100 to a maximum of 200 samples (Ghozali, 2017). So, the sample calculation results that have been formulated previously meet the criteria required for SEM testing.

RESULTS

Descrpitive Analysis

This section will explain the descriptive research test results of 115 research respondents which contain the identity of the respondents and are presented in the form of the following table :

Table 1 Descriptive Analysis

Gender		
Male	32	27.8 %
Female	83	72.5 %
Jobs		
Students	1	0,9
Policeman/Soldier	2	1,7
Senior High School Students	47	40,9
Undergraduate Students	29	25,2
Businessman	23	20,0
Private Employee	12	10,4
Unemployment	1	0,9
Latest Education		
Pelajar/Mahasiswa/i	37	32,2

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Elementari School – Junior High School	1	0,9
Senior High School	29	25,2
Undergraduate Student/Bachelor Degree	29	25,2
Magister	2	1,7
Housewife/unemployment	15	13,0
Other	2	1,7
Monthly Expenses		
Less Than Rp 2.000.000,- pe	18	15,7
Rp 2.000.000,- Rp 5.000.000,-	10	8,7
Rp 5.000.000,- Rp 10.000.000,	52	45,2
Rp 10.000.000,-	35	30,4
Frequently Shop at Ami Mart		
Less Than 5 Times	50	43,5
More Than 5 Times	65	56,5
How Long Knows Ami Mart Magelang		
Less Than 5 Months	35	30,4
More Than 5 Months	80	69,6
Monthly Frequency Shop at Ami Mart		

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Less Than 5 Times	51	44,3
More Than 5 Times	64	55,7

Quantitative/Statistics Analysis

Tabel 2 variable assessment criterion

Variable/Question	Average	Description
Retail Awareness	**3.96**	**Quite Agree**
Some characteristics of the shop came to my mind quickly.	3.89	Quite Agree
I know the store.	3.96	Quite Agree
I can recognize the store among other stores.	3.98	Quite Agree
Retail Association	**3.94**	**Quite Agree**
This shop offers a very good shop atmosphere.	4.17	Quite Agree
The store offers very convenient facilities.	3.93	Quite Agree
The store offers excellent customer service.	3.90	Quite Agree
The store offers an excellent product range.	3.91	Quite Agree
The store offers excellent after-sales service.	4.03	Quite Agree
Retail Perceived Quality	**3.98**	**Quite Agree**
Responsiveness in operating process innovation.	3.98	Quite Agree
Innovation of business value proposition to customers.	3.95	Quite Agree

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Business understanding of new opportunities.	3.97	Quite Agree
Consideration of innovative opportunities to change pricing models.	4.09	Quite Agree
Retail Loyalty	**4.08**	**Quite Agree**
I consider myself loyal to the store.	4.07	Quite Agree
I would not buy a product from another retailer, if I could buy the same item at that store.	4.10	Quite Agree
That store would be my first choice.	4.08	Quite Agree
Purchase Intention	**4.08**	**Quite Agree**
The likelihood that I will consider buying products from this store is high.	4.08	Quite Agree
I will shop from the store in the near future.	4.06	Quite Agree
Whenever I need to buy something, I will most likely purchase from the store.	4.10	Quite Agree

Based on the explanation in Table 4.2, it can be concluded that the average respondent's assessment of retail awareness is 3.99 with a fairly agreed statement. Table 4.2 above shows that the average respondent's assessment of the retail association variable is 3.94 with a fairly agreed statement. The average respondent's assessment of the retail perceived quality variable based on Table 4.2 is 3.98 with a fairly agreed statement. Furthermore, the average assessment of respondents on the retail loyalty variable is 4.08 with a fairly agreed statement. Finally, the average assessment of the purchase intention variable is 4.08 with a fairly agreed statement.

Tabel 3 Confirmatory Analysis

Variable	**Indicator**	***Factor Loading1***	***Factor Loading2***	***Construct Reliability***	***Variance Extracted***
Retail Awareness	RA1	0,742	0,550	0,784	0,650
	RA2	0,674	0,454		
	RA3	0,722	0,521		
	RAS1	0,792	0,627	0,894	0,836

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Retail Association	RAS2	0,791	0,625		
	RAS3	0,767	0,588		
	RAS4	0,755	0,570		
	RAS5	0,776	0,602		
Retail Perceived Quality	RPQ1	0,621	0,385	0,847	0,752
	RPQ2	0,646	0,417		
	RPQ3	0,812	0,659		
	RPQ4	0,830	0,688		
Retail Loyalty	RL1	0,703	0,494	0,843	0,762
	RL2	0,797	0,635		
	RL3	0,802	0,643		
Purchase Intention	NP1	0,783	0,613	0,841	0,763
	NP2	0,774	0,599		
	NP3	0,784	0,614		

Confirmatory analysis in this study shows that all indicators in the CFA model are valid with factor loading above 0.05.The reliability test results show a construct reliability value above 0.7, confirming the reliability of all research variables.The variance extracted from all variables also shows a value above 0.5, indicating that the research data is sufficient to test the hypothesis.

Hypotesis Testing

In this study, Structural Equation Modeling (SEM) using AMOS 24 software was used as a data analysis tool to test the hypothesis.The following is a series of steps in conducting SEM data analysis which will be described below:

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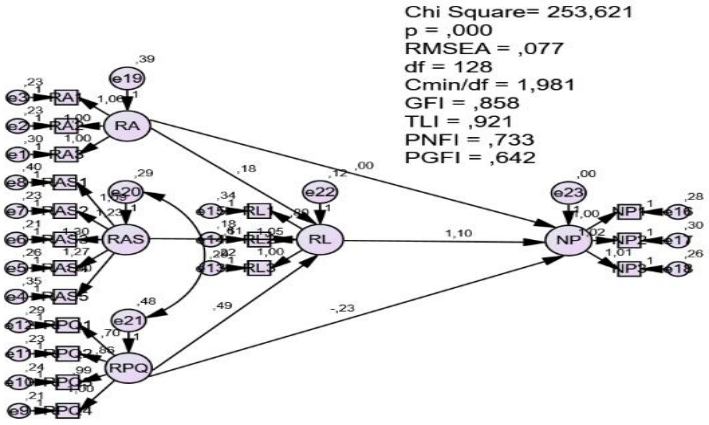


Figure 2 Structural Equation Model

Tabel 4 Data Normality Test

Variable	min	max	skew	c.r.	kurtosis	c.r.
NP3	2,000	5,000	-,658	-3,461	-,370	-,972
NP2	2,000	5,000	-,670	-3,525	-,366	-,961
NP1	1,000	5,000	-,868	-4,564	,458	1,204
RL1	2,000	5,000	-,519	-2,731	-,526	-1,383
RL2	2,000	5,000	-,712	-3,747	-,379	-,996
RL3	1,000	5,000	-,837	-4,402	,290	,763
RPQ1	2,000	5,000	-,169	-,889	-,611	-1,606
RPQ2	2,000	5,000	-,319	-1,677	-,351	-,924
RPQ3	2,000	5,000	-,377	-1,984	-,636	-1,672
RPQ4	2,000	5,000	-,560	-2,947	-,439	-1,154
RAS1	2,000	5,000	-,624	-3,283	-,700	-1,840
RAS2	2,000	5,000	-,279	-1,465	-,632	-1,662
RAS3	2,000	5,000	-,264	-1,391	-,690	-1,815
RAS4	2,000	5,000	-,304	-1,599	-,700	-1,841
RAS5	2,000	5,000	-,404	-2,127	-,520	-1,366
RA1	2,000	5,000	-,268	-1,408	-,563	-1,480
RA2	2,000	5,000	-,317	-1,670	-,499	-1,313

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Variable	min	max	skew	c.r.	kurtosis	c.r.
RA3	2,000	5,000	-,353	-1,856	-,626	-1,648
Multivariate					-5,625	-1,351

Based on Table 4, it shows that the results of the univariate normality test on most of the research data are normally distributed. Meanwhile, the multivariate normality test shows that the data in this study are normally distributed with a value smaller than ± 2.58, namely -1.351.

Table 5 Outliers Testing

Observation number	Mahalanobis d-squared	p1	p2
54	40,521	,002	,255
86	31,734	,024	,905
30	30,053	,037	,947
147	28,796	,051	,972
115	28,417	,056	,958
69	26,742	,084	,996
109	26,221	,095	,997
21	26,174	,096	,992
73	26,145	,096	,983

It can be noted in Table 5 above that the outliers test results from data processing did not find any numbers exceeding the value of 42.312. Therefore, it can be explained if all the data in this study do not contain outliers.

Table 6 Goodness of Fit CFA Testing Results

Fit Index	**Goodness of Fit**	**Kriteria**	**Cut-off value**	**Description**
Absolute Fit	RMSEA	≤ 0.08	0,077	*Good Fit*
	CMIN/DF	≤ 2.00	1,981	*Good Fit*

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Incremental Fit	TLI	≥ 0.90	0,921	*Good Fit*
	GFI	≥ 0.90	0,858	*Marginal Fit*
Parsimony Fit	PGFI	≥ 0.60	0,642	*Good Fit*
	PNFI	≥ 0.60	0,673	*Good Fit*

Based on Table 6, goodness of fit testing on the CFA model shows that there is only one index, namely GFI, which is a marginal fit. Meanwhile, the GOF indices, namely RMSEA, CMIN / DF, TLI, PNFI, and PGFI are good fit categories. Therefore, the GOF model in this study is declared fit so that it can be continued to the next stage.

Table 7 Hypotesis Testing Results

	Hypotesis	Estimate	S.E.	C.R.	P	Label
1	*Retail Awareness → Purchase Intention*	-,001	,068	-,010	,992	Negative & Unsignificant
2	*Retail Awareness → Retail Loyalty*	*,175*	*,073*	*2,400*	*,016*	*Positive & Significant*
3	*Retail Association → Retail Loyalty*	*,614*	*,144*	*4,277*	***	*Positive & Significant*
4	*Retail Perceived Quality → Purchase Intention*	*-,233*	*,148*	*-1,582*	*,114*	*Negative & Unsignificant*
5	*Retail Perceived*	*,489*	*,116*	*4,232*	***	*Positive & Significant*

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	Hypotesis	Estimate	S.E.	C.R.	P	Label
	Quality → Retail Loyalty					
6	*Retail Loyalty → Purchase Intention*	1,097	,162	6,787	***	**Positive & Significant**

DISCUSSION

Based on Table 7, this study proposes 6 hypotheses that are discussed and described as follows:

Retail awareness has a negative and unsignificant effect on Purchase Intention.

These results are evidenced by the negative estimate value of -0.001, the t-statistic value below 1.96, namely -0.010 and the P-value above 0.050, namely 0.992. So that H1 in this study is not supported.

These results contradict the research of Grewal et al. (1998), whose research shows the results that the more positive the store name or brand and the reputation associated with the store, the more positive the buyer's perception of the store. Brand awareness helps customers to choose a brand. This shows that statistically, there is little or no significant influence between the level of consumer awareness about Ami Mart and their intention to buy at the store.

Retail awareness has a significant positive effect on retail loyalty

These results are evidenced by a positive estimate value of 0.175, a t-statistic value above 1.96, namely 2.400 and a P-Value below 0.050, namely 0.000. So that H2 in this study is supported.

This result is in line with Turley and Moore's (1995) research which states that brand names offer characters that help retailers and consumers to see service providers and assume the results of these services. These results indicate that the level of awareness or consumer awareness of the Ami Mart brand or store positively affects consumer loyalty to the store. The hypothesis states that the higher this awareness, the more likely consumers are to be loyal to Ami Mart.

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Retail association has a significant positive effect on retail loyalty

These results are evidenced by a positive estimate value of 0.614, a t-statistic value above 1.96, namely 4.277 and a P-Value below 0.050, namely 0.000. So that H3 in this study is supported.

These results are in line with previous research by Gladden & Funk (2001) who in their research argue that brand association increases brand loyalty. Retail association refers to how customers identify themselves with store brands. If a store has positive associations with value, quality, service, or a desirable image, customers tend to be more loyal. These results suggest that Ami Mart is taking purposeful strategic steps to strengthen their positive associations with the brand in an effort to increase customer loyalty, which in turn can have a positive impact on the growth and sustainability of their business.

Retail perceived quality has a negative and unsignificant effect on purchase intention.

These results are evidenced by the negative estimate value of -0.233, the t-statistic value below 1.96, namely -1.582 and the P-Value above 0.050, namely 0.144. So that H4 in this study is not supported.

This result contradicts the research of Aaker & Joachimsthaler (2000) who argue that brand awareness affects perceptions and tastes where people like familiar products and are ready to assume all kinds of good attitudes towards goods that are familiar to them. The finding that retail perceived quality has an insignificant negative effect on purchase intention could indicate that consumers' perceived quality of Ami Mart stores does not directly encourage or influence their decision to buy products from there.

Retail perceived quality has a significant positive effect on retail loyalty

These results are evidenced by a positive estimate value of 0.489, a t-statistic value above 1.96, namely 4.232 and a P-Value below 0.050, namely 0.000. So that H5 in this study is supported.

These results are in line with the research of Aydin & Ö zer (2005) which argues that perceived service quality is an antecedent of loyalty. The hypothesis states that there is a positive relationship between the perceived quality provided by Ami Mart and customer loyalty. This means that the higher the perceived quality felt by customers towards Ami Mart, the more likely they will remain loyal to shop there.

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Retail loyalty has a significant positive effect on purchase intentions

These results are evidenced by the positive estimate value of 1.097, the t-statistic value above 1.96, namely 6.787 and the P-Value below 0.050, namely 0.000. So that H6 in this study is supported.

These results are in line with Oliver's research (1999) which states that brand loyalty is a repurchase promise that promises consumers will repurchase the brand they like in the future, and they will not change their loyalty under any circumstances. These results indicate that customer loyalty to Ami Mart has a strong impact on their desire to make purchases.

CONCLUSION

After testing each hypothesis in this study, the following conclusions can be drawn:

1) Based on the first hypothesis testing that has been previously presented in this study, an explanation can be drawn that the hypothesis results prove that Retail awareness has a negative and insignificant effect on purchase intentions at Ami Mart.
2) The results of testing the second hypothesis, show that retail awareness affects retail loyalty at Ami Mart positively and significantly.
3) From the results of the calculations previously carried out, the retail association variable also has a positive and significant effect on retail loyalty at Ami Mart.
4) The results of testing the next hypothesis, show that retail perceived quality does not have a significant effect on purchase intentions at Ami Mart.
5) The results of testing the next hypothesis, show that retail perceived quality has a positive and significant effect on retail loyalty at Ami Mart.
6) The results of hypothesis testing show that word of mouth has a positive and significant effect on repurchase intention at Ami Mart.

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