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**ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY, STORE ATMOSPHERE AND EXPERIENTIAL MARKETING ON REPATRONAGE INTENTIONS THROUGH BRAND AWARENESS AS AN INTERVENING VARIABLE**

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**Abstract**

*The purpose of this study was to determine the effect of Product Quality, Store Atmosphere and Experiential Marketing on Repatronage Intentions through Brand Awareness as an Intervening variable. This study used a sample of 100 respondents, namely consumers at the Yogya Department Store, Pemalang. The sample used was purposive sampling technique. The testing in this study was carried out using the method multiple linear regression analysis. The results of this study obtained there is a significant influence between variables Product Quality, Atmosphere, Experiential Marketing to Repatronage Intentions. Furthermore, there is a significant influence between Product Quality, Atmosphere, Experiential Marketing on Repatronage intentions through Brand Awareness as an intervening variable.*

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## INTRODUCTION

As time goes by, the development of human needs continues to increase. This creates a lot of competition in the industry. This competition causes companies to start introducing various strategic activities to make the goods they produce sell quickly, so that the sales targets set by the company can be achieved within the time period that has also been set. In the post-pandemic economic era, various retail companies providing products for people's needs seem to be competing to get consumers and also by various means to maintain consumer trust so that they remain faithful and loyal to their companies. Meeting consumer needs is the main focus of the retail industry. Prioritizing consumer satisfaction, creating comfort when shopping and creating relationships with consumers are a series of activities carried out to create loyalty and create positioning in the minds of consumers to continue shopping at the same place. Practically, what can attract consumers to remain loyal to shop at the same place is not only about price, but also the impression that consumers receive when shopping. The good impression that consumers receive is more effective in creating a desire to visit again. This impression is created through maximum service activities, the quality of the products sold, the shopping atmosphere and the good image that consumers receive when shopping. Repatronage intentions are the main target of every retail company. According to Thamrin (2003) repurchase interest is purchase interest that is based on purchase experiences that have been made in the past. High repurchase interest reflects a high level of satisfaction from consumers when deciding to adopt a product.

Yogya Pernalang Department Store is the most complete modern retail company in Pernalang, which provides various consumer needs, both basic and secondary needs. Yogya Pernalang Department Store is divided into 3 floors, the first floor is a supermarket. More than 200 products are available in the supermarket, ranging from staple products, household products, baby equipment to fresh products such as meat, fish, vegetables and fruit. On the 2nd and 3rd floors there is an area for fashion. In the fashion area there are lots of clothing products, shoes, sandals and accessories. Starting from equipment for children, teenagers to adults, both men and women, everything is available. Apart from that, Yogya Pernalang Department Store also provides a children's play area and food court. Thus making the Yogya Pernalang Department Store a one stop shopping for consumers who visit. Yogya Pernalang Department Stores also take

various steps to gain loyalty from consumers, namely by maintaining the quality of its products, providing good service and creating a pleasant shopping atmosphere, in accordance with the Yogya philosophy, namely: quality products, superior service, friendly familiarity and a pleasant atmosphere.

According to Kotler (2015), product quality is the product's ability to carry out its functions. These capabilities include durability, reliability and precision, which the product achieves as a whole. Then, Store atmosphere is an atmosphere that is very influential for a store to make customers feel at home and comfortable choosing the type of product they want to buy. To create a supportive atmosphere, a shop needs good design.

Things that encourage consumers to make repeat purchases include brand awareness. brand awareness is the consumer's ability to identify product brands. awareness is in the form of consumers' tendency to buy a brand that is already known, because by buying a brand that is already known, they feel safe and avoid various risks of use. Brand awareness is defined as the ability of potential customers to recognize or remember the brand which is part of the product category according to Kartajaya (2010).

The next thing that encourages consumers to make repeat purchases is product quality. According to Kotler (2015), product quality is the product's ability to carry out its functions. These capabilities include durability, reliability, accuracy, which the product obtains as a whole. Next is the atmosphere of the shop. The atmosphere of the store also greatly influences consumers, especially in terms of comfort when shopping, which is an important consideration when making repeat purchases. The shop atmosphere is a series of activities and forms that can create comfort. According to Meldarianda (2010) "store atmosphere is a combination of the physical characteristics of the store such as architecture, lighting layout, displays, color, temperature, music, aroma which as a whole will create an image in the minds of consumers. The final thing that encourages consumers to make repeat purchases is the shopping experience (experiential marketing). Experiential marketing, according to Schmitt (1999), is how to get customers to sense, feel, think, and relate to your company and brands. This means that experiential marketing is a way to create experiences that customers will feel when using a product or service

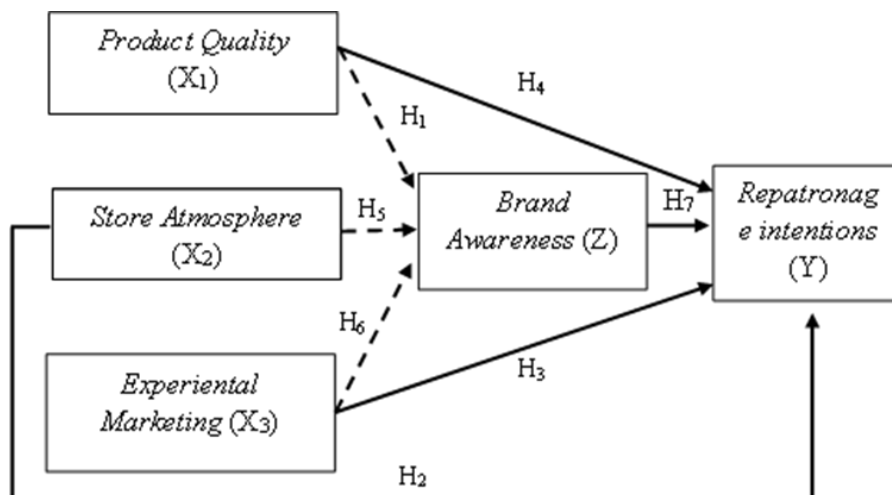
Research conducted by Afif Ghaffar Ramadhan (2017) with the title "Analysis of the Influence of Product Quality, Service Quality and Brand Image on Repurchase

Interest in Nike Running Shoes in Semarang through Customer Satisfaction as an Intervening Variable", obtained the results that product quality has a negative influence and not significant to repurchase interest. Meanwhile, research by Isra Ul Huda et al (2020) with the title "The Influence of Store Atmosphere and Brand Awareness on Repurchase Interest in Consumers at Warung Kopi 88 Banjar Indah Permai Through Consumer Satisfaction as an Intervening Variable", obtained the results that store atmosphere has no direct effect on repurchase interest to consumers of the 88 Banjar Indah Permai coffee shop. Research by Isnain Kharolina (2021) with the title "The influence of experiential marketing on repurchase interest through consumer satisfaction as an intervening variable", found that experiential marketing had no effect on repurchase interest

Yogya Department Store Pemalang is the most complete modern retail company in Pemalang. This department store provides various consumer needs, both basic and secondary needs. In its development, Yogya Pemalang Department Store always strives to increase sales and prioritize consumer loyalty, by maintaining product quality, creating a comfortable store atmosphere, giving a good impression to every consumer who shops and always instilling brand awareness with promotions. This is done to create loyalty among consumers and increase sales.

Therefore, this study aims to prove the direct influence on product quality variables, atmosphere, experiential marketing on brand awareness. In addition, this study is also intended to examine the indirect influence between product quality, atmosphere, experiential marketing on repatronage intentions with brand awareness mediation.

Figure 1. Framework of Thought



### 3. RESEARCH METHODS

According to Arikunto (2002) research methods are the methods used by researchers in collecting research data. The author's data collection methods in this research is questionnaire. According to Sugiono (2012) a questionnaire is an efficient data collection technique if the researcher knows exactly the variables to be measured and knows what to expect from the respondent. A total of 100 samples were acquired for this study. Distribution of the questionnaire was carried out using the link on Google Form. Multiple regression analysis was the method employed during the data analysis procedure, which was conducted using SPSS 26 software. Perform validity and reliability tests on the instrument before moving on to multiple regression testing. Proceed with the model test and the traditional assumption test after that.

### 4. RESULTS AND DISCUSSION

#### Result

This research is processed to determine the direct influence and indirect influence of a relationship. However, before testing its effect, instrument testing is first carried out using validity and reliability tests. Furthermore, the hypothesis will measure two times by direct effect and indirect effect.

**Table 1** Summary of Validity Test Results for Each Variable

Variable	Number of Questions	R count	r table	Info
<i>Product Quality</i> (X1)	1	0,774	0,197	Valid
	2	0,882	0,197	Valid
	3	0,851	0,197	Valid
	4	0,886	0,197	Valid
<i>Store Atmosphere</i> (X2)	1	0,797	0,197	Valid
	2	0,814	0,197	Valid
	3	0,883	0,197	Valid
	4	0,818	0,197	Valid
<i>Experiental Marketing</i> (X3)	1	0,679	0,197	Valid
	2	0,826	0,197	Valid
	3	0,896	0,197	Valid
	4	0,853	0,197	Valid
<i>Repatronage Intentions</i> (Y)	1	0,798	0,197	Valid
	2	0,838	0,197	Valid
	3	0,862	0,197	Valid
	4	0,340	0,197	Valid
	1	0,772	0,197	Valid

	2	0,830	0,197	Valid
<b>Brand Awareness</b>	3	0,815	0,197	Valid
<b>(Z)</b>	4	0,724	0,197	Valid

Source: Processed primary data, 2023

The test results show that each variable in the entire questionnaire is valid. Therefore, all research variable questionnaires can be used as research instruments.

**Table 2** Reliability Testing Results

Variable	Cronbach Alpha	Standar Alpha	Information
<b>X<sub>1</sub></b>	0,868	0,6	Reliable
<b>X<sub>2</sub></b>	0,847	0,6	Reliable
<b>X<sub>3</sub></b>	0,832	0,6	Reliable
<b>Z</b>	0,714	0,6	Reliable
<b>Y</b>	0,790	0,6	Reliable

Source: Processed primary data, 2023

These results indicate that the Product Quality variable (X<sub>1</sub>) is included in the sufficient category, the Store Atmosphere variable (X<sub>2</sub>) is included in the sufficient category, the Experiential Marketing variable (X<sub>3</sub>) is included in the sufficient category, the Repatronage Intentions variable (Y) is included in the sufficient category and the Brand variable Awareness (Z) is in the sufficient category. Thus, it can be said that the variable measuring concept used in this research is reliable.

**Table 3** Results of t test analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.108	.931		8.710	.000
	Product Quality (X <sub>1</sub> )	.560	.058	.698	9.639	.000
	Store Atmosphere (X <sub>2</sub> )	.522	.066	.625	7.918	.000
	Experiential Marketing (X <sub>#</sub> )	.544	.050	.739	10.856	.000
	Brand Awareness (Z)	.457	.078	.510	5.876	.000

Source: Processed Primary Data, 2023

There is a significant influence between the Product Quality variable on Repatronage Intentions. Case study at the Yogya Pemasang Department Store (Hypothesis 1). With t count for the Product Quality variable (X<sub>1</sub>) of 9.639 and t table of 1.984, it means t count > t table (9.639 > 1.984) so that H<sub>0</sub> is rejected, which means there is a partially significant

influence of the Product Quality variable (X1) on Repatronage Intentions (Y). Thus, the first hypothesis which states that the Product Quality variable influences Repatronage Intention in the case study at the Yogya Pemasang Department Store is accepted. There is a significant influence between the Store Atmosphere variable (X2) on Repatronage Intentions case study at the Yogya Pemasang Department Store (Hypothesis 2 With t count for the Store Atmosphere (X2) variable of 7.918 and a ttable of 1.984, it means  $t \text{ count} > t \text{ table}$  ( $7.918 > 1.984$ ) so that  $H_0$  is rejected, which means there is a partially significant influence of the Store Atmosphere variable (X2) on Repatronage Intentions (Y). Thus, the third hypothesis which states that the Store Atmosphere variable influences Repatronage Intentions in the case study at the Yogya Pemasang Department Store is accepted. There is a significant influence between the Experiential Marketing variable (X3) on Repatronage Intentions case study at the Yogya Pemasang Department Store With t count for the Experiential Marketing variable (X2) of 10.856 and a ttable of 1.984, it means  $t \text{ count} > t \text{ table}$  ( $10.856 > 1.984$ ). Therefore,  $H_0$  is rejected, which means there is a partially significant influence of the Experiential Marketing variable (X3) on Repatronage Intentions (Y). Thus, the second hypothesis which states that the Experiential Marketing variable influences Repatronage Intentions in the case study at the Yogya Pemasang Department Store is accepted. There is a significant influence between the Brand Awareness variable on Repatronage Intentions. Case study at the Yogya Pemasang department store With a tcount for the Product Quality variable (X1) of 5.876 and a ttable of 1.984, it means  $t \text{ count} > t \text{ table}$  ( $5.876 > 1.984$ ) so that  $H_0$  is rejected, which means there is a partially significant influence of the Brand Awareness (Z) variable on Repatronage Intentions (Y). Thus, the first hypothesis which states that the Brand Awareness variable influences Repatronage Intentions in the case study at the Yogya Department Store Pemasang is accepted.

This test is used to test the strength of the indirect influence of the independent variable (X) on the dependent variable (Y) through the mediating variable (Z). Mediation regression analysis using the product of coefficient method is carried out using two regression equations as follows:

**Table 4.** Multiple linear regression test results (Equation 1)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	<b>5.179</b>	.174		29.712	.000
Product Quality_X1	<b>.107</b>	.020	.163	5.347	.000
Store Atmosphere_X2	<b>.459</b>	.018	.675	24.999	.000
Experiential Marketing_X3	<b>.126</b>	.016	.211	7.816	.000

Source: Processed primary data, 2023

$$Z = a + b_1X_1 + b_2X_2 + B_3X_3 + e$$

$$Z = 5,179 + 0,107X_1 + 0,459X_2 + 0,126X_3 + e$$

Based on the table above, the analysis of multiple linear regression data (Equation 1) is explained as follows:

$a = 5.179$  is the constant value of the regression equation,

$b_1 = 0.107$  shows the positive influence of Product Quality on Brand Awareness, which means that if Product Quality increases it will result in an increase in Brand Awareness among consumers at the Yogya Pemasang Department Store

$b_2 = 0.459$  shows a positive influence between Store Atmosphere on Brand Awareness, which means that if the Store Atmosphere increases it will result in an increase in Brand Awareness among consumers in the Yogya Pemasang Department Store,

$b_3 = 0.126$  shows the positive influence of Experiential marketing on Brand Awareness, which means that if Experiential Marketing increases it will result in an increase in Brand Awareness among consumers at the Yogya Pemasang Department Store

From the results of the multiple linear regression equation above, it can be seen that the increase in Brand Awareness in the Yogya Pemasang Department Store is significantly influenced by the variables Product Quality, Store atmosphere and Experiential marketing.



**Table 5.** Multiple linear regression test results (Equation 2)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	8.108	.931		8.710	.000
Product Quality (X <sub>1</sub> )	.560	.058	.698	9.639	.000
Store Atmosphere (X <sub>2</sub> )	.522	.066	.625	7.918	.000
Experiential Marketing (X <sub>3</sub> )	.544	.050	.739	10.856	.000
Brand Awareness (Z)	.457	.078	.510	5.876	.000

Source: Processed Primary Data, 2023

The results of multiple linear regression calculations were obtained as follows:

$$Z = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4Z + e$$

$$Z = 8,108 + 0,560X_1 + 0,522X_2 + 0,544X_3 + 0,457Z + e.$$

Based on the table above, multiple linear regression analysis (Equation 2) can be explained as follows:

a = 8108 is the constant value of the regression equation

b<sub>1</sub> = 0.560 shows the positive influence of Product Quality on Repatronage Intentions. It means that if Product Quality increases, it will result in an increase in Repatronage Intentions among consumers at the Yogya Department Store Pernalang

b<sub>2</sub> = 0.522 shows a positive influence between Store Atmosphere on Repatronage Intentions. It means that if the Store Atmosphere increases it will result in an increase in Repatronage Intentions among consumers at the Yogya Department Store Pernalang

b<sub>3</sub> = 0.544 shows the positive influence of Experiential marketing on Repatronage Intentions. It means that if Experiential Marketing increases it will result in an increase in Repatronage Intentions among consumers at the Yogya Department Store Pernalang

b<sub>4</sub> = 0.457 shows a positive influence between Brand Awareness on Repatronage Intentions. It means that if Brand Awareness increases it will result in an increase in Repatronage Intentions among consumers at the Yogya Department Store Pernalang.

## **Discussion**

### **The influence of product quality toward brand awarness**

The influence of product quality on brand awareness is a critical aspect of a company's overall success and reputation. Product quality refers to the level of excellence or superiority of a product, and brand awareness is the extent to which consumers are familiar with and recognize a particular brand. The relationship between these two concepts is multifaceted and can have a significant impact on a brand's success. High product quality creates positive associations with a brand. When consumers experience consistently good quality products, they are more likely to form positive perceptions about the brand. This positive sentiment contributes to increased brand awareness as consumers are more likely to remember and recommend a brand they associate with quality. In summary, the influence of product quality on brand awareness is substantial. By consistently delivering high-quality products, a brand can create positive associations, encourage word-of-mouth marketing, foster customer loyalty and trust, differentiate itself from competitors, and build a strong reputation—all of which contribute to increased brand awareness and recognition in the marketplace.

### **The influence of store atmosphere toward brand awarness**

Store atmosphere plays a crucial role in influencing brand awareness by shaping the overall experience consumers have with a brand within a physical retail space. The store atmosphere encompasses various elements such as the store layout, design, lighting, music, scent, and overall ambiance. The store atmosphere contributes to the overall brand image and identity. The design, colors, and decor of a store should align with the brand's personality and values. Consistency in branding elements within the store helps reinforce the brand in the minds of consumers, contributing to increased brand awareness. In conclusion, the store atmosphere is a powerful tool for influencing brand awareness. A carefully curated and aligned atmosphere enhances brand image, creates a memorable experience, fosters emotional connections, and differentiates the brand in the minds of consumers, ultimately contributing to increased brand awareness and recognition.

### **The influence of experiential marketing toward brand awarness**

Experiential marketing, also known as engagement or event marketing, involves creating immersive and memorable experiences for consumers to connect with a brand. This approach goes beyond traditional advertising methods by actively involving consumers in

the brand experience. Experiential marketing creates memorable interactions that leave a lasting impression on consumers. These memorable experiences are more likely to be shared through word-of-mouth, social media, and other channels, contributing to increased brand recall and awareness. People tend to remember experiences more vividly than traditional advertising messages. Experiential marketing provides an opportunity for brands to tell their stories in a dynamic and interactive way. Through live events, demonstrations, or immersive installations, brands can convey their values, mission, and unique selling propositions. This cohesive storytelling enhances brand messaging and contributes to a more comprehensive understanding of the brand, fostering awareness.

### **The influence of product quality toward repatronage intention**

Repatronage intention refers to the likelihood or intention of a customer to revisit and make repeat purchases from a particular business or brand. Product quality plays a significant role in shaping customers' perceptions, satisfaction, and the likelihood of returning for future transactions. High product quality generally leads to greater customer satisfaction. When customers receive products that meet or exceed their expectations, they are more likely to be satisfied with their purchase. Satisfied customers are more inclined to return to the same brand or business for future purchases. In conclusion, product quality significantly influences repatronage intention by affecting customer satisfaction, trust, loyalty, perceived value, and emotional connections. Businesses that consistently deliver high-quality products are more likely to build a loyal customer base and benefit from repeat business over time.

### **The influence of store atmosphere toward repatronage intention**

Store atmosphere, encompassing the physical and emotional elements of a retail environment, can have a substantial impact on customers' repatronage intention. The ambiance, design, layout, and overall experience within a store contribute to the overall perception customers have of a brand, influencing their likelihood to return for future purchases. The store atmosphere can influence customers' buying behavior. For example, a relaxed atmosphere might encourage customers to spend more time browsing, while an energetic atmosphere may prompt quicker decision-making. Understanding and catering to customers' preferences through the store atmosphere can impact their likelihood of repatronage. The atmosphere influences the comfort and convenience of the shopping environment. Factors such as lighting, music, and seating arrangements contribute to

customers' comfort levels. A comfortable and convenient store atmosphere makes the shopping experience more enjoyable, increasing the likelihood that customers will return. In summary, a well-crafted store atmosphere influences customers' emotions, perceptions, and overall experience, impacting their repatronage intention. Brands that invest in creating a positive, unique, and consistent store atmosphere are likely to see increased customer loyalty and repeat business over time.

### **The influence of experiential marketing toward repatronage intention**

Experiential marketing, also known as engagement or event marketing, focuses on creating memorable and interactive experiences for consumers. The influence of experiential marketing on repatronage intention is significant, as it directly shapes customers' perceptions, emotional connections, and loyalty. Experiential marketing is designed to evoke positive emotions by immersing customers in memorable and enjoyable experiences. These emotional connections contribute to a favorable perception of the brand and create a sense of attachment. Positive emotions associated with the brand increase the likelihood that customers will want to revisit the brand for future positive experiences. Experiential marketing allows brands to showcase their values, personality, and unique selling propositions in a dynamic and interactive way. Positive experiences contribute to a favorable brand image, shaping customers' perceptions of the brand. An enhanced brand image increases the likelihood of repatronage, as customers are more likely to return to brands they perceive positively. In summary, experiential marketing influences repatronage intention by creating positive emotional connections, enhancing brand image, fostering engagement, generating positive word-of-mouth, and contributing to the development of brand loyalty. Brands that invest in meaningful and memorable experiences are likely to see a positive impact on customer retention and repatronage over time.

### **The influence of brand awareness toward repatronage intention**

The level of awareness a customer has about a brand significantly shapes their perceptions, preferences, and decision-making. Brands that have high awareness are more likely to be top-of-mind when consumers are considering a purchase in a specific category. If a brand is consistently present in the consumer's awareness, they are more likely to be chosen over less familiar or less visible alternatives when it comes time to make a purchase decision. Brand awareness helps in building positive associations. Customers are likely to form

positive opinions about a brand if they are consistently exposed to it through various channels. Positive associations contribute to a favorable brand image, making customers more inclined to return for future purchases. Brand awareness is often linked to the creation of positive first impressions. When customers are initially exposed to a brand through advertising, social media, or other channels, a positive first impression can influence their decision to choose the brand and, subsequently, their intention to return for future purchases. In summary, brand awareness significantly influences repatronage intention by shaping customer perceptions, building trust, creating positive associations, facilitating brand recall, and enhancing the overall customer experience. Brands that prioritize and invest in building and maintaining awareness are more likely to see increased repatronage from customers over time.

## 5. CONCLUSIONS

There is a significant influence of the Product Quality variable on Repatronage Intentions, there is a significant influence of the Store Atmosphere variable on Repatronage Intentions, there is a significant influence of the Experiential Marketing variable on Repatronage Intentions, there is a significant influence of the Product Quality variable on Repatronage Intentions through Brand Awareness as an intervening variable, there is a significant influence of the Store Atmosphere variable on Repatronage Intentions through Brand Awareness as an intervening variable, there is a significant influence of the Experiential Marketing variable on Repatronage Intentions through Brand Awareness as an intervening variable, there is a significant influence of the Brand Awareness variable on Repatronage Intentions

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